

## Promotion & Events Committee

**To:** **Committee Members**  
Cllrs Johnson (chairperson), Dundas-Todorov (Deputy Chairperson), Bolanz, Cooper-Marsh, Dunford, Hitchin, Mascarenhas, Maslen, Macnab-Grieve & Smith

**Copies:** **County Councillors** – Ferguson, Prentice, Seef & S Taylor  
**District Councillors** – Ferguson, Davenport-Ray, Jennings, Pickering, I Taylor, Welton & S Taylor  
**Town Councillors** – not a member of this committee  
**Local Press, Town Council Website & Noticeboard**

**Agenda** for the meeting of the **Promotion & Events committee** to be held on **Tuesday 2<sup>nd</sup> April 2024** at **7.15pm** in the Priory Centre, Priory Lane, St Neots, PE19 2BH.

Please be aware that meetings may be recorded and made available to the public. Your participation in the meeting indicates your consent to being included in these recordings.

### Public Participation

There will be a 10-minute session before the meeting to allow any resident to address the committee on any matter appearing on the agenda for this meeting.

**Members of the Promotion & Events committee are hereby summoned to attend this meeting to consider the following business.**



K Pollecutt  
**Deputy Town Clerk**

- 1 Apologies for Absence**  
To receive and note councillor's apologies.
- 2 Declarations of Interest**  
To receive from councillor's declarations as to disclosable pecuniary interests and/or non-statutory disclosable interests along with the nature of those interests in relation to any agenda item of this meeting.
- 3 Minutes**  
Members to approve the following minutes as a true and accurate record:
  - i) Promotion & Events committee meeting held on 6<sup>th</sup> February 2024. Attachment 1
- 4 Action Plan**  
Members to receive and note the report and any updates from officers contained therein. Attachment 2

- 5 Event Equipment Hire**  
Members to receive and note the report from the Events and Communications Officer and consider any recommendations therein. Attachment 3
- 6 Town Events 2024**  
Members to receive and note the report from the Events and Communications Officer. Attachment 4
- 7 Armed Forces Weekend 2024**  
Members to receive and note the report from the Deputy Town Clerk and consider any recommendations therein. Attachment 5
- 8 Date of Next Meeting**  
Members to note the date of the next committee meeting as Tuesday 4<sup>th</sup> June 2024 at 7.15pm.



## Promotion & Events Committee

**Present:** Committee Members

Cllrs Dundas-Todorov (Deputy Chairperson), Bolanz, Slade, McNab-Grieve & Hitchin

**In Attendance:** Deputy Town Clerk, Events & Communications Officer

**Minutes** of the meeting of the **Promotion & Events committee** held on **Tuesday 6 February 2024** at **7.15pm** in the Priory Centre, Priory Lane, St Neots, PE19 2BH.

### Public Participation

None.

#### 034 Apologies for Absence

Apologies were received and accepted for Cllrs Johnson, Cooper-Marsh

#### ACTIONS

#### 035 Declarations of Interest

There were no declarations of interest received.

#### 036 Minutes

**RESOLVED** to approve the minutes of the Promotion and Events committee meeting held on 7<sup>th</sup> November 2023 as a true and accurate record.

Admin Assistant

#### 037 Action Plan

Members noted the update from officers. Copy of action list appended to these minutes.

#### 038 Town Events Summary

##### Christmas 2023

The Christmas Lights Switch On was a huge success and the revised layout for traders and caterers was well received. Approximately £2,280 was generated through sponsor donations allowing additional enhancements to the event.

The Market Square Christmas Tree was not up to standard last year. The Operations Manager and Events Officer will hand-pick the tree this year to ensure it meets our requirements.

Events &  
Communications  
Officer and  
Operations  
Manager

##### Christmas 2024

Officers have been advised by the FHSF project team that the market square refurbishment will be completed by Christmas 2024. Clarification is being sought as to whether this means November or December. A decision on the viability of holding the full switch-on event will be taken in August 2024.

Alternatives for Christmas 2024 which includes several smaller-scale events, markets, and entertainment throughout the Christmas season are being investigated. Replacement of the smaller xmas trees on our town greens are



also being considered. These could be funded by utilizing up to £10,000 of the event switch-on budget if this does not go ahead.

**RESOLVED** that a report outlining costs, options and risks for alternative Christmas events to be brought back to the next committee meeting for consideration.

Events &  
Communications  
Officer

#### Disability Awareness Day

This was the first event of this type held by the council and received a lot of positive feedback. 23 stallholders attended with positive feedback from them all. This is an ideal event to repeat in the future however due to the refurbishment of the Priory Centre venue next year, the working group would need to think of alternative options.

#### **Date of Next Meeting**

Members noted the date of the next committee meeting as Tuesday 2<sup>nd</sup> April 2024 at 7.15pm.

**COMMITTEE CHAIRPERSON**

## ST NEOTS TOWN COUNCIL – PROMOTION & EVENTS COMMITTEE ACTION LIST 2023/24

The following Action List summarises ongoing activities which fall under the committee and is provided for Councillors information.

Project	Objective	Status	Responsibility	Timescales
<b>ANNUAL EVENTS</b>				
Easter Trail	Organising and implementing the Easter Trail 2024	Planning for this trail will begin in 2024. <b>6/2/24</b> ideas for the trail are being collated, Sweet Paradise will organise the sweet bags.	Events & Communications Officer	April 2024
Dragon Boat 2024	Organising and implementing Dragon Boat Race 2024	The event is planned for its annual return on 17 <sup>th</sup> August 2024. Kand and Infrastructure bookings are in place. The launch of team entries to be tied in with the Chinese New Year – Year of the Dragon – 10 <sup>th</sup> February.	Events & Communications Officer	August 2024
<b>One Off Events</b>				
Vibrancy Arts Fund	Organise and liaise with partners to spend and run events with the Vibrancy Arts Fund Money supplied by HDC.	All monies has to be spent by the end of February. Remaining projects are: <ul style="list-style-type: none"> <li>- St Neots Museum (“Twilight in the museum” event on Fri 23<sup>rd</sup> Feb 2024 1700 – 2000.)</li> <li>- Tug Of War – Cllr Barry Chapman awaiting date of event. Potential for St George’s Day. Equipment has been ordered. <b>6/2/24</b> – Cllr Chapman to update officers on progress with event plans.</li> <li>- Serious Bake Off Event – Serious About St Neots. 23<sup>rd</sup> March. <b>6/2/24</b> – surprise celebrity chef appearance has been confirmed.</li> </ul>	Events & Communications Officer	February 2024
Big Green Week 2024	Environment & Emergency committee leading on this project	committee resolved that the Council would take part in the Big Green Week 2024, led by the Chair of the Environment and Emergency Committee, and the Environment Project Support Officer <b>Update 6/2/24</b> – A market will be used to launch the Big Green Week together with supporting/signposting national initiatives.	Environmental Project Officer	June 2024
<b>FARM &amp; CRAFT MARKET</b>				
Market Square refurbishment	To ensure that a Farm & Craft market can continue through Market Square redevelopment works	The Market must be carefully managed during the works to ensure it continues to be a viable going concern. <b>Update 6/2/24</b> – Confirmation received from HDC that the current layout on the market square will be in place for a minimum of 4 months.	Events & Communications Officer	Expected from October 2023 to October 2024
Relaunch & Development of Farm and Craft Market	Re-launching the Farm & Craft Market following redevelopment work	Require information on final schedule of works before any plans can be formulated.	Events & Communications Officer	>2024 - 2025

## ST NEOTS TOWN COUNCIL – PROMOTION &amp; EVENTS COMMITTEE ACTION LIST 2023/24

COMMUNICATION AND ENGAGEMENT				
Communication and Engagement Policy and Strategy	Developing a draft strategy outlining Council approach to communication and engagement	Review of existing policies ongoing. Draft document or recommendations to be brought forward in due course.  Includes wider review of use of website, apps etc.	Events & Communications Officer	Ongoing
MATTERS WHICH MAY IMPACT ON P&E FROM OTHER COMMITTEES				
Council Strategy/Priorities	Review and improvement/renewing of Council websites,	A small budget was previously set aside to implement changes to the Town Council website. This dates to 2018/19, since then a new Council has been elected and reviewing and improving the Town Council Website and Visit St Neots website has been highlighted as a strategic priority for the Council. Review to be brought forward. To be considered further as part of budget considerations & Communication strategy.	Events & Communications Officer and Deputy Town Clerk	Ongoing

## ST NEOTS TOWN COUNCIL – PROMOTION &amp; EVENTS COMMITTEE ACTION LIST 2023/24

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Dragon Boat 2024	Organising and implementing Dragon Boat Race 2024	The event is planned for its annual return on 17 <sup>th</sup> August 2024. Land and Infrastructure bookings are in place. The launch of team entries to be tied in with the Chinese New Year – Year of the Dragon – 10 <sup>th</sup> February.	Events & Communications Officer	August 2024
<b>One Off Events</b>				
Vibrancy Arts Fund	Organise and liaise with partners to spend and run events with the Vibrancy Arts Fund Money supplied by HDC.	All monies has to be spent by the end of February. Remaining projects are:  - St Neots Museum (“Twilight in the museum” event on Fri 23 <sup>rd</sup> Feb 2024 1700 – 2000.)  - Tug Of War – Cllr Barry Chapman awaiting date of event. Potential for St George’s Day. Equipment has been ordered. <b>6/2/24</b> – Cllr Chapman to update officers on progress with event plans. <b>25/3/24</b> No further progress has been made on this event and likely the event will be cancelled and money and items returned.  - Serious Bake Off Event – Serious About St Neots. 23 <sup>rd</sup> March. <b>6/2/24</b> – surprise celebrity chef appearance has been confirmed. <b>25/3/24</b> – event has been postponed due to limited number of entries. Reflections and lessons learnt have been explored and a new date is being explored.	Events & Communications Officer	February 2024
Big Green Week 2024	Environment & Emergency committee leading on this project	committee resolved that the Council would take part in the Big Green Week 2024, led by the Chair of the Environment and Emergency Committee, and the Environment Project Support Officer <b>Update 6/2/24</b> – A market will be used to launch the Big Green Week together with supporting/signposting national initiatives.	Environmental Project Officer	June 2024
<b>FARM &amp; CRAFT MARKET</b>				

## ST NEOTS TOWN COUNCIL – PROMOTION &amp; EVENTS COMMITTEE ACTION LIST 2023/24

Market Square refurbishment	To ensure that a Farm & Craft market can continue through Market Square redevelopment works	The Market must be carefully managed during the works to ensure it continues to be a viable going concern. <b>Update 6/2/24</b> – Confirmation received from HDC that the current layout on the market square will be in place for a minimum of 4 months. <b>25/3/24</b> – the above altered within a week and a full update is provided in a report attached.	Events & Communications Officer	Expected from October 2023 to October 2024
Relaunch & Development of Farm and Craft Market	Re-launching the Farm & Craft Market following redevelopment work	Require information on final schedule of works before any plans can be formulated.	Events & Communications Officer	>2024 - 2025
<b>COMMUNICATION AND ENGAGEMENT</b>				
Communication and Engagement Policy and Strategy	Developing a draft strategy outlining Council approach to communication and engagement	Review of existing policies ongoing. Draft document or recommendations to be brought forward in due course.  Includes wider review of use of website, apps etc.  <b>25/3/24</b> work has been conducted on the strategy with the aim of a first draft to be brought to the next meeting.	Events & Communications Officer	Ongoing
<b>MATTERS WHICH MAY IMPACT ON P&amp;E FROM OTHER COMMITTEES</b>				
Council Strategy/Priorities	Review and improvement/renewing of Council websites,	A small budget was previously set aside to implement changes to the Town Council website. This dates to 2018/19, since then a new Council has been elected and reviewing and improving the Town Council Website and Visit St Neots website has been highlighted as a strategic priority for the Council. Review to be brought forward. To be considered further as part of budget considerations & Communication strategy.	Events & Communications Officer and Deputy Town Clerk	Ongoing



**ST NEOTS TOWN COUNCIL**

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Date:	2 <sup>nd</sup> April 2024
Committee:	PROMOTION AND EVENTS
Title:	Event Equipment Hire
Contact:	Jacqui Coleman – Events & Communications

**1. Purpose of the Report**

- 1.1 To provide the Committee with a summary report regarding the Event Equipment Hire.

**2. Recommendations**

- 2.1 The Committee notes the report and the information set out within it.
- 2.2 The Committee resolves who they wish to loan equipment.
- 2.3 The Committee resolves any cost implications to equipment loan hire.

**3. Background**

- 3.1 St Neots Town Council currently owns a variety of equipment that is used at our events, this includes gazebos, chairs, tables, and a PA System. Historically, we have lent this equipment out to other partners to support their events such as St Neots Museum, St Neots Festival and ESCA May Day. There is a current loan agreement in place which covers breakages and damages.

**4. Information**

- 4.1 St Neots Town Council currently supports a variety of town events by loaning council own equipment to community events. Predominately, this is free of charge, however the Operations Overtime is sometimes charged. The Op's Manager, Events and Communications Officer and Deputy Town Clerk are currently collating an events equipment inventory and creating a manageable calendar system to keep track of what equipment is on loan, for how long and where etc.
- 4.2 Over the last year, there has been a steady increase in community groups requesting to borrow the equipment which is likely to rise the more people become aware of this service. This is causing demand on the Operations Team to deliver and set up the equipment and confusions as to who we can and cannot loan to as there are currently no Terms & Conditions and whether there is a charge.
- 4.3 Whilst supporting the community with their events with our equipment, the committee need to be aware this is causing more wear and tear on the equipment which is likely to need to be replaced sooner than initially planned and budgeted for.

**5. Financial Implications**

- 5.1 The Operations Team are increasingly getting used to delivering and/or set up equipment when we loan it. Their time is sometimes charged but others it is done during the work day which takes away from their usual duties.
- 5.2 There is currently no policy or T&C's about the cost of hiring the equipment.

**ST NEOTS TOWN COUNCIL**

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Date:	2 <sup>nd</sup> April 2024
Committee:	PROMOTIONS & EVENTS
Title:	Town Events and Communications Summary Report
Contact:	Jacqui Coleman – Events and Communications Officer

**1. Purpose of the Report**

- 1.1 To provide the Committee with a summary report regarding the Town Events for 2024.

**2. Recommendations**

- 2.1 The Committee notes the report and the information set out within it.

**3. Background/Information**

- 3.1 Town Trails – Easter/Halloween/Christmas. The Easter Trail is being launched on Good Friday for children to complete throughout the Easter Break. We are continually praised by the public for offering this and utilise the markets as another tool to promote them.
- 3.2 Digital Noticeboards – As per the latest Full Council Meeting, progress is being made with Huntingdon District Council with the Digital Notice Boards. As part of the process, an artist has been drawing up maps and other artwork to use on these noticeboards. This is provided by Huntingdon District Council and is being done to keep some unison between all towns using these noticeboards. The locations selected were based on the historic map designs and areas The Council works with and includes: St Neots Museum, The Priory Centre, The Great Ouse, Riverside Park, Regatta Meadow, Priory Park, Market Square, The Day Column, The Oust House, St Neots Library, The Forget-Me-Not Garden, The Alfred Jewel Mosaic, Paines Mill Foyer, Love's Farm House, Cross Keys Mews.
- 3.3 Farm & Craft Market – The refurbishments on the square have been challenging when navigating the market. With only one site entrance, it has created difficulties for traders to enter and exit the site. The limited and oddly structured layout prevents clustering the stalls and they have therefore had to collate as two lines behind the works. Signage is up around the square to show the market is on and regularly posts online and in print go out to the public. The biggest challenge has been navigating the entertainment position in regard to the traders due to the close proximity and acoustic levels however after a few trial and error markets, a position has been found. The traders in general are in support of the works once complete and can see the positive future and are working hard to trade throughout the year.
- 3.4 Big Green Week – A Farm & Craft Market launch the opening of Big Green Week with the Environmental Officer and Events and Communications Officer working together to plan and

signpost some events throughout the week. There will be seed planting and junk modelling on the day with the hope to also have police present for bike security marking. The aim is to run another Repair Café in the week, conduct a litter pick and use a app (Bio-blip) as a 'trail' where people can explore their local environment and spot and record what wildlife they find.

- 3.5 Dragon Boat 2024 – All set to go on 17<sup>th</sup> August 2024 which an expression of interest being released to drum up more attention to the event. Once the new financial year begins, we shall start recruiting teams followed by stallholders.
- 3.6 Christmas 2024 – Hunting District Council have informed me that works are currently on schedule hopefully meaning the Christmas Lights Switch On can go ahead. Fortunately, the screen hire people are no longer requiring a cancellation fee at this point so from an infrastructure perspective, those agencies are aware of the date and the current situation. A possible Part B Christmas is being developed with a break down being brought to the next committee meeting.

**ST NEOTS TOWN COUNCIL**

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Date:	26 <sup>th</sup> March 2024
Committee:	PROMOTIONS & EVENTS
Title:	Armed Forces Weekend 2024
Contact:	Deputy Town Clerk

**1. Purpose of the Report**

- 1.1 To provide the Committee with information supporting a proposed funding change request for Armed Forces Weekend event for 2024.

**2. Recommendations**

- 2.1 That the committee makes a recommendation to the Finance & Governance committee that the £3,000 earmarked from the AFD 2023 budget is used to raise awareness of HM Armed Forces services and the 80<sup>th</sup> anniversary of D-Day.

**3. Background/Information**

- 3.1 Armed Forces Day is a chance to show support for those who make up the Armed Forces community: from currently serving troops to Service families, veterans and cadets.
- 3.2 The UK Armed Forces defend the UK and its interests. They are busy working around the world, promoting peace, delivering aid, tackling drug smugglers, providing security and fighting terrorism.
- 3.3 Members of the AFD committee are keen to raise awareness of the HM Armed Forces and their roles to a wider audience. The Armed Forces Weekend provides an ideal opportunity to do this using a big screen which will have videos, information and short interviews on display throughout the event. Approximate costs based on quotations received to date are £2,500.
- 3.4 This committee has previously resolved that £3,000 is allocated from the AFD unspent event budget 2023 to be used for a Best Dressed Boat Parade and Aerial Stunt display at the AFD event in 2024.
- 3.5 The practicalities and risks involved with aerial stunt displays make this an unviable option. The boat parade may still be an option at an approximate cost of £300.

**4. Finance information**

- 4.1 2024 Budget – used to put on the event in it's normal format
- 4.2 Additional £3,000 from earmarked reserves – will be used to provide the enhancements to the event as detailed in the recommendation above.