STOKESLEY TOWN COUNCIL
COMMUNICATIONS AND EVENTS COMMITTEE

A Meeting of the Communications and Events Committee
was held in the Town Hall, Stokesley on Thursday 25 June 2026

Communications and Events Committee Membership
Cllr Sally Atkinson, Cllr Claire Craster, Cllr Chris Johnson, Cllr Laura Wise and Gary Yuille plus non-council representatives – Mr Richard Agar and Mrs Sue Thompson.

Present: Cllrs Sally Atkinson, Claire Craster, Chris Johnson and Gary Yuille.
Mrs Julie McLuckie – Town Clerk and Non-Council Members – Mrs Sue Thompson

1/25/06/26 NOTICE OF MEETING
RESOLVED that the public notice of the meeting had been provided in accordance with Schedule 12, paragraph 10(2) of the Local Government Act 1972.

2/25/06/26 MEMBERS OF THE PUBLIC
None present.

3/25/06/26 APOLOGIES FOR ABSENCE
RESOLVED to receive and accept the apologies from Cllr Laura Wise.

4/06/05/26 ELECTION OF CHAIR
RESOLVED that Cllr Sally Atkinson be appointed Chair for the coming year.

5/25/06/26 DECLARATIONS OF INTERESTS IN ITEMS ON THE AGENDA
None declared.

6/25/06/26 TERMS OF REFERENCE
RESOLVED that the Terms of Reference were reviewed and agreed.

7/25/06/26 MINUTES OF THE MEETING HELD ON 6 MAY 2026
RESOLVED that the minutes of the meeting held on 6 May 2026 be agreed.

8/25/06/26 VIBRANT AND SUSTAINABLE HIGH STREET APPLICATION
RESOLVED that the Communications and Events Committee now need to progress the items detailed within the successful bid and meet the targets for each element set within the document.

High Street Improvement (February to April 2026) - £5,000 -

a. Bin storage and dog waste bins – **RESOLVED** to purchase two dog waste dispensers to be installed at agreed locations along the High Street. We are in the process of reviewing the available funds to support the installation of bin storage.

Cycle Repair and Storage (February to April 2026)- £2,200 – **RESOLVED** that Cllr Atkinson would contact the Wainstones Hotel to request the contact details of where they purchased their cycle repair kit from with a view to purchasing a similar one to be installed in the Old Market Square. The water station was now installed and had received a positive response.

Canopy / Sail Installation (May to June 2026) – £20,000 - **RESOLVED** that the gazebo and parasol have been purchased and we are just waiting for the parasol to be installed which should take place in early July. Storage for the parasol would be considered once it is installed and we are clear on its size etc.

Summer in the Square – **RESOLVED** that the first event had proven to be a great success and both Summer in the Square and the Morris Dancers had received good publicity in the D&S Times. All the music slots are full for the rest of the dates and the social media posts are all set up ready to promote each event going forward.

Yorkshire Day – Saturday 1 August 2026 and Sunday 2 August 2026– **RESOLVED** that the Farmers Market on Saturday 1 August be asked to acknowledge that it is 'Yorkshire Day' by displaying Yorkshire flags or something – the Clerk to discuss with Northern Dales Farmers Market. Sunday 2 August will see a family fun event on the Plain area from 1pm to 6pm. The marquee, table, chairs and children's entertainment are all booked. The Clerk had contacted and secured musicians to perform through the event and the Morris Dancers have also confirmed their attendance. Mr Agar would sort the portaloos and draw up a draft event layout for consideration. The road closure was organised and would be in place from 12 noon to 7 pm. The local businesses have all confirmed that they would decorate their premise and judging will take place on Friday 31 July with the Mayor handing over the winning certificate on either the Saturday 1 August or Sunday 2 August subject to confirmation. Councillors would ask businesses to confirm their involvement with providing a promotional offer by 3 July 2026, if no offers come forward then it was agreed to contact to food stall holders to attend. It was agreed to book an ice cream van and a sweet stall and if necessary, a tea/coffee stall. The Clerk has requested North Yorkshire Council to supply additional bins on 2 August 2026 and has asked the Flower Club if they will do a Yorkshire Day themed flower display in the Town Hall. The Clerk would supply the musician's details to Sue so she can pull together a timetable for the day that can then be promoted.

Professional Management of Events - £5000 – **RESOLVED** that Mr Agar to confirm who will carry out the set up on the dates he is unavailable and at what cost and if funds are available it was agreed that a trainee from Crash Bang Wallop could also attend to learn how to set up the equipment.

Equipment Rental for Large Events - £5000 – see Yorkshire Day.

Marketing - £2000 – **RESOLVED** that the marketing for Summer in the Square and Yorkshire Day (this will include the production of the food offers menu) take place. It was agreed to contact the local schools, scouts and guides to notify them about the Yorkshire Day event and this needs to be done before they break up for summer holidays.

Business Workshops - £10,000 – **RESOLVED** that the proposal to offer social media and marketing training would be discussed at the next business forum.

Lantern Workshop and Stokesley Sparkle - £6350 – **RESOLVED** that £3412.19 expenditure has already been spent against this budget allocation. This covered the costs for the additional Christmas Tree and lights in the Old Market Square plus the installation of an external electric socket. It also covers the costs for three lantern workshops. This leaves a balance of £2937.81 which will be used to cover lantern workshops and the tree purchase in 2026. It was agreed to approach the Scouts and Guides to see if they would be interested in hosting a Lantern Workshop this year alongside the Stokesley Community Library.

9/25/06/26 <u>EVENTS 2026</u>

a. Summer in the Square –**RESOLVED** that based on the initial data from businesses they had seen an increase in takings on13 June 2026. The consultation questionnaire had also resulted in a lot of support for the event with several people saying they would like to see more events in Town.
b. Yorkshire Day – see above.
c. Stokesley Sparkle – Saturday 28 November 2026. **RESOLVED** that Patrick Monahan had confirmed that he was available to attend again this year to switch the Christmas lights on. The Clerk to approach Labman and Quorn to see if they would be willing to sponsor either of the Christmas trees this year.
d. Event on the Plain – Saturday 28 November 2026. **RESOLVED** that the request to host an event on the Plain on Saturday 28 November 2026 be approved subject to confirmation of the rental payment of £500 and agreement to follow all the guidance contained within the Event Plan document.
e. Tour of Britain Cycle Race – **RESOLVED** to consider options on what could take place in Stokesley if the race is coming through the Town. The Clerk to contact Labman to see if they have a large screen that we could hire if necessary.

10/25/06/26 <u>WEBSITE AND PROMOTION</u>

a. Website Update – **RESOLVED** that work has commenced on the new website and that the Clerk would arrange to meet to go through the old website to agree what to keep and update etc. The old site will remain live until the new one is fully up and running.
b. Friday Market Branding and Promotion – **RESOLVED** that the promotional flyer has now been circulated and that the photographer has supplied a good bank of photographs that can be used going forward.
c. Town Map – **RESOLVED** that the Town Map has been updated to reflect the new 'Spend Time in Stokesley' branding and that the High Street businesses and further information have been updated. The Clerk has requested a donation from Cllr Griffiths Locality Fund who has agreed in principle but awaiting confirmation when the fund goes live.

The meeting closed at 8.55 pm.

Signed ..... Date.....