



# Saxmundham Town Council

## Events & Communications Committee

Minutes of the Events and Communications Committee Meeting on Thursday 27<sup>th</sup> July 2023 at 10.00am at the Town House, Station Approach, Saxmundham

### Committee Members:

Cllr J Sandbach

Cllr. Di Eastman

Cllr. C. Hawkins

Cllr. B. Gulliford

**Also Present:** Jess Palmer, Committee Clerk

### MINUTES

1. **Apologies and Approvals of Absence:** To receive apologies for absence.  
None received
2. **Members Declarations of Interests and Consideration of Requests for Dispensations:** Councillors to declare any Pecuniary or Non-Pecuniary Interests and consideration of any requests for dispensation. Notwithstanding this item, Members may subsequently declare an interest at any point in the meeting.  
None declared
3. **Minutes of the Last Meeting:**  
To approve the minutes of the meeting of 2<sup>nd</sup> June 2023.  
The minutes of meeting 2<sup>nd</sup> June were unanimously approved
4. **Open Forum:** Members of the public may give their views on issues on this agenda, or raise issues for future consideration, at the discretion of the Chairman.  
No members of the public were present.
5. **Notice Boards**
  - a) To receive a progress report from Cllr. Charlotte Hawkins  
It was suggested that when the noticeboard in Fromus Sq is renovated, it should be doubled in size & both halves enclosed so that the Town Council can take responsibility for its contents & posters be submitted via the letterbox.  
**Action:** Town Centre Co-ordinator will liaise with Caretaker and Town Clerk re feasibility and cost.  
Other potential locations for additional boards were discussed.  
**Action:** Town Centre Co-ordinator will approach The Bell to see if the false window facing the Market Place could be used as a visitor information board.
  - b) To discuss a plan for content on each notice board  
The Town Clerk's proposed content plan was agreed as follows:
    - Memorial Field – Green Team
    - Town House – Agendas/Statutory Notices
    - Market Hall – Agendas/Events/Comms
    - Waitrose – Events/Comms
- 6 **To receive feedback on The Arts Festival**  
It was noted that the event was successful & a positive day for the town. Thanks were made to The Art Station for their hard work instrumental in its success. Councillors are keen to see the event repeated in the future. Discussion about how to widen the scope of the event and to include literary



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aspects in future.

### 7. Tour of Britain Cycle Event

- a) To receive a report from the Town Centre Co-Ordinator on current plans & gathering ideas for extras.

Town Centre Co-ordinator reported on the confirmed route for the race & the social media and online campaign offering businesses advice and opportunities for capitalising on the likely increased footfall in the town.

- b) To discuss Sticker Trail event & agree on any funding for prizes.

**Action:** Town Centre Co-ordinator & Cllr Di Eastman will contact local businesses to secure their engagement with the trail.

**Action:** Cllr Charlotte Hawkins will approach the Police & Road Safety charities to hopefully source some reflectors as prizes for children who complete the trail.

- c) To consider ways to engage the local businesses and how can we capitalise on increased visitors to High Street?

Councillors are keen to engage local businesses and residents and recognised the potential legacy of increased cycling activity an event like this can generate.

**Action:** Town Centre Co-ordinator will create some colouring sheets & liaise with Library & other local businesses & organisations to offer them to children to colour & then to decorate the town with.

**Action:** Cllr James Sandbach will approach Sax Velo to propose a joint venture to celebrate The Tour.

### 8. To receive an update on the Christmas Fayre

- a) Project Plan development

It was reported that bookings already underway for entertainment and street performers. Road closure application is complete.

- b) Grant funding opportunities

**Action:** Cllr Di Eastman will apply to East Suffolk for funding as currently the event is over budget.

It was noted that Stallholders for the market generate income towards the cost of the event.

**Action:** Town Centre Co-ordinator will work on promoting the Fayre to potential Traders, including some specially targeted; such as chestnut roasters & local pub for mulled wine stall.

It was decided that the Town Council will not charge High Street Businesses a stall fee should they wish to spill out into the Street. Though event organisers will need to know to incorporate into the event plan.

- c) Promotion

**Action:** Town Centre Co-ordinator will:

- Start designing posters
- Create event on Facebook
- Put lots of effort into booking more traders.

### 9. Letter Head, Email footer & complement slip

- a) To agree on a design from 3 options

Option one was agreed upon.

**Action:** Town Centre Co-ordinator will communicate the decision to the Town Clerk and design matching email signatures for staff and Councillors.



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10. **Market Hall bookings**

- a) To receive a report about Market Hall bookings.

Discussion took place around the current system & ways to better promote more bookings.

**Action:** Town Centre Co-ordinator will contact East Suffolk Council for advice on the website.

**Jess Palmer – Town Centre Co-ordinator**

**Meeting closed at 11:25**

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27/07/2023