

THATCHAM TOWN COUNCIL
Minutes of a Meeting of the
Events Committee
held on Monday 4th September 2023 at 7.00pm
in the Council Chamber, Brownsfield Road, Thattham

Present: Councillor Mark Lillycrop (Chairman)
 Councillors Suzanne Adamantos, Jeff Brooks, John Boyd (substituting for Mike Cole), Jay Lunn, Petra Pemberton, Stephanie Stevenson, Christine Rice and Tom McCann

In attendance: John Sackett (Events Manager)

EV/2023/21 APOLOGIES FOR ABSENCE

Apologies for absence were received from Councillors Mike Cole (John Boyd appointed as substitute) and Ben Schiffer-Harte.

EV/2023/22 DECLARATIONS OF INTEREST

Councillor Lunn declared a non-pecuniary interest in agenda item number 7 (EV/2023/27) as owner of Picture It Framed, sponsor of the Family Fun Day Dog Show.

Councillor Lunn joined the meeting at 7.06pm.

EV/2023/23 MINUTES

RESOLVED

to take as read and confirm as accurate the Minutes of the meeting held on 12th June 2023.

EV/2023/24 MATTERS ARISING FROM PREVIOUS MEETING

There were no matters arising from the previous meeting.

EV/2023/25 BUDGET 2023/24

Members noted income and expenditure costs for Events cost centres for the year to date.

Councillor McCann enquired how salaries were allocated in budget setting and how they were then apportioned in terms of the budget cycle re: year to date. The Events Manager explained that they were apportioned based on percentage of time that Council Officers spent on each event based on previous experience of the event and that he was unsure how year to date apportionments were made but agreed to find out¹.

EV/2023/26 HERITAGE WORKING PARTY

RESOLVED

(a) to adopt the Minutes of the Heritage Working Party meeting held on 19th July 2023 and to approve a recommended amendment to the Terms of Reference: 'To manage and maintain local heritage assets ~~as directed~~ owned by Thattham Town Council'.

RESOLVED

(b) to note an amendment of the Terms of Reference of the Heritage Working Party, agreed at Full Council meeting on 31.07.23, amending the quorum requirement as follows: '3 Members of the Working Party, which must include at least 2 Elected Members'.

(c) Members noted that unveiling of the Dunston House Blue Plaque would take place at the entrance to London Road Cemetery at midday on 8th October 2023, during Thattham Festival.

¹ Post meeting note: salary allocations for the year are divided by equal monthly instalments across of the year and shown proportionately in year to date

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EV/2023/26 HERITAGE WORKING PARTY continued

Councillor Steevenson enquired about the mechanics of the Time Capsule proposal and its present status. Councillor Lillycrop advised that it would be considered at the next Heritage Working Party meeting, but there had been a lack of submitted material from the community. The Events Manager was asked to supply the working document plan of Dr Nick Young and Nathan Gregory to Committee Members and those present.

EV/2023/27 THATCHAM FAMILY FUN DAY

There was a detailed discussion by Members concerning this year's event, with Councillor Lillycrop thanking the Events and Council Team for their hard work in making this year's Fun Day a success. Councillor Boyd stated that notwithstanding the hot weather, which limited the demand for hot food, he knew of some caterers who did not do as well as expected and that perhaps there were too many caterers this year. Councillor Lillycrop stated that his view was that last year there were not enough and it was a hard balancing act. The Events Manager stated the intention next year was to cap the catering numbers as well as limit the number of catering offers with same product line.

Councillor Steevenson stated that it was disappointing that the Fun Run did not occur this year as this was part of the history of Family Fun Day. Also that the quality of the toilets in the Pavilion was of a poor standard.

Councillor McCann hoped that next year's questionnaire would provide a higher response, as well as a direct comparison to this year's questions. He asked if we would take account of the requests of the public and Councillor Lillycrop assured that the Events Team would take their views into account, as well as note that many responses also mentioned that the event was great and to continue to provide more of the same.

Members noted the increasing hot weather patterns and agreed that the following points should be carefully considered in future:

- Create more shade with an increase, if possible, in number of hired marquees to accommodate activity (as well as supporting inclement weather possibilities)
- Agreed that it was a good decision to cancel this year's Dog Show (due to the heat) and to consider dates away from summer to host this particular attraction
- To retain, however, the date as the last Sunday in June for the foreseeable future

EV/2023/28 THATCHAM INTRODUCING PLATFORMS

Following discussion at previous meeting (EV/2023/17), it was noted that the Thatcham based music survey of young people (aged 10-20 years), and of stakeholder providers, had taken place and the results and recommendations were being reviewed. It was agreed that the report be presented to the Events Working Party.

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EV/2023/29 UNITED SERVICE OF REMEMBRANCE

The Town Council's annual event took place successfully on 16th July at London Road Cemetery. Following a post event meeting with Revd Mark Bennet and David Taylor, Members considered moving this event to take place biennially, with the next Council coordinated event to take place in summer of 2025. This would enable Churches Together to also develop their own remembrance events in the year and link them to 'bereavement counselling courses'.

RESOLVED that the United Service of Remembrance shall be held biennially.

EV/2023/30 THATCHAM FESTIVAL

The Events Manager ran through some of the features of this year's Festival, being held in October. Councillor McCann enquired how events were marketed and monitored in terms of capacity and audience feedback. The Events Manager summarised the mixed media campaign as well as how individual events were promoted and that most events were now booked through Eventbrite which provided intelligence on booking numbers. Comment was made on how we take advantage of new visitors and footfall from events such as the Festival and encourage return visitors with marketing ideas such as bounce back offers.

The Events Manager mentioned the mobile phone enabled event 'Paranormal Pumpkins' which would be active for a month and would take people around town to find clues in shop windows. Councillor Lunn mentioned the idea of putting in starting and finishing events such as Parade.

EV/2023/31 THATCHAM JUBILEE TABLEAU

Councillor Lillycrop explained that the Jubilee Tableau would be open for viewing at particular times during Thatcham Festival and the Events Manager explained that it would then be open for special sessions post Festival and that we would use short films of the artists to help promote the Tableau.

EV/2023/32 REMEMBRANCE DAY - 12th NOVEMBER 2023

Members noted the date of this event and that the Parade would leave from Thatcham Broadway at 10.30am. A planning meeting of parade organisations and stakeholders would take place on 11th September. It was noted that the Royal School of Military Survey had moved to Newbury to be replaced by 6 Military Intelligence (Reserves) who would now be supporting Thatcham Remembrance Parade.

It was also noted that Armistice Day would be observed at the War Memorial Garden at 11.00am on Saturday 11th November 2023.

Councillor Lunn made a point that in some outlying regions of Thatcham there were no Remembrance Parades and that given the quality and scale of Thatcham's it would be worth trying to let these areas know about this event.

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EV/2023/33 EVENTS WORKING PARTY

It was noted that a date to discuss event ideas and developments had been set for September.

RESOLVED to confirm Terms of Reference of the Events Working Party as follows:

Membership:

5 Members

Quorum:

The quorum shall be 3 Members, which must include 2 Elected Members

Terms of Reference:

-To work with the Events Manager and Events Officer between meetings of the Committee, to provide a point of contact for guidance on event logistics, within plans approved by Committee.

-The Working Party may, at its discretion, appoint such members of the community as it deems appropriate to assist and offer advice.

-The Working Party shall make recommendations to the Events Committee.

EV/2023/34 FUTURE EVENTS

The following updates from the Events Manager were noted:

WARMING UP FOR CHRISTMAS – 1st DECEMBER 2023

The main Christmas decorations should be renewed before 2025 and this would have a financial implication on budgets. We would be looking at product sustainability as part of the tender process.

D-DAY 80th ANNIVERSARY

The suggestion from the Pageantmaster was that on Thursday 6th June 2024 beacon lighting ceremonies should take place across the country at 9.15pm. Members noted that there may be a major event being developed in Greenham Common on this occasion. Point also raised that any proposed events should be discussed with Thatcham Memorial Foundation.

OTHER EVENTS 2024

Councillor Steevenson made a point about large scale productions such as the recent 'CODE' event that took place in Newbury, with programming support from Newbury Corn Exchange through 101, and how we should be trying to get events such as this to Thatcham. Much discussion took place with the view that Councillors, if possible, should add weight to strategic decisions if and when relevant. This to be discussed further in Events Working Party meetings.

There being no further business the Chairman declared the meeting closed at 9.04pm

Signed: _____

Date: _____