

ELSTREE AND BOREHAMWOOD TOWN COUNCIL

ENTERTAINMENTS COMMITTEE

MINUTES of a meeting held at Fairway Hall, Brook Close, Borehamwood on **TUESDAY 5th March 2013** at 7.30pm.

Present:

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

In Attendance:

D Feehily – Events Coordinator
Cllr. Mrs Pat Strack
Mr L Stack

45. APOLOGIES AND SUBSTITUTIONS

Apologies were received from Cllr. C Kelly (Other Business)
Cllr Mrs P Strack Substituted

46. DECLARATIONS OF COUNCILLORS' INTERESTS

There were none.

47. MINUTES OF PREVIOUS MEETING

It was RESOLVED that:

the Minutes of the Meeting held on 12th February 2013 be signed by the Chairman as a true record.

48. REPORT OF THE EVENTS COORDINATOR

The report of the Events Coordinator was received.

- Town Events Progress

Confirmation of 2013 Coach Trip Destinations and Cost

Members were presented with destinations and cost of the 2013 coach trips, members discussed last years trips and the positive feedback received. Positive comments were made that the coach company had kept the cost down with an increase of £110 in total. Members were informed that tickets last year, as in previous years, sold out, so an increase in subsidised revenue was unlikely.

It was AGREED that:

the coach trip destinations below, along with the initial ticket sales day details of Monday 13th May would be included in the Town Crier Festival edition # 10

Coach Trip Destinations 2013

Destination	Cost 2013	Cost 2012	UP
Southend	500	490	10
Clacton	560	550	10
Brighton	560	550	10
Hastings	580	570	10
Bournemouth	610	600	10
Salisbury	585	575	10
Broadstairs	580	570	10
Norwich	610	600	10
Rye	580	570	10
Eastbourne	580	570	10
Portsmouth	580	570	10
Rochester	490	490	0

To receive an update on the Friends of EBTC Festival

Members were informed that the Friends of EBTC competition in the Town Crier had produced a good response with several entries and an email and poster campaign to local schools and groups would be undertaken. The competition would be placed on the Town Council Facebook account and members suggested asking the Youth Council to assist in publicising the Competition. An update would be given at the next meeting on the number of Friends.

To receive a report on Social Event at Allum Hall 2013 / 2014

Members discussed a self financing social event, members commented that tickets must be kept reasonable and the risk of underwriting a major social event in the current climate would be unacceptable so a smaller social event should be considered. Members discussed the following options to consider for the 2014 Civic Festival, with the events coordinator tasked finding out more information to report a later meeting.

Option 1

A social gathering at Fairway Hall with Background music, tables, chairs and buffet food

Option 2

A film and social evening, either at Fairway Hall or the Ark Theatre with a single film showing to keep any copyright or licensing issues to a minimum, followed by food and background music. Members suggested involving Elstree Film Heritage and advice should be gained from them and the Ark Theatre regarding copyright issues and investigate if the showing of older films would be a more cost effective option.

Option 3

The History of The Elstree and Borehamwood Civic Festival, past events had been filmed and these could be shown on screen, along with a display of photographs taken, members of the public, Borehamwood Museum, Mr Peter Norman and Mr Paul Welsh should be invited to contribute and join in.

It AGREED that:

The events coordinator would contact The Ark Theatre and Elstree Film Heritage investigating copyright cost and other issues that affect film evenings, this would be reported to members later in the year to enable them to ascertain if funding to underwrite a social event could be offered for 2014 from the Festival Budget.

To receive and update on Classic Vehicle Show

Members were informed the Classic car show is taking place, following a meeting with Hertsmeare Leisure and Parks Dept a safe area to hold the event had been established with access across Meadow Park without using marked football areas. Stewards / Volunteers would be used to guide vehicles to the area.

The events coordinator would meet with the 2 volunteers assisting with the event in the week commencing 8th April to discuss suitable numbers and areas to advertise forums and clubs to contact.

To receive an update on Parade and Stall Entries

The events coordinator reported that forms had been sent via email and post to all the Town Schools with Monksmead School's parade form already returned. Three Stalls had currently been booked but a number of application forms had been requested and sent. Members recommended that records from the previous two years should be revisited and previous attendees invited.

Members were informed that Pauline Poole had informed the Events coordinator of the timings and date for the annual Festival fun run and 10K. Sunday 23rd June 2013 with the 10K at 10:00AM and the Fun Run at 11:15AM. Stewards would be a great help as last year. Members recommended asking the Youth Council, Air Cadets and other local youth groups to volunteer to assist.

Members asked for the Air Cadets to confirm attendance at Parade day with their Marching band as they were unable to make it last year.

It was AGREED that:

The events coordinator to contact youth groups for availability and to provide a report on the number of Stewards required for the different 2013 Festival events and contact Community Action Hertsmeare Time Bank to ask if volunteers could be provided for any events.

- 2013 Christmas Lights Options

To Review Christmas lights options from nominated supplier

Members received a copy of the quotation from the nominated supplier, the slight increase was deemed reasonable over a three year period, but members asked for further choices to be offered. Councillors require more information on the reason for only certain fittings being able to use. Cllr R Butler has experience of the industry and will have a discussion with the company and report at the next meeting.

It was AGREED that:

More colours and options would be asked to be supplied and these would be sent to members in advance of the April meeting. The contact details for the nominated supplier to be given to Cllr. R Butler.

- Communication Strategy

To provide information on the Communication Strategy Process and to provide a feedback form for members.

Members were presented with information regarding the Communication Strategy Process and discussed, What we wish to communicate? E.G. Policy, Events and Meetings, Why? It will ensure easier and improved communications with the Council and other parties. To allow measurable targets and to ensure data protection laws and guidance are adhered too. How? Members discussed various methods that are used from the Council Website and digital media, through to public meetings and notice boards.

Who? In regards to Contact Management various sectors were discussed and recommended to be included, members of the public, service users, local business's, Community and Charitable Organisations, Schools and Colleges.

Members were informed that as the Communication Strategy progress increases further updates and opportunities to offer opinions and feedback would be provided.

Information was requested by members from Community Action Hertsmeare on social media training.

It was AGREED that:

The Events coordinator would provide further information to members on Social Media Training currently being offered by Community Action Hertsmere and if the training can take place at Fairway Hall

49. TO RECEIVE AN UPDATE ON TOWN CRIER EDITION # 9

It was AGREED that:

the meeting dates for the Town Crier working group would be

Monday 15th April 2013	6.30PM
Thursday 18th April 2013	4.00PM
Monday 8th July 2013	10.00AM
Thursday 11th July 2013	6.30PM
Monday 21st October 2013	6.30PM
Friday 25th October 2013	10.00AM

It was reported that the Town Crier Deliveries feedback have been excellent. Members discussed issue Number 10, the Festival Edition and including the Festival listings pull out as previously
The Pre Festival Day of Saturday 18th May and the Coach Trips will be publicised in issue 10.
Members discussed Festival Competitions, including Meet The Star for a personal audience with Star attraction Dougie Lampkin.

The Meeting closed at 9.02pm.

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