

HESSLE TOWN COUNCIL
Events and Communications Committee
Wednesday 6th November 2024, 6.30pm
Large Front Room
Town Hall, South Lane, Hesse

Minutes

Members present: Councillors; S Craggs, H Hogan, A Maw, and C Walker (Vice-Chair)
Also present: M Edwards (Hessle Federation), S Rowland (HTC Town Centre & Events Officer) & T Reading (HTC Communications & Social Media Officer)
Apologies: Cllrs Harrison & Pickering and Mr J Wilding
Clerk: Joanna Render

134849 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

134850 MINUTES OF THE PREVIOUS MEETING: To confirm as a correct record the minutes of the meeting held on the 2nd October 2024 and authorise the Chairman to sign.

(Hogan/Maw)

Resolved - The minutes of the meeting held on the 2nd October 2024 were confirmed as a correct record and the Chair was authorised to sign them.

134851 CHAIRMAN'S COMMUNICATIONS: To receive such communications as the Chairman may wish to put before the committee. None received.

134852 INCOME & EXPENDITURE: To note the Income and Expenditure as at 30th September 2024.
(Hogan/Walker)

Resolved - The Income & Expenditure to 30th September was noted.

134853 UP TO DATE LIST OF EVENTS AT THE TOWN HALL: List suspended due to building works. The Clerk advised that there was a concert booked in at the end of November and the Pantomime at the beginning of December. Noted.

134854 EVENTS

a) **Christmas Lights Switch-On – 29th November 2024**

- i) Committee to receive an update from S Rowland. S Rowland went through the survey results and what the Town Council is doing at this year's event to address comments. The Council has received sponsorship for a real tree and lights, to be placed in the Square, there will be more photo opportunities to include the HESSLE letters, Snow globe and stilt walkers. There will be 39 stalls selling food, drink and gifts spread over the Weir and the Square- which this year has a reduced number of rides. She would like to thank Michelle Edwards for all her support and hard work in putting the stage performance schedule together – it is very much appreciated. The current schedule was passed to members for information.

She advised that a professional production company will be filming at the event for use on the website and social media.

Cllr Walker thanked S Rowland for her update.

- ii) Committee to consider and agree the quote of £85.00 + VAT for a 10 ft Christmas Tree to be located outside the Town Hall.

((Hogan/Craggs)

Resolved – To accept the quote of £85.00 for the 10ft Christmas Tree for outside of the Town Hall.

- iii) Committee to consider the quote of £99.00 (includes insurance) for van hire for the event for the movement of the market stalls.

(Walker/Hogan)

Resolved - To accept the quote of £99.00 for the hire (includes insurance) of the van to enable transfer of the market stalls.

- iv) Committee to consider and agree on the purchase of 2 inflatable Christmas decorations at a cost of £120.00. S Rowland advised that these would be placed along with the HESSLE letters in the entrance to The Admiral beer garden – to create a feature and photo opportunity.

(Hogan/Craggs)

Resolved – To agree the purchase of 2 x Christmas Inflatables at a cost of £120.00.

- v) Committee to consider and agree the cost of £45.00 for a 4ft folding table for use with the Town Council gazebo.

(Hogan/Walker)

Resolved - Agree to the purchase of a 4ft folding table for use with the Town Council gazebo at a cost of £45.00

134855 LOVE HESSLE – S Rowland advised that provisionally this will take place on the 16/2/25 at the Town Hall, whilst still in the early stages she envisages that local businesses and community groups will promote their activities and in some cases hold workshops to showcase what they do. Update noted.

134856 MARKET – S Rowland advised that the Humber Bridge will be hosting a new monthly market from April 2025. Hessle Town Council have been allocated a pitch / table at the market which will allow it to promote future community events.

134857 SCARECROW TRAIL - S Rowland advised that due to other commitments the Halloween Scarecrow trail did not go ahead. Cllr Langdale is hoping to organise one over Easter to coincide with the Easter holidays. If the committee is happy to support, S Rowland advised that she is happy to liaise with Cllr Langdale with regards to the organisation of the trail.

(Walker/Hogan)

Resolved - The committee is happy to support a Scarecrow Trail over Easter, and that S Rowland liaise with Cllr Langdale with regards to organising the event.

134858 DARK HISTORY OF HESSLE GUIDED WALKS – T Reading advised that these have all proved very popular and will look to do something similar in the New Year. The guide has enjoyed working with the Town Council and is happy to do further walks in the future. She advised that one of the restaurants linked in with the event in creating a special menu for those who wished to eat before attending the walk. Update noted.

134859 BIG FAT QUIZ – Thursday 19th December - T Reading advised that she has already sold 8 tables (up to 6 people) there is probably space for 25-30 tables, and she will be actively promoting the event in the coming weeks. Update noted.

134860 BUDGET 2025/26 – Committee to consider further items/ events for the 2025/26 budget. Following to be included with amounts discussed.

- i) VE Day Celebrations (£3000)
- ii) Christmas Lights 2025 (£27000 & £5000 (Capital)
- iii) Play Day 2025 (£3000)
- iv) National Older People Day (£1500)
- v) Events (scarecrow trails etc.)(£5000)

(Walker/Hogan)

Resolved - Agreed to budget 2025/26 figures as above to be put forward to Finance. The following dates for the events were also agreed. Christmas Lights Switch-on– 28/11/25, Playday – 8/8/25 and VE Day celebration 8/5/25.

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

134861 INCOME AND EXPENDITURE: Committee to note the Communications (Newsletter/ Website/ Noticeboards) Income & Expenditure to 30th September 2024.
(Walker/Craggs)

Resolved - The Income & Expenditure (Newsletter/Website/Noticeboards) to 30th September 2024 was noted.

134862 'HESSLE TOWN' – Issue 117 – January 2025 – committee to note the following items for inclusion

Adverts - Hesse Sporting (1/4page), Specsavers (full), Eye Place (Full), G Stafford(Full),

Articles – Hesse TC – Overview of year (4 pages), Humber Rescue (1/2 page), Humber Bridge Wildflower planting, Hedgehog Rescue (1/2 page), Feedback from Remembrance Day (Cllr Bovill), Promotion of the ERYC Community Group page(1/2 page)

T Reading advised that the next issue will be going to print on the 6/12/24 and is now full, with one additional article from the Credit Union promoting savings schemes.

Cllr Hogan thought it would be useful to have a 'What's on ' guide in hard copy – but appreciated that this would be a large job and could not be delivered to all houses, but maybe copies could be left in the shops / cafes / pubs and displayed on the noticeboards and website. The Clerk advised that this could be looked into further in the new year.

(Walker/Craggs)

Resolved – The contents of the January 2025 issue of the newsletter were agreed. This issue is to be sent to the printers by the 6th December, to the deliverer by 20th December and delivered throughout January 2025.

134863 WEBSITE/ SOCIAL MEDIA – T Reading advised that there were 355 new visitors to the website in the last 30days, and the most popular pages are Events, Xmas Lights event and the Consultations. The Council has 575 Facebook followers, 234 on 'X' and 86 on Instagram. Top posts were stall space availability at the Hesse Lights Switch On event, Banking Hub and photos from Hesse After Dark. Update noted.

134864 SHOP LOCAL – T Reading advised that she has put together promotional videos for six Hessle businesses and will continue in the New Year. Feedback has been good, and some businesses have confirmed that footfall has increased. Update Noted.

134865 BUDGET 2025/26 – Committee to consider any Communications items for the 2025/26 budget.

(Walker/Craggs)

Resolved - The Committee confirmed that they would like to continue with 3 x 12 x page newsletters over the year, and request that the costings for this be included in the budget for 2025/26.