



Saxmundham Town Council

Minutes of the meeting of the Events and Communications Committee held on Thursday
3rd October 2024 at the Town House, Station Approach, Saxmundham at 11:30am.

Minutes

29/24EC

Attendees

Cllr Nick Jackson
Cllr Geraldine Barker
Cllr John Findlay (Ex Officio)

Also Present

Jess Palmer (Community Officer)

Apologies

Cllr Benjamin Gulliford
Cllr James Sandbach – none received

30/24EC

Declaration of Interests

There were no declarations of interest or requests for dispensations from members on matters in which they have a disclosable pecuniary interest, other registerable interest, or non-registerable interest.

31/24EC

Open Forum

There were no members of the public present.

32/24EC

Minutes

It was **unanimously resolved** to approve the minutes of the meeting held on 4th July 2024 as a true and accurate record.

33/24EC

Christmas Fayre 2024

- a) The Committee noted the updated income and expenditure report.
- b) The Committee noted the confirmed performers and the Community Officer's work-in-progress schedule.
- c) The Committee noted the current bookings for market stalls and a planned layout. Cllr John Findlay extended the Committee's thanks to the Community Officer for her work towards the event and noted the amount of work that goes on behind the scenes is considerable.
- d) The Community Officer delivered a progress report for the whole event, noting that some elements were in danger of not being delivered due to a lack of resources and problems with recruiting volunteers. It was **unanimously resolved** not to pursue a festive window trail. Areas of priority were identified including promotion including videos and photography, and decorating Santa's Grotto.

Action: Cllr Nick Jackson agreed to seek a small group of people to decorate the Market Hall.

Action: The Community Officer agreed to arrange for a promotional video to be made.

Action: Cllr Geraldine Barker and the Community Officer agreed to contact potential photographers.

Action: The Community Officer agreed to contact the Judo Club, the Environment Coordinator and the Blue Spaces team to offer them a space at the street market.

Signed _____ Date _____

34/24EC Town Digital Consultancy

The Committee received a verbal report from the Community Officer on progress to date and noted that the project now falls under the Town Council's strategic planning process therefore further groundwork is required before the project can move forward.

Cllr Nick Jackson informed the Committee that he plans to hold a branding workshop with key staff and members to ensure a purposeful, unified approach to the Town Council's communications.

35/24EC Sax Music Fest

- a) The Community Officer delivered curated feedback on the event and asked the Committee members to add their own. Cllr John Findlay noted that the event was a hugely popular asset that residents are pleased to have. Cllr Geraldine Barker noted that she would like to see more free activities for young children at future events.

- b) The Community Officer informed the Committee that she and the Town Clerk met with the Sax Community Fest event organiser regarding plans for next year's event. The Community Officer reported that the Town Council has been requested to host a market in Seaman Avenue play park as part of the event. The event organiser stated that the info-zone received mixed reviews and that it may not return next year, therefore the Town Council may not have the opportunity to exhibit in the same way. Cllr Geraldine Baker suggested that part of the Town Council funding for the event is ringfenced to provide low-cost or free activities for children.

36/24EC Future Events

The Community Officer informed the Committee of the difficulties arising from the Town Council's involvement in events during 2024. Feedback from last year particularly highlighted the need for more resourcing and that this is still a problem this year. She reported that networking meetings with similar local authorities and community groups demonstrated that community engagement and recruiting and maintaining volunteers is a universal problem.

The Committee considered the types of events residents of Saxmundham might enjoy and how these may be resourced. Cllr Nick Jackson suggested that the investment plans for the Market Hall may necessitate a paid employee to ensure the opportunities arising from this are optimised.

37/24EC Next Meeting

It was noted that the next meeting is scheduled for Thursday 7th November at 11:30am.

The meeting closed at 12:45 pm.

Jess Palmer
Community Officer

Signed _____ Date _____