

# HAVERHILL TOWN COUNCIL

## LEISURE AND COMMUNITY COMMITTEE



Dear Councillor,

You are hereby summoned to attend the meeting of Haverhill Town Council Leisure & Community Committee to be held at the **Haverhill Arts Centre, High Street Haverhill, CB9 8AR** on **Tuesday 14<sup>th</sup> January 2020** commencing at **7.00pm**, for the purpose of transacting the following business:

CONSTITUTION:      Chair:                      J Burns  
                                 Vice Chair:                P Fox  
                                 Town Councillors:      T Brown  
                                                                P Firman  
                                                                M Marks  
                                                                J Mason  
                                                                L Miller-Jones  
                                                                D Roach  
                                                                D Smith  
                                                                L Smith

This Meeting is open to the Press and Public

## **AGENDA**

### **1. Welcome**

### **2. Apologies for absence**

Please notify the office by 5.00pm on the day of the meeting if you are unable to attend.

### **3. Declaration of Interests and requests for Dispensations**

For members to declare any interests they may have on items on the agenda and agree any dispensations to stay.

### **4. Minutes of the last meeting**

To approve the minutes of the meeting of the Leisure & Community Committee held on 16<sup>th</sup> September 2019.

### **5. Matters arising from the minutes**

To note action taken, and outstanding, from items in the minutes of the meeting of the Leisure & Community Committee held on 16<sup>th</sup> September 2019.

### **6. Public Forum**

To hear from the public on any matters within the terms of reference of the Leisure and Community Committee.

**HAVERHILL ARTS CENTRE, HIGH STREET, HAVERHILL, CB9 8AR**

**Tel: 01440 712858 Fax: 01440 718931**

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**7. Report on past and future Arts Centre and leisure activities (attached)**

To receive a report from the Arts & Leisure Manager.

**8. 2020 Budget for events**

To receive a report from the Arts & Leisure Manager in respect of proposed costs of events:

- a) Summer events
- b) Autumn event
- c) Winter event

**9. Haverhill Show Report**

To receive a report from the Chairman of the Haverhill Show

**10. To Determine Current Grant Applications**

To determine current grant applications:

Requesting Group	Cause	Amount requested	Previous
Catch 22 Suffolk Positive Futures	Free weekly sports project to young people. (Mr Paul Knight to speak)	£4,585.00	Dec 2017
Art Branches CIC	To run creative workshops at the Arts Centre, to provide respite for carers.	£2,828.00	n/a

**11. Reports from Grant Recipients**

Haverhill Family History Group

**12. Eringshausen Way monument for Twinning**

A verbal report by the Clerk and Councillor McManus on the condition of the Eringshausen 25-year anniversary monument in Eringshausen Way.

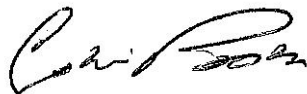
**13. Youth Strategy Report**

- a) Youth Skills Project Report (previously circulated)
- b) Zone Report (attached)

**14. Date of Next Meeting**

Tuesday 10<sup>th</sup> March 2020

**15. Closure**



**Colin Poole**

Haverhill Town Clerk

Date: 7<sup>th</sup> January 2020

Copies of this and other Council agendas, minutes and supporting reports are available to download from the Council's website ([www.haverhill-tc.gov.uk](http://www.haverhill-tc.gov.uk)) or on request from Haverhill Arts Centre

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## **Agenda Item 7 REPORT FOR ARTS & LEISURE MEETING of 14 January 2020**

### **Halloween Trail 2019**

**East Town Park      Friday 25 October 2019      Weather: Overcast and drizzly**

The event at East Town Park again attracted record numbers with 3500+ people taking part. This is an ambitious large-scale event which requires ever increasing imagination to satisfy and engage with a wide- ranging audience who return year after year. The evening featured a number of themed experiences and seemed to work well. It was well received and attracted good feedback on social media. There were not any injuries and the organisation was praised by the artists taking part.

### **Haverhill Remembrance Parade 2019**

**Haverhill Town Centre/Cemetery      Sunday 10 November 2019      Weather: Rain then sun**

Haverhill Town Council took on the role of lead partner with the Royal British Legion for this event. The Parade had previously been co-ordinated by the Borough Council. The event was moved to 11.00am and the format was changed. The Town Council were responsible for the overall event planning, organisation of road closures and stewarding, booking of technical support and liaison with the District Council regarding access and street cleansing. The Royal British Legion were responsible for liaison with groups taking part in the parade and the organisation of the service at the War Memorial. It was generally agreed by the group that the parade had gone as well as could be expected. Planning has started for the 2020 event.

### **Family Christmas Night 2019**

**Haverhill Town Centre      Friday 6 December 2019      Weather: Heavy Rain clearing**

In August 2019, the Town Council established a sub-committee to look at the event that the Town Council promotes at Christmas. We have worked with the Town Centre Business Engagement Group to see how the event may benefit the town centre businesses and to see how they might take part in the evening.

Working to a very short timescale we achieved many of the aims of the different parties involved by moving the Fairground rides onto the Market Square, relocation of the Friday Market to the High Street, programming school choirs and Haverhill Silver Band into the evening, Town Centre businesses having stalls outside their premises to promote themselves, extending the reach of the event from the end of Queen Street to the top of the High Street, changing the date of the Christmas Lights Switch On and joint marketing of the event.

On this occasion the weather was not kind and it poured during the set-up period and the first 2 hours of the event. The rain cleared in time for the fireworks. Because of the weather it is difficult to judge how 'successful' the event was.

The Town Council's Christmas Event Sub Committee met on Tuesday 7 January to receive feedback on successes, challenges and learning points from the evening. Recognising that this was the first year of the new format they recommended continuing to work with the Business Engagement Group and focussing on the following areas of development for the next event:

More Lights - Brightening up stalls by offering enhanced lighting.

More Stalls - accessing a more diverse range of traders, craft and gift sellers and extending the food offer. Making contact with local and regional organisations who could give us leads as well as investigating local crafters in more detail. Working with West Suffolk Markets on developing the offer. Offering stalls a gazebo and tables to encourage attendance?

More Snow – having additional snow machines at other sites in the town.

More Marketing – highlighting the different aspects of the evening in individual posts, publicising the programme of activities and attractions earlier and in greater detail, possible rebranding of the Craft Fair as a Gift Fair?

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## **Arts Centre Pantomime 2019 – Snow White**

**Haverhill Arts Centre      Friday 20 – Monday 30 December 2019**

A record breaking pantomime achieving 96.75% capacity of seats sold. This table shows the development of the pantomime since 2015.

<b>Year</b>	<b>Pantomime</b>	<b>Total Attendance</b>	<b>% capacity</b>
<b>2015</b>	<b>Cinderella</b>	<b>2944</b>	<b>82.46</b>
<b>2016</b>	<b>Robin Hood</b>	<b>2844</b>	<b>79.66</b>
<b>2017</b>	<b>Aladdin</b>	<b>3104</b>	<b>86.95</b>
<b>2018</b>	<b>Dick Whittington</b>	<b>3045</b>	<b>85.29</b>
<b>2019</b>	<b>Snow White</b>	<b>3454</b>	<b>96.75</b>

The positive feedback was overwhelming and we have some great quotes for the marketing in 2020 – much of which focussed on the quality of the show and the value for money. The rise in Gross Box Office receipts was 19%. We have held the number of performances at 17 for the past 5 years but have kept an extra day in reserve for 2020 in order that we can extend the run if ticket sales demand this. The 2020 panto is Jack and the Beanstalk and tickets are already on sale.

The staff at the Arts Centre work very hard, before and after the Christmas Day/Boxing Day holiday, to make the pantomime into a great experience for the audience.

## **ARTS CENTRE USAGE**

The tables on the Haverhill Arts Centre attachment give details of the development of the cinema audiences over the past 3 years and what type of events take place in the main hall in 2019.

## **ENVIRONMENTAL POLICY AND RECYCLING**

Work is continuing to develop an action plan for a Town Council Environmental policy.

## **VE DAY 2020**

The weekend of Friday 8 May to Sunday 10 May will see nationwide celebrations to commemorate the 75<sup>th</sup> anniversary of VE Day. The group established by the Town Council to oversee Armed Forces Day and Remembrance events has started work on establishing a programme of activities. The current programme will feature some of the nationwide initiatives and a Town Centre event on Saturday 9 May. The Family History Group are looking to put together an Education project to run alongside the event and discussions have started with the Town Centre Business Engagement Group as to how they may get involved.

## **EVENTS 2020-2021**

As requested by the Committee at the meeting in September, a budget has been prepared based on an extended programme of events incorporating a Music Weekend event in July and a Community Day in August. The attachment gives more detail on the costs associated with the new summer events.

**New event - Music Weekend** - This project is being scoped at the current time. It is envisaged that a large stage and PA will be in place for the duration of the event with associated refreshments, workshops, activities and attractions. The Saturday will be feature a programme of tribute bands across two sets, an afternoon set and an evening set. The proposal is to charge a ticket price £5-£10 – keeping the charge as low as possible.

On the Sunday, initial discussions are underway regarding the possibility of a multi-faith Town Praise event in the morning and a Proms style picnic in the afternoon. These events would be free with the potential to ask for donations if this was a suitable option.

This event would take the place of one of the Tribute nights.

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### **New event - Community Day**

A day to engage with the diverse communities of Haverhill with food, drink, traditions and workshops. Likely venue(s) are Haverhill Market Square and Haverhill Arts Centre.

### **Halloween Trail**

This event is in some ways a victim of its own success and each year proves more difficult to develop new and exciting spooky experiences. The costs associated with staging the event have risen due to the need to provide extra toilets, extended technical support and more imaginative environments for the participants. It has the potential to raise more from the Bucket collection. There is a potential to recruit scarers locally and this will be investigated but the budget for the event will need to rise in order to safeguard the standard and content of the evening.

### **Proposal for raising additional Income.**

The current approach to getting donations at Town Council events is based on offering donation buckets as people leave the event. Learning from our experience at Haverhill Arts Centre Box Office where donations are actively requested on face-to-face and internet bookings -the proposal is to amend our marketing to say Suggested Donation £1 per person. This will be backed up at events by having the donation buckets available at the beginning of wrist-banded events and signage to indicated donation points for other events. At all events we will try to collect donations on the way in as well as at the end. A conservative amount has been included in the budget to allow for the anticipated increase in donations at events.

### **Forward Diary**

#### **Confirmed dates**

Haverhill Beer Weekend	Friday 8 – Sunday 10 May 2020
VE Day 75	Friday 8 – Sunday 10 May 2020
Haverhill Festival Events	Saturday 13 June – Sunday 12 July 2020
Armed Forces Day	Saturday 27 June 2020
Haverhill Show	Sunday 5 July 2020
Haverhill Historic Vehicle Rally	Sunday 12 July 2020
Remembrance Day Parade	Sunday 8 November 2020

#### **Provisional Event Dates**

Music Weekend	Friday 17-Sunday 18 July 2020
Big Day Out	Wednesday 29 July 2020
Tribute Night	Saturday 1 or 8 August 2020
Picnic in the Park	Wednesday 5 August 2020
Chalkstone Fun Day	Wednesday 12 August 2020
Clements Fun Day	Wednesday 19 August 2020
Community Day	Saturday 22 August 2020
Halloween Trail	Friday 30 October 2020
Family Christmas Night	Friday 4 December 2020

**Nick Keeble January 2020**

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