

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

**THURSDAY 13<sup>th</sup> JANUARY 2022 AT 7.00pm**

**FENLAND ROOM. THE PAVILION, RECREATION WAY, MILDENHALL, IP28 7HG**

Present:

Cllr. Bowman (Chair)  
Cllr. Bristow  
Cllr. Leaman  
Cllr. Littlechild  
Cllr. Shipp

In attendance: Mr M Knight (Town Manager).

**1. APOLOGIES AND ACCEPTANCE FOR ABSENCE**

Apologies were received and accepted from Cllrs. Alecock, Brotchie and Busuttil, none were received from Cllr. Sykes.

**2. DECLARATIONS OF INTERESTS AND DISPENSATIONS**

Cllr. Shipp – West Suffolk District Council.

**3. PUBLIC PARTICIPATION**

No members of the public were in attendance.

**4. TO RECEIVE APPROVAL OF MINUTES OF THE MEETING HELD ON 21<sup>st</sup> OCTOBER 2021 FROM THOSE MEMBERS PRESENT AT THE MEETING**

Signed: .....

Date: .....

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

## **5. GENERAL MATTERS**

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

The document was presented and **NOTED**. It was **AGREED** to request that the Projects Officer should concentrate on the marketing of the Jubilee Centre and Council buildings as well as email all Councillors for a brief testimonial on their responsibilities in the Council and bio.

It was also **AGREED** to submit a feedback survey to all residents about Council services to the next edition of the Mildenhall Messenger.

The Town Manager to also continue to investigate tree planting as part of the Queen's Green Canopy in 2022.

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

The report was discussed and the figures were **NOTED**.

It was also requested that references and documents pertaining to Mildenhall Matters be removed due them being out of date.

### **5.3 To receive the social media statistics report**

The report and statistics were discussed and it was **AGREED** that the progress was disappointing due to the reach of posts and the loss of opportunities to publicise Council events.

It was **AGREED** that the Projects Officer should spend significantly more time on social media and producing posts based on the Social Media Calendar at a minimum.

### **5.4 To suggest future articles for the Mildenhall Messenger**

Items suggested for the next issue of the Messenger included articles on:

- Thetford Road Cemetery Extension to be written by Cllr. Bowman.
- Lark in the Park and Platinum Jubilee Celebration to be written by Cllr. Shipp.
- Continued free parking at the Jubilee Fields Car Park to be written by Cllr. Shipp.
- The signing of the Twinning Charter with Frickenhausen in Germany to be written by Cllr. Busuttil.

- Recent themed markets and the Loyal Free Scheme to be written by the Projects Officer.
- The development in west Mildenhall to be written by Cllr. Bowman.
- Merry Mildenhall to be written by Cllr. Leaman.
- The new benches purchased with the Welcome Back Funding to be written by the Projects Officer.
- Upgrades to the Recreation Way Play Area and the precept application to be written by the Town Manager.

All articles to be submitted by the 31<sup>st</sup> January 2022 to Cllr. Bowman or the Town Manager who will submit to the publisher.

### **5.5 Review of Merry Mildenhall 2021 and proposals for 2022 event**

Cllr. Leaman reported that the event had gone very smoothly and had been very well attended.

Points to pick up and note for the 2022 event was the importance of the road closure and clearance of vehicles which should be done no later than 10am. This should be stated in the traffic order application.

More photos should be taken and used on social media to publicise the event before, during and afterwards, including a possible live stream of important parts such as Santa's arrival and performances by the booked artists.

It was also agreed that the Santa's Grotto would not be carried on to next year, but the snow globe worked very well and should be retained.

The market plan and logistics should be improved with better diagrams and marking out and should draw on experienced Councillors who had experience with historical attendees. But that the new mix of food and drink went down very well.

The continued help from Kings Church was very much appreciated, but the face painters could be a bit quicker for next year.

Health and safety concerns were raised over incidents such as the arrival of Santa's sleigh and more Councillors and staff should be available for these such 'pinch points' where the general public might be at risk. It was thought that 9 Councillors were a minimum requirement as well as help from The Town Manager for logistics and Head Groundskeeper for access to buildings and assisting with the arrival and departure of vehicles and acts. It was also thought that the radio sets were not needed in the future as the noise levels rendered them pointless.

**5.6 Verbal update regarding Welcome Back Funding**

It was **AGREED** that quotes and logistic information be obtained to spend on additional motifs and electrical work for Merry Mildenhall 2022.

It was also reported that the Projects Officer would be focussing on the Loyal Free Scheme now the Christmas events and markets were now finished.

**5.7 To set a date and appoint a working group for Lark in the Park 2022 (to incorporate Platinum Jubilee)**

It was **AGREED** that the date would be set as the June 2022 Bank Holiday weekend and that Cllr. Shipp would lead on this event with Cllr. Bowman assisting. It was **AGREED** to set up a working group and meet as soon as possible on Monday 17<sup>th</sup> January 2022 with an invite being set out to all Councillors inviting them to join and assist. The outcome of this meeting to be reported back to the Full Council on the 27<sup>th</sup> January 2022.

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

There were no further ideas at this time.

- 6. **To consider a resolution under the Public Bodies (Admission to Meetings) Act 1960 to exclude the press and public for the duration for the following items in view of the confidential and personal nature of the business to be transacted. If resolved, such items to be dealt with after the item that confirms details of the next meeting.**

This was so **RESOLVED**.

- 8. **EXCHANGE OF INFORMATION**

None.

- 9. **TO SET THE DATE AND TIME OF THE NEXT MEETING**

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

- 7. **To discuss the contract regarding the Mildenhall Messenger**

Current editorial concerns were discussed regarding the production of the publication. It was **AGREED** to authorise the Town Manager to speak to the publishers to address this and report back to this committee.

The meeting then closed at 8.55pm.