

**MINUTES OF THE COMMUNICATIONS AND EVENTS COMMITTEE MEETING HELD ON**

**THURSDAY 21<sup>st</sup> OCTOBER 2021 AT 7.00pm**

**MAIN HALL, JUBILEE CENTRE, RECREATION WAY, MILDENHALL, IP28 7HG**

Present:

- Cllr. Bowman (Chair)
- Clr. Alecock (Vice-Chair)
- Cllr. Bristow
- Cllr. Brotchie
- Cllr. Busuttil
- Cllr. Littlechild
- Cllr. Shipp

In attendance: Mr M Knight (Town Manager), Ms. E Lawrance (Projects Officer).

**1. APOLOGIES AND ACCEPTANCE FOR ABSENCE**

Apologies were received and accepted from Cllr. Leaman, none were received from Cllr. Sykes.

**2. DECLARATIONS OF INTERESTS AND DISPENSATIONS**

Cllr. Alecock – West Suffolk District Council.  
Cllr. Shipp – West Suffolk District Council.

**3. PUBLIC PARTICIPATION**

No members of the public were in attendance.

Signed: .....

Date: .....

4. **TO RECEIVE APPROVAL OF MINUTES OF THE MEETING HELD ON 1<sup>st</sup> JULY 2021 FROM THOSE MEMBERS PRESENT AT THE MEETING**

It was **RESOLVED** to adopt the minutes with the agreed grammatical changes. Proposed by Cllr. Shipp and seconded by Cllr. Busuttil. All in favour.

5. **GENERAL MATTERS**

**5.1 Update from the Town Manager regarding Action Sheet**

The document was presented and **NOTED**. Questions were asked about the celebrations of the 800-year anniversary of St. Mary's Church which were no longer taking place.

**5.2 To receive the most recent webstats report**

The report was discussed and a few statistics were questioned, it was requested that numbers could be obtained for the top ten downloads and searches, and that the 0-30 seconds length of visit to the site could be between 5 and 30 seconds to account for possible non-human activity.

**5.3 To receive a verbal update regarding the delivery of the Mildenhall Messenger and to suggest future articles.**

The Town Manager gave a verbal update on the effectiveness of the use of a national contractor for the delivery and it was noted that whilst the process was lengthy and only provided a copy for a specific post code area that a vast majority of the people of the town were receiving the magazine. It was **AGREED** that this should continue but efforts should be taken to identify areas of the town not in receipt of the magazine and hand deliver these ones. It was further **AGREED** that a meeting should be set up with the printer and the Town Council to discuss future publication dates and improvements to the process.

Items suggested for the next issue of the Messenger included an article and map about the Cemetery Extension project to be written by Cllr. Bowman. An article on the half-price offer at the Jubilee Centre for hiring and an article on electric charging points to be written by the Town Manager, an article on the recent Twinning with Frickenhausen to be written by Cllr. Busuttil and an article on the Welcome Back Funding to be written by the Projects Officer. Deadline for all articles to be the 29<sup>th</sup> October.

#### **5.4 Verbal update on Social Media and Loyal Free Scheme**

The Town Manager briefly reported on a form which would be going out to all Councillors to produce a thumbnail profile on themselves and their experiences of being a Town Councillor for publication on the website and social media.

The Projects Officer reported on the increasing update of the Town Council Facebook page which was rapidly becoming the most effective form of communication. The most popular posts being updated on the Cemetery Extension Project, Community Showcase and Loyal Free Scheme.

The Loyal Free Scheme was progressing but it was noted that relationships and trust needed to be built up with the business community before this could become as effective as it could be. A recent event was poorly attended but subsequent repeat visits by Councillors and the Project Officer have been more effective.

Other avenues of engagement are also being explored such as advertising local events and eateries in the town to build content and engagement. Upcoming events such as the Craft Fair on the 27<sup>th</sup> November, Community Showcase on the 6<sup>th</sup> November and Merry Mildenhall on the 2<sup>nd</sup> December would feature heavily in this.

It was also suggested that the Army Cadets, St. John's Community Centre, Brecks Project and Free-Swimming Project could also be invited.

It was further **AGREED** that the Projects Officer should compile some statistics on social media engagement for the next meeting so progress could be measured.

#### **5.5 Verbal update on Merry Mildenhall 2021**

It was reported that progress was going well with the event and that some capital expenditure using the Welcome Back Funding would be used to invest in an increased number of Motifs and electrical installation work for 2022 and beyond.

#### **5.6 To discuss ways of celebrating the Queen's Platinum Jubilee in June 2022**

It was **AGREED** that this committee should recommend to the Full Council that the 2022 Lark in the Park event should be moved to the bank holiday weekend in early June 2022 so that events such as a proclamation and the lighting of a beacon could be tied in.

It was further **AGREED** for the Town Manager to investigate further the planting of trees under the Queen's Green Canopy Project for purchase and planting as soon as possible and unveiling, possibly with plaques, at the Lark in the Park Event. This to be ratified by the Full Council who will dictate where the trees will be planted.

**5.7 To future themed market events**

The Projects Officer reported on a recent meeting with an officer from West Suffolk Council regarding markets in the town. It was reported that three themed markets including a young entrepreneur market and food and drink market would take place on the 5<sup>th</sup>, 12<sup>th</sup> and 19<sup>th</sup> December 2021. It was **AGREED** that the Welcome Back Funding obtained specifically for this purpose would be offered to facilitate this.

**5.8 To gather ideas or aspirational objectives for this Committee**

A possible Community Clean Up group was discussed to address weeds and general waste in the town prior to Remembrance Sunday on the 14<sup>th</sup> November 2021. It was **AGREED** that a few Councillors would take part in this event, but that the Town Manager would advertise free training available to the general public to increase participation for a much larger event in the Spring of 2022.

**6. TO DISCUSS AND RECOMMEND TO THE ESTABLISHMENT AND POLICY COMMITTEE THE PROPOSED 2022/3 BUDGET FOR THIS COMMITTEE**

The document was presented by the Town Manager and it was **AGREED** to **RECOMMEND** the budget to the Establishment and Policy Committee with a change to line 3040 to clarify that this was for the delivery of the Mildenhall Messenger with a budget of £1,750. It was further **AGREED** to add a line of £6,000 for the continued support of the Loyal Free Scheme. Proposed by Cllr. Bowman, seconded by Cllr. Brotchie, all in favour.

**7. EXCHANGE OF INFORMATION**

Cllr. Bowman circulated the options for the Welcome Back Funding iron benches and it was reported that five of the classic design would be purchased for installation around St. Mary’s Church.

It was also confirmed that all work concerning the road closed for Merry Mildenhall was complete.

The Town Manager reported on a recent confirmation for both a temporary Post Office and Pop-Up Covid-19 vaccination clinic to be run from the Jubilee Centre, with the logistics being confirmed with the Post Office and NHS that day.

The Town Manager also reported on some vandalism in the Recreation Way Play Area which would be presented for replacement at the Amenities and Operations Committee on the 4<sup>th</sup> November 2021.

**8. TO SET THE DATE AND TIME OF THE NEXT MEETING**

Signed: .....

Date: .....

This next meeting was confirmed as being on Thursday 13<sup>th</sup> January 2022 at 7pm in the Fenland Room of The Pavilion.

The meeting then closed at 8.52pm.

Signed: .....

Date: .....