



HAVERHILL
TOWN COUNCIL

Haverhill Town Council

Minutes of a Meeting of Haverhill Town Council's

COMMUNITY EVENTS WORKING PARTY

Held by videoconference on Tuesday, 10th October 2023 at 7:30pm

- Present:** Councillor A Brown
Councillor J Burns (Chair)
Councillor A Luccarini
Councillor M Marks
Councillor L Miller-Jones
Councillor D Page
- Apologies:** Councillor B Davidson
Councillor P Hanlon
- In Attendance:** Councillor J Mason
Colin Poole, Town Clerk
Sara Marsh – Events Manager
Gary Wilson – Operations Manager
Jane Lomas – minute taker
Wendy Yagir – Starburger Restaurant

1 member of the public was present

MINUTES

CE23 /028	<u>Welcome</u> The Chair welcomed everyone to the meeting and confirmed that as a Working Party it has no delegated authority, and all decisions must be ratified by the Leisure and Community Committee.	ACTION
CE23 /029	<u>Apologies for Absence</u> The above apologies were noted.	
CE23 /030	<u>Declarations of Interest and requests for Dispensation</u> None.	
CE23 /031	<u>Minutes of the previous meeting</u> It was proposed by Councillor L Miller-Jones, seconded by Councillor M Marks, that the minutes of the meeting held on Monday, 10 th July 2023 be agreed as a true record. RESOLVED	

CE23 /032	<p><u>Matters Arising not on the agenda</u> None.</p>																			
CE23 /033	<p><u>Public Speaking</u> Wendy Yagir (Starburger) expressed concern that there will be only one Christmas event this year. The Town Clerk explained that the decision not to hold a late-night shopping evening was made by Full Council last December and it was ratified in January. The rationale for the decision was:</p> <ul style="list-style-type: none"> • National stores close and do not support the late-night shopping event. Businesses say that the cost of the overtime makes in uneconomic to open. • The evening is expensive and it was necessary to look for savings in a very challenging financial climate. • Putting all the resources into the Saturday, the event can be bigger to attract greater footfall when the shops are open. The fireworks will take place after the shops are closing and we can work with hospitality businesses to create an incentive to come back into the town centre after the fireworks. <p>SM confirmed that she is in the process of contacting all traders to engage them in the single daytime event.</p> <p>Councillor J Mason (speaking as a member of the public) reported that he has spoken to a number of traders who are concerned about the High Street losing focus as events have been moved to other locations, e.g. Haverhill in The Park is held on the Recreation Ground, and the change to the Christmas shopping night. He requested that this Committee works with local traders to investigate ways of holding community events centred around the High Street to increase footfall and support the local community.</p>																			
CE23 /034	<p><u>Review of Summer 2023</u></p> <table border="1" data-bbox="316 1451 1273 1731"> <thead> <tr> <th>Event</th> <th>Date</th> <th>Provisional budget</th> </tr> </thead> <tbody> <tr> <td>Big Day Out</td> <td>Wednesday 26th July</td> <td>£9,000</td> </tr> <tr> <td>Clements Fun Day</td> <td>Friday 28th July</td> <td>£1,700</td> </tr> <tr> <td>Picnic in the Park</td> <td>Tuesday 1st August</td> <td>£4,200</td> </tr> <tr> <td>Chalkstone Fun Day</td> <td>Wednesday 2nd August</td> <td>£1,700</td> </tr> <tr> <td>Haverhill in The Park</td> <td>Fri 18th – Sun 20th August</td> <td>£35,000</td> </tr> </tbody> </table> <p>a) <u>Big Day Out</u> SM reported it went well. Lots of people there, a lot of good feedback. Same for all the fundays across the summer. GW putting on the events takes a lot of time and effort working with community groups across the town and Park Rangers. It was the right decision to postpone the Chalkstone fun day. Whilst there was a</p>	Event	Date	Provisional budget	Big Day Out	Wednesday 26 th July	£9,000	Clements Fun Day	Friday 28 th July	£1,700	Picnic in the Park	Tuesday 1 st August	£4,200	Chalkstone Fun Day	Wednesday 2 nd August	£1,700	Haverhill in The Park	Fri 18 th – Sun 20 th August	£35,000	
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slightly smaller number of stalls, the weather was better and there was a good number of the public attending. Thank you to everyone for allowing us to move it.

The whole point of these events is about community engagement and if just the TC doing it would be harder and longer days. Very lucky to have the support of the community in putting on these events. Great to see so many groups come out for Picnic in the Park. We had pleasing number of community groups at the Clements fun day – including Men’s Shed. St Felix Church have indicated a willingness to host an event for that side of town next year.

b) Haverhill in The Park

The Committee thanked Steve Marsh, in his absence, for all his hard work and putting on a great show that had something for everyone. The Committee also thanked Air Cadets, Councillors and volunteers for their time and help in delivering the event.

Numbers were slightly down this year: in 2022 there were circa 8k clicks through the gate, and this year there were just under circa 6k.

Friday 1,500 attendances across the evening, peaked at 550.

Saturday: over 3,500 attendances across the day, peaking at 900 on Saturday night

Sunday: 900 attendance, peaking at 200.

Discussion ensued about the attendance, which may have been because of the exceptionally good weather and people going away. It was felt that next year the event might be advertised and promoted earlier with, perhaps, flyers distributed around the town and displayed on the noticeboards. GW asked the Committee to consider that this year HTC ran several events over that weekend, and planning for the weekend was challenging. The Committee explored the idea of the cost of food and drink and it was agreed that the food was kept at the lowest price possible. The Council burger and hot dog stand was well received and deliberately priced to offer value for money.

It was noted that a few town centre traders commented negatively regarding the event’s location and that they had missed out on the profits they made from us holding events on the market square. It was highlighted that suppliers at the event are local too, and they pay towards the staging of the event, whilst the town centre traders did not make any contribution to the Market Square events and the very proximity to some of those businesses meant staff had to cope with drunken antisocial behaviour.

Committee members reported that they received positive feedback about the Haverhill In The Park event. Cllr J Burns would like to review budget vs expenditure once all the invoices have been received. A debrief meeting will be arranged as soon as possible.

	<p>The Town Clerk will add an agenda item for Full Council to discuss whether deposits for next year's events may be borrowed from this year's budget to be paid back next year in order to book headline acts early.</p>	Clerk												
<p>CE23 /035</p>	<p><u>Community Events for Autumn/Winter 2023</u> The meeting reviewed the progress made on the community events programme.</p> <table border="1" data-bbox="316 555 1273 757" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: center;">Event</th> <th style="text-align: center;">Date</th> <th style="text-align: center;">Provisional budget</th> </tr> </thead> <tbody> <tr> <td>Halloween Trail</td> <td>Friday 27th October</td> <td style="text-align: right;">£15,000</td> </tr> <tr> <td>Single Christmas Event</td> <td>Saturday 2nd December</td> <td style="text-align: right;">£10,000</td> </tr> <tr> <td>Christmas Fireworks</td> <td>Saturday 2nd December</td> <td style="text-align: right;">£8,000</td> </tr> </tbody> </table> <p>a) <u>Halloween Trail</u> This year the budget is 20% smaller than in previous years and costs of acts, technical equipment, etc has increased, squeezing the budget further. This year will have a simpler route which will keep the Park Rangers on side as less work for them to do. There will also be some rides, stalls and TC burger & hotdog concession at the end of the trail. Actors ranging from werewolves and vampires to children of the corn, and witches will populate the main trail. A 'baby trail' at 5.30 doesn't have performers, only spooky props. The queue will run through the inside of the park running behind the children's play area to avoid people queuing by the side of Coupals Road.</p> <p>SM reported that this year the trail will be less 'arty' and 'more scary'. GW reported that he has a good selection of volunteers from HTC, East Park Town Rangers and Air Cadets. Including all artists and stewards and staffing there should be circa 70 people on site. Centre Stage has been very helpful in providing actors. We are engaging the community in delivering as well as enjoying the event. SM – the Men's Shed may also be involved.</p> <p>b) <u>Single Christmas Event</u> SM reported that WSDC is holding a Makers Market on the High Street on that day so it will be busy from early on. Plans are for a Victorian/Edwardian theme. The normal fairground/showman supplier has been approached and asked to populate Market Square with steam rally types of rides. There will be flower sellers, hot chestnuts, etc and Abbeycroft Leisure will be putting on some workshops. The focus will be on Market Square and Queen Street. Queen Street and Queen's Square will be populated with charity stalls along the centre of the road. The grotto will be open on the Friday evening and the lights will be on in Queen Street to support it. Some charity stalls have already booked in but more are welcome.</p>	Event	Date	Provisional budget	Halloween Trail	Friday 27 th October	£15,000	Single Christmas Event	Saturday 2 nd December	£10,000	Christmas Fireworks	Saturday 2 nd December	£8,000	
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The possibility of food stalls was discussed. Last year resident traders complained that such stalls stole potential shoppers away. It was noted that the aim is to attract the public to High Street and Queen's Street and it is important that Haverhill businesses benefit from the occasion. It was thought that the resident food and drink venues may be willing to place stalls outside their premises to offer something different to attract people, eg mince pies and mulled wine.

We are seeking choirs for the festive lights switch on, and Churches Together are doing their successful Walking Nativity again.

SM will speak to local businesses about encouraging them to join in with the Victorian/Edwardian theme. It was suggested that several themes be offered to businesses to include as many as possible.

Ideas were explored about a way to encourage people to stay after the fireworks. The plan is to invite hospitality outlets to offer an incentive, e.g. 10% off family meals for the two hours after the fireworks, so people are encouraged to return to the town centre rather than go straight home. This could also be advertised over the PA system.

Nine Jars will probably be doing their traditional mulled wine stall anyway.

CP provided an update regarding providing Christmas lights on the walls of premises in Queen Street. Firstly, it isn't true we don't provide festive lights. Almost all the streetlights have festive light motifs on them. What we cannot provide is a continuous line of pealights on the buildings down as there are too many lath and plaster buildings in Queen Street which are not strong enough to take the anchor point. Some brick built buildings can, but height differences mean one building will have the P lights along the gutter but on the next building they'll be going across the windows – or leave large gaps where there is no way to get a catenary wire tight enough without damaging the buildings. We spoke to Rayleigh TC who have similar issues. They have demountable street light columns that plug into the roadside along the main road and they can zigzag lights along the street. The Clerk approached Suffolk Highways to ask if they'd consider this, but received zero response. Discussed with West Suffolk and echoed concerns and even if a response from Suffolk Highways, we know there are a lot of utilities under the High Street and Queen Street and the chances of being able to lay foundations to place the sockets would be a challenge.

We were asked by the landlady of the Bull Pub whether we can extend the Xmas lights to hers as they stop at the tv and video shop. We will ask Aylesford Electronics to make sure it is included.

	<p>Haverhill Show are putting on Santa's sleigh. Their Chair has drawn up provisional dates for December for the sleigh. It would be good if it could be parked on Market Square near the Xmas tree.</p> <p>The Clerk asked if the Chair of Haverhill Show could please extend our warm congratulations to Kelly for the award from Suffolk Community Foundation.</p> <p>c) Christmas Fireworks GW reported there will be the seasonal launch of the lights on the square and the Christmas tree at 5pm and at 5:30pm there will be a 15-minute firework display on the Recreation Ground. We're having our usual provider who usually put on an excellent performance. Will be speaking to the provider in the next couple of weeks (after 5th November) to discuss the display.</p>	<p>GW</p> <p>GW/SM</p> <p>JM</p> <p>GW</p>
CE23 /036	<u>Date of Next Meeting</u> Monday, 22 January 2024	
CE23 /037	<u>Closure</u> The Chairman declared the meeting closed at 8.45pm	

Signed
Chairman

Date