

HESSLE TOWN COUNCIL
Events and Communications Committee
Wednesday 4th September 2024, 6.30pm
Large Front Room
Town Hall, South Lane, Hessle

Minutes

Members present: Councillors; H Hogan, M Sutton & P Toogood

Advisory Members (Non-voting): none

Also present: S Rowland (HTC Town Centre & Events Officer) & T Reading (HTC Communications & Social Media Officer)

Apologies: Cllrs Craggs, Harrison, Keillor, Pickering (Chair), Walker (Vice-Chair) and Advisory non-voting members, Mrs Weaver, Mr Withers and Mrs Edwards (Hessle Federation)

Clerk: Joanna Render

Due to the absence of both the committee Chair and Vice Chair the Clerk asked for nominations for a Chair for the meeting. Cllr Sutton nominated Cllr Hogan, seconded by Cllr Toogood. Cllr Hogan accepted the role of Chair for this meeting.

Cllr Hogan opened the meeting by thanking Cllr Sutton & Toogood for attending, enabling the meeting to go ahead.

134761 DECLARATION OF INTEREST: The Chairman 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.

134762 MINUTES OF THE PREVIOUS MEETING: To confirm as a correct record the minutes of the meeting held on the 3rd July 2024 and authorise the Chairman to sign.

(Hogan/Toogood)

Resolved – The minutes of the meeting held on the 3rd July were confirmed as a correct record and the Chair was authorised to sign.

134763 CHAIRMAN’S COMMUNICATIONS: To receive such communications as the Chairman may wish to put before the committee.

None received

134764 INCOME & EXPENDITURE: To note the Income and Expenditure as at 31st July 2024

(Hogan/Sutton)

Resolved - the Income & Expenditure as at 31st July 2024 was noted.

134765 UP TO DATE LIST OF EVENTS AT THE TOWN HALL: List suspended due to building works – although the Clerk advised that some events would be happening in the coming weeks as works to the Main Hall had not yet fully started.

134766 EVENTS

- a) **Children’s Trail – 20th July -1st September 2024**– S Rowland to provide overview of the event, and update on the DIFEY Grant
- b) **Playday – 9th August 2024** – S Rowland to provide an overview of the event, and update on the DIFEY grant.

S Rowland advised that both the Children's Trail & Play Day were well supported. There were 281 entries for the Children's Trail and the main prize winners have been announced and contacted. Feedback has been very positive from both businesses involved and those taking part in the trail.

Just under 2000 attended the Play Day, and feedback from that has also been very positive. All groups that hosted activities would attend again, if the event was to run next year. Part of the Do it For East Yorkshire (DIFEY) grant funding has been received, and following the evaluation process the remaining funds will be released. The whole grant awarded was for £3839.77. Hessle Town Council's financial contribution to the Play day was £929.00 - for stewards/ marshalling and First Aid. As part of the grant a Hessle Town Council branded Gazebo and portable PA system have been purchased, which can be used at other Town Council events.

Cllr Hogan advised that the whole town looked busier on the day, which is probably a reflection of the event. She was also impressed at how tidy and clean the park looked after the event. She thanked S Rowland & T Reading for all their hard work and all others involved in the day.

S Rowland stated that due to its popularity, she would consider running this event next year, depending on available funding.

Update noted.

c) Christmas Lights Switch-On – 29th November 2024

- i) Committee to receive the results from the Christmas Light's Survey – S Rowland updated the members on the survey results, providing a summary and advising what plans were in place to address some comments raised by residents. She advised that 187 surveys had been submitted- with the majority providing positive feedback with 75% stating that they would attend the event in the future. S Rowland expanded on the results stating that 40% of comments asked for more lighting and a real Christmas tree. S Rowland advised that the Town Council has ordered some new lighting for the Square, and as it is impossible to switch all festive lighting on at the same time due to the logistics she is hoping to encourage the business owners to decorate and light up their windows, switching these on at 6.30pm to coincide with the switch-on in the square. She is also making enquiries with regards to the costs of a real tree with a possible sponsorship opportunity. 60% of respondents were happy with the food and drink provision but would like more choice, cheaper and vegetarian / vegan options. She advised that she is hoping to introduce a variety of stalls, including different food options and has sent out expressions of interest. 52.6% were satisfied with the shopping on the night, but she would like to see more businesses open and a wider variety of market stalls and Christmas themed decorations – she will be liaising with Hessle First with regards to this. Concerns were raised about the crowds along Prestongate and in the Square– she is hoping to bring more activities/ stalls/

entertainment to The Weir area, hoping that this will spread the crowds more evenly over the entire event footprint.

She has a sponsor for an inflatable Santa's Grotto which will be placed along the Weir.

The members thanked S Rowland for her update and confirmed that they were happy that the full results of the survey be published on the Town Council website.

- ii) Committee to consider agree on the quotes for the checking, installation and removal of the Christmas Lights. The Clerk advised that she had approached 3 companies including ERYC, but only one had provided a quote.

(Hogan/Sutton)

Resolved – to accept the quote from Lighting and Signs for the checking, installation and removal of the Christmas Lighting display for 2024.

- iii) Committee to consider the quotes for the supply and installation of 9 replacement commando boxes on the lighting columns.

(Sutton/Toogood)

Resolved – to accept the quote of £1575.00 from Lighting and Signs for the supply and installation of 9 x new commando boxes.

- iv) Committee to agree the cost of £1444.40 for the provision of Marshalling for the event.

(Sutton/Toogood)

Resolved - To accept the quote of £1444.40 for the provision of marshalling/ SIA by Prestige Support Ltd for the Christmas Lights Switch-on event.

- v) Committee to accept the cost of £40.00 for the hire of All Saints room hire for the duration of the event

(Sutton/Hogan)

Resolved - to accept the cost of £40.00 for the hire of the upper hall of All Saints church Hall for the duration of the event for the use by volunteers and performers.

- vi) Committee to agree the cost of £1330.00 for the provision of Traffic Management for the event.

(Toogood/Sutton)

Resolved - to accept the quote of £1330.00 from Chevron for the provision of the Traffic Management for the Christmas Lights event.

- vii) Committee to agree the cost of £500.00 for the provision of the stage management, presenter and street team.

(Sutton/Hogan)

Resolved - to accept the quote from Nation Broadcasting of £500 for the provision of a presenter, stage manager and street team for the Christmas Lights switch on event.

- viii) Committee to agree the cost of the stage, lighting and sound provision for the event of £3505.64

(Sutton/Toogood)

Resolved -to accept the quote from HPSS of £3505.64 for the provision of the stage, lighting and sound at the Christmas Lights Switch-on event.

- ix) Committee to agree the cost of £730.00 for the provision of first Aid cover at the event.

(Sutton/Hogan)

Resolved - to accept the quote from MedicsUk (NE) of £730.00 for the provision of First Aid at the Christmas Lights Switch-on event.

- x) Committee to agree to the costs of £95.00 for the supply and design of a banner advertising the event.

(Toogood/Sutton)

Resolved - To accept the costs of £95.00 for the design and design of a banner for the Christmas Lights Switch-on event.

- xi) Committee to agree to the costs £35.00 for the printing and supply of posters advertising the event

(Sutton/Hogan)

Resolved - To accept the cost of £35.00 for the printing of posters for the Christmas Lights Switch-on event.

- x) Committee to note the costs of the ERYC Road Closure of £287 and the parking suspension along Buttfield of £475.00

(Hogan/Sutton)

Resolved - to accept the costs involved in applying for the road closure and parking suspension from ERYC.

Committee to consider & decide if they would like the following entertainment at the event and associated cost

- xi) Christmas Themed stilt walkers – 2 x walkers £400 (1hr 40mins) or £175 for one walker for 2 hours

The committee discussed this and agreed that 2 stilt walkers was better than one.

(Sutton/Hogan)

Resolved – To accept the quote of £400 for 2 x stilt walkers to perform at the Christmas Lights switch on event.

- xii) Committee to consider an inflatable Santa's Grotto at a cost of £200, including erection/ removal but not Santa or gifts.

S Rowland advised that the sponsorship for this had been agreed.

- xiv) Committee to consider the hire of a Snowdome – cost to be confirmed. S Rowland advised that she was still awaiting costings for this and would bring to a future meeting.

- xv) Committee to consider the hire of the 'Daisy Ambulance' at a cost of £420. The committee agreed that this was not required as there would be plenty of entertainment at the event.

- xvi) Committee to consider the following sponsorship opportunities and decide if they would like the Events & Town Centre Officer to pursue

a) Christmas Tree, decorations installation/removal for the Square – price TBC

b) Reindeers - £1000 for 2 reindeer and staff

c) Rodeo - £495

d) Snow Machine- £100

S Rowland advised that she will make further enquiries and look for additional sponsors for all the above. Noted.

xvii) Committee to consider if they are happy for Marie Curie to carry out a bucket collection at the event.

(Sutton/Hogan)

Resolved - to allow 2 x bucket collectors to attend the event from Marie Curie.

134767 PURPLE GUIDE – Committee to agree to the Annual subscription of £30.00 to the Purple Guide – which has been designed to provide guidance for events organisers, suppliers, local authorities and others involved in the event industry.

(Hogan/Sutton)

Resolved – To subscribe to the Purple Guide at a cost of £30 for the year. This will provide guidance to the Town Council events staff to enable the safe organising and running of events.

134768 LOVE HESSLE – Committee to consider if they would be happy for the Town Council to host an event in February to showcase the refurbished Town Hall and celebrate all there is to love about Hesse.

S Rowland advised that the aim was to bring businesses and community groups together, and to hold demonstrations and activities for the community to enjoy. The Committee agreed that this was an excellent idea and asked her to continue to pursue.

(Hogan/Sutton)

Resolved - To support the Love Hesse event and S Rowland to progress.

134769 DARK HISTORY OF HESSLE GUIDED WALK – Sunday 27th October – T Reading advised the committee that both sessions on the 27th October had sold out within 24 hours. The walk will start and finish at the Town Hall and take in Prestongate the Weir and The Square. She is hoping to sell refreshments at the end of the walk to raise funds for the Mayor's Charity. Depending on the feedback received, additional walks can be considered for the New year. Update noted.

134770 BIG FAT QUIZ – Thursday 19th December (Date TBC) - T Reading advised that the organiser of the event will hire and pay for the hall and is more than happy for a raffle to be held on the night in aid of the Mayor's Charity. Noted.

134771. HESSLE SCARECROW TRAIL – 26th October -Sunday 3rd November – Committee to consider Cllr Langdales suggestion of a Halloween Scarecrow Trail over the Autumn half term. S Rowland advised that the costs of a banner and poster would be in the region £130.00. The committee discussed the event and agreed to help with the costs of it but that the assistance from the office staff would be the same as in previous years and be limited to promotion only.

(Hogan/Sutton)

Resolved – Agree to support the Halloween Scarecrow Trail to run over the half term, to the funding of promotional material and to assist in the promotion of the event.

134772. HESSLE ROCK ABOUT - S Rowland advised that decorated rocks are left in various places around the Town for other people to find, take photos and upload to social media, the rock is then moved somewhere else. A discussion took place and whilst the committee agreed that this was a nice idea it might be better placed within the Country Park area and could

perhaps be incorporated with a trail already being run by the Humber Bridge. S Rowland advised that she could discuss this with Humber Bridge Board staff at her next meeting. (Hogan/Sutton)

Resolved – To discuss running Hessle Rock About at the Country Park in conjunction with existing trail. S Rowland to discuss further with Humber Bridge board staff at her next meeting.

134773 HESSLE FIRST –S Rowland advised that the group meet the first Tuesday of the month. A new website will be going live shortly, and they are hoping to organise a Christmas Fayre. Update noted.

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

134774 INCOME AND EXPENDITURE: Committee to note the Communications (Newsletter/ Website/ Noticeboards) Income & Expenditure to 31st July 2024. (Hogan/Toogood)

Resolved - The Income and Expenditure (Newsletter/Website/ Noticeboards) to 31st July 2024 was noted.

134775 NOTICEBOARDS – Tranby Fields Development – No further updates. Noted.

134776 'HESSLE TOWN' – Issue 117 – January 2025 – committee to consider any items for inclusion and to forward to T Reading. Noted.

134777 WEBSITE/ SOCIAL MEDIA – T Reading advised that both accounts are still in their infancy, but followers are growing in number. Visitors to the website have increased from 75 in April to 180 now and the events page is the most popular.

134778 SHOP LOCAL – T Reading advised that she is working with local businesses to promote them through our website. All will be invited to take part. Noted.