

STOKESLEY TOWN COUNCIL
COMMUNICATIONS AND EVENTS COMMITTEE

A Meeting of the Communications and Events Committee
was held in the Town Hall, Stokesley on Tuesday 20 February 2018

Communications and Events Committee Membership

Cllr Ian Blakemore, Cllr Stewart Brennan, Cllr Mike Canavan and Cllr Graham Sowerby plus non-council representatives.

Present: Cllrs Ian Blakemore (Chair), Stewart Brennan and Mike Canavan.
Catch Design – Sue Thompson.

1/20/02/18 NOTICE OF MEETING

The notice convening the meeting was read.

2/20/02/18 APOLOGIES FOR ABSENCE

Apologies for absence were received from Cllr Graham Sowerby and Julie McLuckie.

3/20/02/18 DECLARATIONS OF INTERESTS IN ITEMS ON THE AGENDA

ST declared an interest in the website re-design and in the promotion of Food Week.

4/20/02/18 MINUTES OF THE MEETING HELD ON WEDNESDAY 1 NOVEMBER 2017

The minutes of the meeting held on 1 November 2018 were agreed as a true and accurate record.

5/20/02/18 COMMUNICATIONS

- a. Website Redesign – ST confirmed that work is ongoing in building the new website and plans to provide JMcl with a link to the development site by 25 February, following which ST and JMcl will jointly review the content. The forward plan envisages that following the JMcl review members of the Events and Communications Committee will review the new site with the expectation that the Committee will provide a recommendation to accept the new site to full Council at the 13 March meeting and for the formal switch over to be by end March. It was reconfirmed that for events and other time specific documents a full financial year history will be held on the website, with documents beyond this time horizon archived. **Action ST then JMcl / SB / MC / IB.**

- b. Newsletter – It was agreed to continue to produce a bi-monthly Stokesley Town Council Newsletter for the inclusion in the ‘Market Place’ magazine which is circulated to all the residents in Stokesley. **Agreed.**
- c. Mailing Lists – ST is to speak to JMcl to review mailing lists, the use of Mailchimp and progressing to compliance with the requirements of the new General Data Protection Regulation that comes into force in late May 2018. **Action ST / JMcl.**

6/20/02/18 FOOD WEEK 2018

It was agreed that this will take place from Sunday 30 September to Saturday 6 October 2018. Specific events identified to date are the launch on Sunday 30 September on The Plain, the wine tasting on Wednesday evening 3 October at Chapters Hotel, with wine to be provided by Mike Sharman, the event in the Town Hall on Friday evening 5 October to be organised by Angrove Park and the Farmers’ Market on Saturday 6 October. SB is to contact Richard Agar to seek his assistance again this year, will obtain marquee hire prices from him and identify issues to address. JMcl is to contact Alex Cook and IB is to contact Quorn and the Co-op to discuss their proposals / involvement. **Action SB / JMcl / IB.**

The locations and timing of erection of advertising signs are to be finalised by May 2018. In 2017 the Agricultural Show boards were used, but this would mean erection of the Food Week signs would not be before Sunday 23 September, potentially later than ideal.

A leaflet / map similar to last year will be printed, albeit incorporating some enhancements. It was agreed that adverts will be recruited at the same prices as last year, i.e. £50 standard / £100 double, with full payment up front. ST is to discuss individually with businesses the content and promotion of their Food Week offers. Target dates are to confirm individual offers by end May 2018 with printing of the brochure by the beginning of September. It was felt important to stress in the leaflet is that the key focus of Food Week is the provision of offers by food establishments, not activities in public areas (excluding the Sunday launch). **Agreed.**

JMcl is to provide ST with a list of businesses who have expressed an interest in taking space in the marquee at the Sunday launch and in participating in the wider Food Week activities. The pitch fee for the marquee will remain at 2017 prices. An early commitment from businesses providing demonstrations will be sought. Based on interest from businesses and marquee prices a decision will be taken on the marquee size to be ordered. However, based on a review from last year seating will be at round tables rather than in a theatre style layout. **Action JMcl**

Interest from businesses its possible use after the Sunday launch will influence the length of hire for the marquee. **Agreed.**

For the Farmers’ Market, it is planned to use the larger layout with the ‘funnel’ into the Town Hall and to have Stepping Stones in the Stokesley Room and the Friends providing tea / coffee again in the Jack Brunton Room. **Agreed.**

With reference to the wine tasting it is proposed that this operated as an independent event, with the Town Council charging a £1 ticket commission fee. **Agreed.**

Following discussion, it was agreed not proceed with the options of a series of food awards nor the involvement of a celebrity chef. **Agreed.**

SB is to advise Rishi Sunak of the timing / events of Food Week and provide an invitation to attend. SB is to explore with Andy Price the possible use of the marquee on the evening of Saturday 29 September linked in with the Comedy Club event in the Town Hall. SB is to pull together a budget spreadsheet for Food Week. **Action SB**

ST is to explore potential PR activities with Anna Addison. **Action ST**

JMcL is to discuss with the Friday Market traders how they wish to be involved in Food Week. **Action JMcL**

7/20/021/18 FUTURE EVENTS
CHRISTMAS 2018

It was agreed to schedule the late-night opening event to take place on Thursday 29 November 2018 based on a similar format to the 2017 event. **Agreed.**

8/01/11/17 NEXT MEETING

The next meeting of the Committee will be held in the Town Hall on Tuesday 17 April 2018 commencing at 1800 hours. **Agreed.**

The meeting closed at 1915 hours.

Signed

Date