

Minutes of a meeting of the **COMMUNICATIONS and EVENTS** Committee held at the Council Offices, Pine Grove, Crowborough on Tuesday 14th June 2022 at 7.30pm

Present	Councillors	Alison Arthur	
		Mike Cooke	
		Martyn Garrett	
		Kay Moss	
		David Neeves*	
		Gareth Owen-Williams	Vice – Chairperson
		Alan Penney	
		Ron Reed	
		Matthew Street	Chairperson
		Natalie Whittle	
Also present		Melanie Street	Assistant Town Clerk
		Peter Cunnington	Operations Manager
		Mia Kelly	Events Coordinator
		Tracie White	Minute Taking Administrator

*Denotes non attendance

APOLOGIES

Cllr David Neeves

DECLARATIONS OF INTEREST

None

MINUTES

Minutes of the meeting of 19th April and 10th May 2022

9800 **RESOLVED** that the Minutes of the meetings held on 19th April and 10th May 2022 as confirmed be ratified by the Chairman.

ASHDOWN RADIO

Members noted the report and agreed that Ashdown Radio be approached with regards to scheduling monthly interviews. It was agreed that each sub-committee take turns to raise awareness of the role they play in Town Council operations. Members instructed the

Event Coordinator to create a schedule of interviews to ensure that topical matters be discussed within an optimum time frame. Members referred to the Media and Communication policy and noted those speaking on the radio must ensure they are familiar with the corporate position of the council and need to accurately reflect this. If they are asked to comment on issues, they should make it clear that this is a personal viewpoint.

- 9801 RESOLVED** to accept a regular monthly slot with Ashdown Radio, with each Committee taking turns to represent the Town Council.

It was agreed to review this item in one year.

FESTIVE LIGHTS

The report was noted. Members discussed the advantages and disadvantages of various designs based on feedback from residents and previous designs used.

- 9802 RESOLVED** to choose Option 2, Blizzard pattern for the street crossing design, with single snowflakes on the lamp column frames.

EVENTS

To note the Events report and agree any action

Members reviewed the events.

Boundary Walk

Members agreed to shorten the registration timescale to 09:00-10:30hrs and to return to the practice of giving out certificates at the completion of the event. The committee discussed whether it was possible to mark the boundary walk as a regular walking route by erecting way markers. The Assistant Clerk advised that options would need to be investigated.

- 9803 RESOLVED** to approve a change to the registration schedule for the Boundary Walk to take place within the hours of 09:00-10:30hrs.

Lighting of the Beacon

A verbal report was given. Attendance numbers had been greater than anticipated. Members discussed lessons learnt for future events. Members also recommended that an item be added to the Sports and Recreation agenda to discuss whether the town council could revert to using the former system of logs to create a better flame effect.

Queens Jubilee 'Big Lunch'

The event was very successful and well supported by the community.

Sussex Day

The event is taking place on 16th June and will consist of the flag being raised and a Town Crier reading the Sussex Charter followed by bell ringing.

CrowFest

Members discussed the costs pertaining to the ECO Hub. It was agreed that some monies from the Eco Exhibition Earmarked Reserve be used towards the running costs for Eco Hub at CrowFest.

A member asked that a breakdown of programme times be released on social media as soon as possible.

- 9804** **RESOLVED** to use £3,000.00 from the Eco Exhibition EMR 9043/906 towards the cost of the ECO Hub at Crowfest.

Armed Forces Day

The council will raise a flag on Montargis Terrace. The Crowborough Veterans and Supporters Association (CVSA) will be holding a ceremony. Members discussed issues faced by the CVSA with obtaining a licence for the use of Montargis Terrace for the event. As this is not a council event, the CVSA will not be covered by the council's insurance.

EVENT PROMOTION

The report was noted. Members discussed recent advertising costs in relation to advertising CrowFest on Ashdown Radio. This prompted questions about the level of free advertising that the council may be entitled to. The Event Coordinator will check the contract with Ashdown Radio to confirm.

Members discussed the possibility of banners across the High Street as a method of advertising events, similar to one used for the centenary, but it was felt that costs may be prohibitive as a specialist company would be required to hang them for insurance purposes.

Members discussed the use of social media for advertisements. The Assistant Clerk notified members that officers are currently working on poster campaign ideas to increase the town council's social media presence.

A member noted that one of the performers booked for CrowFest is a former member of Beacon Academy. It was agreed that the Event Coordinator liaise with Beacon Academy's Marketing and Communications Officer to see whether they would promote the event in their newsletter on this basis.

FINANCIAL MATTERS

The Income and Expenditure report was noted.

A member enquired whether a tripod light for CrowFest had been charged incorrectly to the Sports and Recreation Committee as opposed to the Communication and Events Committee. The Assistant Clerk confirmed that the purchase order had been checked and a Communication and Events code had been applied.

The Earmarked Reserves were noted

The committee thanked officers for their hard work this year, especially as there have been more events than ever before.

URGENT MATTERS AT THE DISCRETION OF THE CHAIRMAN FOR NOTING

None

The meeting closed at 20: 46hrs