

ELSTREE AND BOREHAMWOOD TOWN COUNCIL

ENTERTAINMENTS COMMITTEE

MINUTES of a meeting held at Fairway Hall, Brook Close, Borehamwood on **TUESDAY 12th February 2013** at 7.30pm.

Present:

Cllr. Mrs F Turner (Vice-Chairman)
Cllr. C Kelly
Cllr. Mrs A Mitchell
Cllr. S Maughan
Cllr. C Butchins (ex-officio)

In Attendance: D Feehily – Events Coordinator
Cllr. Mrs Pat Strack

40. APOLOGIES AND SUBSTITUTIONS

Apologies were received from Cllr Mrs S Parnell (Chairman – Other Business)
Cllr Mrs F Turner Substituted
Cllr R Butler (Other Business)

41. DECLARATIONS OF COUNCILLORS' INTERESTS

There were none.

42. MINUTES OF PREVIOUS MEETING

It was **RESOLVED** that:

the Minutes of the Meeting held on 15th January 2013 be signed by the Chairman as a true record.

43. REPORT OF THE EVENTS COORDINATOR

The report of the Events Coordinator was received.

Christmas Lights 2013

Members were presented with the outlined suggestions of the Christmas lights supplier and informed that options would include using the existing lights still in working order, which were previously owned by the Town Council to keep to within existing budgets.

The suggestion would be to move lights, where possible, around to different destinations, lights used in Leeming Road could be moved to Manor Way and vice versa. The choice of lights in Elstree is limited by the narrow pavement, as according to the installation code of practice, lights cannot enter into road space.

The Shenley Road lights are also governed by the island widths, in previous years certain lights had to be adapted to fit existing columns due to different island widths. On these islands the choice of lights would be limited to the type of light that could be adapted to fit.

Members were informed that if they chose a suggested colour scheme option then the lighting supplier would then make suggestions based on the lighting fittings that could be used.

**It was AGREED that:
the twinkling lights not the animated lighting options would be preferred and the colour scheme suggestion was Red and Silver.**

**It was AGREED that:
the quotation should be a yearly cost with the option to extend to 3 years as previous, based on the savings offered for a longer term contract and the proposal information will be asked to be supplied for the next meeting.**

Town Events Progress

To receive an update on the Star arena attraction Doug Lampkin

Members were informed that the management for Dougie Lampkin had confirmed his attendance for Saturday 29th June 2013

Members discussed the paying of deposits for acts and attractions, it would be preferable to confirm the booking in writing from the Town Council and as a public body hope that this would suffice, and payments could then be made from the budget which the festival falls under.

E.G. Deposits and payments for 2013 Festival are paid after April 2013.

**It was AGREED that:
the Town Clerk would be asked to advise if the need arises to secure an act or attraction with a deposit in a previous budget year whether this would be possible.**

Members discussed the American Chamber Orchestra's visit in March and were informed that the concession price could be given to groups and organisations to encourage attendance by use of an access code to The Ark Theatre website.

Members discussed the unfortunate impracticalities of putting a film evening on in the present time, with a lack of available film personalities, the cost of licensing and copyright issues all needing to be considered. The committee would like to look at an option of a Black Tie Social evening, possibly with a Film Theme.

The suggestion was discussed that the Black Tie event could be at Allum Hall and have tickets sold to make it self financing.

**It was AGREED that:
The events coordinator would look to prepare a cost and option report to include a Black tie social event in the 2014 Annual Festival, with any possibility of such an event in this years Festival to be reported at the next meeting.**

To consider applications for extra events for Festival –

Members were informed that Pat and Dave Roberts, successful award winning Ballroom Dancers currently running classes at Allum Hall had agreed to a request from the Events Coordinator to hold a free evening demonstration class at Fairway Hall during the Festival on Wednesday 26th June.

BETTA, Herts Acoustic Group, Hertsmere Academy of Dance and Performing Arts and A Hertfordshire based Archery School had all been invited to submit events for available dates at Fairway Hall.

BETTA declined the offer due to other commitments. Full proposals from those interested in being considered for inclusion for available dates would be presented at the March Entertainments Meeting.

To receive an update on the Friends of EBTC Festival and recommend communication options

Members were informed that the Town Crier was being used to announce the Friends of EBTC Festival where people would be kept informed of new events, reminded of existing events, given the opportunity to buy tickets and be informed of competitions etc.

The option was discussed of including an, opt in or opt out tick box of receiving further information on Town Council events on Fairway Hall Application Forms.

It was AGREED that:

Council forms include a box to tick if information is not wanted to be received, but members made it clear that as per our data protection policy with each communication sent an opt out option would be included for the recipient. This would be reviewed after a 6 month period.

To receive and update on publicity and sponsorship for Classic Vehicle Show

Members were informed that the advertising for the event had not commenced as yet whilst the final details were being discussed and decided.

Several local organisations had been approached for sponsorship but with no one forthcoming, members recommended trying further afield with companies in Watford and Barnet as examples. Members were informed that the cost of the classic vehicle show would be kept to a minimum and if sponsorship was forthcoming then plans would be adjusted to accommodate any extra funding.

Communication Strategy

To develop a comprehensive strategy taking account of all of the Council's aims and ambitions in relation to communicating effectively with the public, especially service users, and key partners.

Members discussed having a clear written communication policy, where all communicational activities could be linked to maximise the ability provide and receive information. Members were keen to ensure that local businesses and community groups would be considered and included.

It was AGREED that:

The events coordinator would provide more information at the next Committee meeting and members would look to contribute any ideas or suggestions that they would like to be considered for inclusion.

44. TOWN CRIER EDITION #9

Members were informed that the current delivery date of 23 Feb. 2013 was on target. Advertising revenue was up on the previous two editions and following discussions after a request from the Editor.

It was RESOLVED that:

Cost for advertising in the Town Crier could be adjusted by 10% at the discretion of the Editor to assist with the selling of advertising space for those that wish to have multiple edition advertising.

The Meeting closed at 9.30pm.

Date:..... CHAIRMAN.....