

MINUTES OF THE COMMUNICATIONS AND EVENTS COMMITTEE MEETING HELD ON

THURSDAY 12th JANUARY 2023 AT 7.00pm

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

Present:

Cllr. Alecock (Chair)
Cllr. Bristow
Cllr. Chipping
Cllr. Leaman
Cllr. Lemiesz

In attendance: Mrs N Alecock (Senior Administrator)

1. APOLOGIES AND ACCEPTANCE FOR ABSENCE

Apologies were received from Cllr Shipp. No apologies were received from Cllr Foord and Cllr Sykes.

2. DECLARATIONS OF INTERESTS AND DISPENSATIONS

Cllr. Alecock – West Suffolk District Council.

3. PUBLIC PARTICIPATION

There were no members of the public in attendance.

4. TO RECEIVE APPROVAL OF MINUTES OF THE MEETING HELD ON 20th OCTOBER 2023 FROM THOSE MEMBERS PRESENT AT THE MEETING

It was **RESOLVED** to adopt the minutes. Proposed by Cllr. Bristow and seconded by Cllr. Leaman. All in favour.

5. STANDING ITEMS

5.1 To receive the updated Action Sheet

The document was presented and **NOTED**.

The Town Manager will be available for surgeries Thursdays 1 – 3pm. Outside of this will be by appointment.

It was requested that the upcoming events be added to the action sheet.

5.2 To receive the most recent webstats report

The report was discussed. It was **AGREED** to include the top 10 viewed pages in addition to the information presented.

It was requested that photos and contact information be updated for the new Councillors and Deputy Mayor added to Cllr Leamans name.

5.3 To receive the most recent social media statistics report

The report was discussed. It was **AGREED** to include the top 10 viewed posts in addition to the information presented.

It was suggested that we investigate creating an Instagram account and review the Twitter account that we have.

5.4 To gather ideas or aspirational objectives for this Committee

It was proposed and **AGREED** that in the Easter holidays we run an easter egg hunt, egg decorating and/or junior baking competition. These could all be run with minimal costs.

It was proposed to use the GB Home Guard Band or Swing Band, led by Richard Dawson, for the annual band concert this year. It was **AGREED** that we could alternate between the bands using one each year.

It was also proposed to contact SULSAR to run some training sessions for the public, to be held on an evening or weekend, on the defibrillator now that it has been installed.

The idea of an outdoor cinema on the jubilee fields was suggested, however there were concerns over how this would run due to the number of entrances onto the field. The office will contact some companies that run these to see if it is achievable.

5.5 To receive an update on the marketing plan

The Senior Administrator updated on the progress of the marketing plan.

It was suggested that we have a group/hirer of the week or month that we publicise on social media to promote both the group and our facilities.

The Committee would like a copy of the new hirers pack presented at the next Committee.

6. GENERAL MATTERS

6.1 Review of Merry Mildenhall

Merry Mildenhall was a fantastic event, thanks to Cllr Leaman for leading on this. The only negative was that it was too busy and has become a victim of its own success.

It was **AGREED** that the event needs to be reviewed and changes made to address comments and concerns received from the public and stallholders. SULSAR also raised concerns regarding driving the sleigh through the Market Place. We would not want any breaches of licence or health and safety to occur.

It was discussed about either removing the stage or hiring a smaller one and turning the stage area so that it backs onto Sumo Sushi to allow more room for the entertainment.

It would be welcomed if St Marys Church would like to be more involved and extend their opening times to run alongside the event.

It was suggested that the Jubilee Centre and/or Pavilion could be used as many people park here, this would help in dispersing the crowds. We had some enquiries for stalls where some would prefer an indoor space so this could be an opportunity.

Enquiries could be made to see if the bus station and taxi rank could be closed, and the space used as part of the event. The office will make some enquiries.

Feedback received included that there was a lack of atmosphere in the precinct as all entertainment was in the Market Place, it was suggested that we could have some music or entertainment here to make the event flow better.

SULSAR are keen to do a grotto, it was felt that this would need to be held outside of the Market Place to alleviate the crowds, or even ran separately from Merry Mildenhall.

6.2 To discuss content for the 2nd edition of the bi-annual Council publication

It was **AGREED** that the newsletter would include reviews of the events held from now until the draft date of 8th May which would include the Community Showcase, Annual Town Meeting and Coronation. We will include an article on the installation of the defibrillator with training dates and an article on the warm hub along with details of the new Councillors following the elections in May. It would also include the advertisement for Lark in the Park. We will aim for a 2-page publication as before but if needed will look at expanding.

The publication will be sent to print by 14th May for delivery mid-June.

6.3 To discuss the Community Showcase

It was **NOTED** that in the past the Community Showcase events have been well attended by the groups but not the public.

It was suggested that a forum be formed for the local groups to gage if this is something that they would like to continue with.

It was **AGREED** that the office contact the local groups to determine the interest and feed this back to the Committee, we would need at least 12 groups to make it worth running.

We would provide free hot drinks and ask some of the groups such as PWL, KATS and the local singing group if they would do a set on the stage to provide some entertainment. MCA will also be asked if they would like to be involved. This would need to be advertised well.

6.4 To discuss the Annual Town Meeting

It was **AGREED** to run using the same format as the last 2 years. Disappointment was expressed in the turnout from Councillors last year and it is hoped that more can attend this year.

6.5 To discuss the Coronation event

Fireworks have been booked; the lighting of the beacon is to be confirmed.

Chris Sykes is to be booked for music. Office to action.

Food stalls Gee Gee Bakes, Uncle Bills and Meet & Greet are to be invited.

It was **AGREED** that the event should start at 7pm with fireworks starting at 9pm.

Volunteers from USAF are to be requested to man the cordon for the fireworks.

We will need a grant to contribute to the running of this event.

6.6 To suggest ideas or objectives for the 2023/7 Strategic Plan

Improve community engagement and work with local groups and the community.

7. EXCHANGE OF INFORMATION

There was no exchange of information.

8. TIME AND VENUE OF NEXT COUNCIL MEETING ON THURSDAY 6TH APRIL 2023 AT 7PM IN THE FENLAND ROOM OF THE PAVILION

The meeting then closed at 20.34pm.