

STOKESLEY TOWN COUNCIL
COMMUNICATIONS AND EVENTS COMMITTEE

A Meeting of the Communications and Events Committee
was held in the Town Hall, Stokesley on Tuesday 3 August 2021 via Zoom

Communications and Events Committee Membership

Cllr Katriina Makinen, Cllr Karen Robinson, Cllr Graham Sowerby and Cllr Andy Wake plus non-council representatives – Mr Richard Agar, Mr Andy Price and Mrs Sue Thompson.

Members of the Stokesley Bounce Back Working Group had been invited to attend this meeting following the agreement that this group should conclude, and any outstanding actions be handed to this Committee.

Present: Cllrs Karen Robinson (Chair), Graham Sowerby, Chris Johnson, Nigel Johnson and David Oxley.

Non-Council Members – Mr Richard Agar and Mrs Sue Thompson

Town Clerk – Julie Mcluckie

1/03/08/21 NOTICE OF MEETING

RESOLVED that the public notice of the meeting had been provided in accordance with Schedule 12, paragraph 10(2) of the Local Government Act 1972.

2/03/08/21 MEMBERS OF THE PUBLIC

None present.

3/03/08/21 APOLOGIES FOR ABSENCE

RESOLVED to receive and accept the apologies for absence from Cllr Katriina Makinen and Andy Wake.

4/03/08/21 ELECTION OF CHAIRMAN

RESOLVED to appoint Cllr Karen Robinson as Chairman.

5/03/08/21 DECLARATIONS OF INTERESTS IN ITEMS ON THE AGENDA

None declared.

6/03/08/21 TERMS OF REFERENCE

RESOLVED that the Terms of Reference be approved but they could be reviewed if required to incorporate any items from either the Stokesley Bounce Back Working Group or the Gateway to the North York Moors Working Group as identified.

7/03/08/21 MINUTES OF THE MEETING HELD ON MONDAY 29 MARCH 2021

RESOLVED that the minutes of the meeting held on Monday 29 March 2021 be agreed.

8/03/08/21 DIGITAL

a. Website

- i. Accessibility Compliance – **RESOLVED** that Catch Design would carry out an annual review to ensure our compliance was still up to date.
 - ii. Review Visitors Statistics – **RESOLVED** that Catch Design would circulate this information.
 - iii. Content – business directory section / links / map – **RESOLVED** that the website had been updated with the new businesses. It was agreed to write to the business to promote the business directory and advise them of future opportunities to have an enhanced article on the website for an annual fee of £25. It was agreed that the social media business promotion could commence.
- b. **Town Wifi** – **RESOLVED** that the download speed had been improved and that this facility is one that should be kept and promoted as it now supports both the markets stall holders to use card payments. It was agreed to remind businesses of this facility.
- c. **Ongoing Communications – campaigns – facebook / twitter / e-mail** – **RESOLVED** that we would commence the promotion of each of the High Street businesses. It was also agreed to look at ways to promote the new ‘café culture’ along the High Street.

9/03/08/21 PRINT

- a. **Vibrant Market Towns Map** – **RESOLVED** that the Town Map would be updated at the beginning of 2022. In the interim the Clerk would notify new businesses that this would be the case and that they would be included in the revised map. In the interim the on-line directory would be kept up to date.
- Cllr Johnson put forward a proposal to consider a ‘precept’ charge to businesses of £50 per annum which would not only include promotion of their business but also would support the appointment of a Town Warden who would then ensure that the High Street is kept clean and tidy etc. **RESOLVED** that this proposal be considered and if appropriate developed.
- b. **Newsletter** – **RESOLVED** that following a request for payment to be made for our advertising page in the Market Place, members would like to see a request for the payment to be half price for the first two editions, then approve it going to the full price of £85. To consider using visual articles in future and to promote Town Councillors and the fact that the role is voluntary.

10/03/08/21 EVENTS 2021

- a. **Stokesley Sparkle – 26 November 2021** – **RESOLVED** that the Stokesley Sparke Event would take place on Friday 26 November 2021, and this would include the Christmas Lights switch on. It was agreed to organise for the childrens art and crafts to be set up in the Carter Room upstairs and that Santa’s grotto would be set up in the Stokesley Room downstairs. A Craft Fair event was also running that evening in the Town Hall. Time slot tickets would be allocated to visit Santa to save long queues and it was agreed that Santa would not go down to West Green for the light switch

on but that we would approach someone else to switch the lights on. Mr Agar would arrange for some children's rides to go outside the Town Hall and the Clerk would invite the catering companies who had attended previously. It was agreed to purchase Selection Boxes for Santa to hand out from the Town Council. The Clerk would inform all the local businesses of the event and ask if they want to be involved and to inform us of any special promotion, they may do on the evening so we can promote. The Clerk would work with Catch Design to look at the option of producing a 'Digital Advent Calendar'.

CLlr Oxley asked if it would be possible to light up the Town Hall at Christmas like the Rotary Club had done to mark national polio day last year. Richard Agar would speak to a local lighting company on the Industrial Estate to see what it would cost.

11/03/08/21 EVENTS 2022

- a. **Queens Platinum Jubilee – 2 to 5 June 2022 – RESOLVED** that an event would be organised to take place on Saturday 4 June 2022 on the Plain. This would include live music and catering stalls. As this would be traditionally a Farmers Market Day consideration would be given to hosting the market either on College Square or in the Showfield Car Park. The Clerk would liaise with Stokesley Showfield to see if they agree to the Showfield to be used for parking and also to establish if they had any plans to mark the occasion or if they would like to be involved in anyway. It was agreed to ask the local businesses first if they would like to provide outdoor catering stalls at a cost of £100 for a pitch up to 6m.

In addition, the Clerk would ask if we could utilise the Showfield to host a drive-in movie on the Friday 3 June 2021. If they agreed the Richard Agar would provide costs for the hire of the equipment etc.

The Clerk would also look at options to purchase either Jubilee coins or mugs to be given to the children at Stokesley Junior School.

- b. **Stokesley Sparkle –RESOLVED** that this would take place on Friday 25 November 2022.

CLlr Sowerby had been approached by a local harpist who asked if the Town Council / Trust would consider hosting a monthly busking day in the Old Market Square. This is something that other Market Towns do and has proven popular. **RESOLVED** that the Clerk would obtain further information from Easingwold on their scheme and liaise with the harpist to see if it would be a viable option. It would also be subject to discussions with the local retailers based around the Old Market Square.

The meeting closed at 8.45 pm.

Signed Date.....