

**HESSLE TOWN COUNCIL**  
**Events and Communications Committee**  
**Wednesday 3<sup>rd</sup> July 2024, 6.30pm**  
**Large Front Room**  
**Town Hall, South Lane, Hessle**

**Minutes**

Members present: Councillors; S Craggs, R Harrison, H Hogan, and S Pickering (Chair)

Advisory Members (Non-voting) present: Mr P Withers

Also present: S Rowland (HTC Town Centre & Events Officer) & T Reading (HTC Communications & Social Media Officer) & 1 member of the public.

Apologies: Cllr C Walker, Mrs K Weaver and Mr J Wilding

Clerk: Joanna Render

**134690 DECLARATION OF INTEREST:** The Chairman will now read out the following:-

*Members must declare their pecuniary or non-pecuniary interests in items at this meeting- other than personal and prejudicial interests – and ensure that they act appropriately.*

None Received

**134691 MINUTES OF THE PREVIOUS MEETING:** To confirm as a correct record the minutes of the meeting held on the 5<sup>th</sup> June 2024 and authorise the Chairman to sign.

Mr Withers did raise a concern regarding the new start time of meetings, and that this earlier time would not always be suitable. Cllr Pickering advised that this had been agreed at Full Council but that there were concerns then also. He suggested that the new start time could be monitored and if there were attendance issues then it could be reviewed.

Mr Withers congratulated Cllr Pickering on becoming Chair. He went on to say that it is an important role and that the Chair must lead by example and be involved in all events, as his predecessors were. Cllr Pickering advised that he fully intended to do so and thanked Mr Withers for his comments and support.

(Craggs/Harrison)

**Resolved-** The minutes of the meeting held on the 5<sup>th</sup> June 2024 were confirmed as a correct record and the Chair was authorised to sign.

**134692 CHAIRMAN'S COMMUNICATIONS:** To receive such communications as the Chairman may wish to put before the committee.

None received.

**134693 INCOME & EXPENDITURE:** To note the Income and Expenditure as at 31<sup>st</sup> May 2024.

(Hogan/Harrison)

Resolved - The Income & Expenditure to 31<sup>st</sup> May was noted.

**134694 UP TO DATE LIST OF EVENTS AT THE TOWN HALL:** List suspended due to building works.

Noted.

**134695 EVENTS**

a) **80<sup>th</sup> Anniversary of D-Day – 6<sup>th</sup> June 2024**

- i) To discuss any feedback from the event and to pass on thanks to all involved in the event.

Cllr Pickering thanked all involved in the organising and running of the event, and thanks to Cllr Hogan for organising the choir which was excellent.

All agreed that the event was well attended and well run, this was supported by feedback on social media. It was thought that around 300 were in attendance. There was an issue

with the PA system and staff are investigating the purchase of one for the Town Council.  
Update noted.

b) **Humber Bridge Soapbox Derby – 15<sup>th</sup> June 2024**

- i) To discuss any feedback from the event and to thank all those involved in the event.

Cllr Pickering again thanked all involved in the organising and running of the event. This event was also well attended. Cllr Craggs said he would like to see an entry from the Town Council at a future event and Mr Withers did state that is a shame that the event is not supported as much by the local schools and businesses – which has always been a problem. This is something that perhaps could be encouraged for next year.  
Update noted.

- c) **Business Event – 17<sup>th</sup> June 2024** – The full feedback report was provided to the committee in the agenda papers. S Rowland advised that the day had been a success with 22 representatives from Hessle businesses attending over the 2 sessions. All attending felt that it had met their expectations in some-way, and many had found the additional advice and support from ERYC officers most useful. From this event a further meeting of businesses was held on the 1<sup>st</sup> of July 2024 to discuss the future of Hessle First- this was positive and all in attendance saw the value of continuing with Hessle First. A meeting of Hessle First will take place on the 16<sup>th</sup> July 2024. Update noted.

- d) **Children's Trail – 20<sup>th</sup> July -1<sup>st</sup> September 2024**– S Rowland Advised that she had attended a second meeting of the children's focus group. The poster designs had been shortlisted from 87 entries by the focus group and the Mayor – Cllr Craggs would be picking a winner, to receive a National Book Token. Small prizes for taking part in the trail were also chosen by the group.

The expenditure below was discussed, and Mr Withers expressed concern over the use of helium balloons as these were potentially hazardous to the environment if released. The committee agreed that an alternative should be investigated.

The Clerk did advise that grant funding through the ERYC 'Do it For East Yorkshire' Fund has been applied for this event, but she would like approval on the expenditure.

- i) Committee to consider and approve the expenditure of £92.00 for the main prize of £4 x passes to Yorkshire Wildlife Park
- ii) Committee to consider and approve the expenditure of £250.00 for small prizes to the first 500 entries.
- iii) Committee to consider and approve the expenditure of £10.00 for a National Book Token for the winner of the poster competition
- iv) Committee to consider and approve the expenditure of £65.00 for the printing of 800 A5 entry forms
- v) Committee to consider and approve the expenditure of £30.99 for the printing of 250 A5 leaflets
- vi) Committee to consider and approve the expenditure of £12.00 for 40 x A4 posters
- vii) Committee to consider and approve the expenditure of £181.00 for 2 x banners.

- viii) Committee to consider and make a decision on the artwork and to approve the expenditure of either the hand painted of £660 or Vinyl stickers of £188.00.
- ix) Committee to consider and approve the following expenditure for the photo station.
  - Balloons @ a cost of £162.50 to include 50 x helium balloons to handout on the first day of the event.
  - Large animal cut-out @ a cost of £26.27
  - Backdrop @ a cost of £14.88
- x) Committee to approve the expenditure of £50.00 for Social media advertising.

(Harrison/Craggs)

**Resolved** – That the expenditure for the Children’s Trail as above be agreed. That an alternative to the helium filled ballons be investigated and replaced. That the hand painted artwork for the window displays be used where possible.

e) **Playday – 9<sup>th</sup> August 2024** – S Rowland advised that this was a free event for families- including activities from local providers including the Library, children’s Centre, football club, dance group. There will also be refreshment stalls. The event will take place over the whole of the park, which will be split into different activity areas. The expenditure as below was discussed. The Clerk advised that grant funding through the ERYC Do it for East Yorkshire fund has been applied for which will cover the majority of the event, but she would like approval on the expenditure.

- i) Committee to consider and approve the expenditure of £336.00 for 2 x Accessible toilets
- ii) Committee to consider and approve the expenditure of £139.50 for first aid provision
- iii) Committee to consider and approve the expenditure of £12.00 for 40 x A4 posters
- iv) Committee to consider and approve the expenditure of £30.99 for 250 x A5 leaflets
- v) Committee to consider and approve the expenditure of £181.00 for 2 x banners.
- vi) Committee to consider and approve the expenditure of £100.00 for decorations
- vii) Committee to consider and approve the expenditure of £250.00 for a bouncy castle
- viii) Committee to consider and approve the expenditure of £611.00 for a circus workshop.
- ix) Committee to consider and approve the expenditure of £50.00 for social media advertising
- x) Committee to consider and approve the expenditure of £150.00 for face painting.

(Harrison/Hogan)

**Resolved** - The expenditure as listed above for the Play day event to be held on the 9<sup>th</sup> August 2024 was agreed.

e) **Christmas Lights Switch-On – 29<sup>th</sup> November 2024**

- i) Committee to note that the survey has now ended. S Rowland advised that 187 residents have responded – she gave a brief overview of comments but that she had yet to put the full report together which should be done shortly, once done she will circulate to all members of the Council and bring to the next meeting of the committee for discussion.
- ii) Committee to consider and approve the expenditure of £700 for replacement (part) of the Icicle lighting along Prestongate.  
(Pickering /Hogan)

**Resolved** – To the spend of £700 on the additional Icicle lighting for Prestongate to replace that which is no longer working.

**134696 DARK HISTORY OF HESSLE TRAIL**– T Reading asked the committee to consider the idea of a guided tour of Hessle to include stories of Hessle’s dark past. If agreed she will discuss the idea with Hessle History Society and work with them to put together. It will be for them to host the walks. She will suggest to the History Society that the walks be free, but suggest donations are requested to local charities.

(Harrison/Craggs)

**Resolved** - T Reading to progress the ‘Dark History of Hessle’ Trail and to liaise with Hessle History Society.

**134697 MARKET** – S Rowland advised that enquiries are still ongoing.

**134698 HESSLE FEAST – Sunday 14<sup>th</sup> July 2024** (Not a Town Council Event. The Clerk advised that all arrangements are going well. Both of the main organisers will be resigning after this year’s event and new people will be taking over the future running of it. It will also be splitting away from Hessle First. Update noted.

**The Communications meeting will now commence. Advisory members are welcome to stay if they wish.**

**134699 INCOME AND EXPENDITURE:** Committee to note the Communications (Newsletter/ Website/ Noticeboards) Income & Expenditure to 31<sup>st</sup> May 2024.

(Pickering/Craggs)

**Resolved** – The Income and Expenditure (Newsletter/website/ Noticeboards) was noted.

**134700 NOTICEBOARDS** – Tranby Fields Development – Committee to note that the Clerk has written to the developer again requesting permission to install a noticeboard on the site. No further updates. Committee to consider if they wish to look at alternative location. The Committee agreed that this was the best location and that a further attempt should be made to discuss with the developers.

(Pickering/Hogan)

**Resolved** - The Clerk will try and make contact with somebody on the site from the developers to discuss the placement of a noticeboard on the site, near to the children’s play area.

**134701 'HESSLE TOWN' – Issue 116 – Sept 2024**

- a) Committee to consider the content for the next issue. Suggested items
  - i) Hessle Town Council Updates /gallery of events / Mayoral introduction
  - ii) HTC Event updates
  - iii) Hessle Sporting Volunteer gardener (photo)
  - iv) History of Hessle item
  - v) Hessle based word search
  - vi) Mind cheque presentation.
  - vii) Adverts – all tbc.
  - viii) Humber Talking – Humberside Police survey/ reminder on reporting incidents
  - ix) Credit Union article - 25 years
  - x) Tranby Gate consultation
- b) Timetable – To printers by early-August, delivery company- end of August, delivery throughout September.

(Craggs/ Hogan)

**Resolved** – The articles for the newsletter and printing / distribution timescales were noted and agreed.

**134702 WEBSITE/SOCIAL MEDIA** - T reading advised that she has updated the homepage – to include a meetings calendar and calendar of events and also an announcement banner which is displayed on all pages. She advised that traffic to the website has increased by 75%.

**134703 CANVA YEARLY SUBSCRIPTION** – Committee to approve the expenditure of £100 for a CANVA yearly subscription. T reading advised that this is a graphic design tool that is really useful for designing posters / banners and other material which will be really useful to the Council.

(Harrison/Hogan)

**Resolved** – Agree to the expenditure of £100 for the CANVA yearly subscription.

**134704 SHOP LOCAL** –Committee to consider if they wish this initiative to be included on the website. T reading advised that this will be a separate page on the website. It will be completely impartial and open to all businesses in Hessle who will be able advertise events / promotions / sales. A discussion took place, and all agreed that as long as it was impartial, and all businesses were given the opportunity to get involved then it was a good idea and would help to promote footfall into the Town.

(Harrison/Hogan)

**Resolved** – To proceed with the Shop Local page on the Town Council website. To ensure that all Hessle businesses are invited to be included and to share promotions, sales and events.