



BISHOP AUCKLAND
TOWN TEAM

**BISHOP AUCKLAND TOWN TEAM
Town Team Events Sub-Group**

Thursday 30th August 2018

The Park Head County Hotel, New Coundon
Bishop Auckland

Meeting Minutes

Those present:

Alan Anderson, Clive Auld (Chair), Rob Berry, Nick Brown, Lee Brownson, Nigel Bryson, Gillian Campbell, Clare Davison, Maureen Davison and Claire Gibbons.

Clive welcomed Nick Brown to the meeting who had been born in Bishop Auckland. After being away for a while, Nick had recently returned and had volunteered to get involved with what is going on in Bishop Auckland. Of particular interest to the group was his knowledge of technology and he was immediately linked to Lee, who does the group's social media and communications.

1. Apologies

Apologies were received from Peter Heslop.

2. Minutes of the last meeting held on the 16th August 2018

The minutes were not available and would be taken at the next meeting.

3. Matters Arising

4. Debrief on New Car Show: Friday 24th August 2018

It was felt that the organisation of the event was fine and the day itself went well, despite an intense rain shower, for a brief period, in the afternoon. It was noted that the Honda stand was erected first, as the representative arrived before us! However, due to a communication mix up on their part, the cars didn't arrive till the late morning! Fortunately, we were able to accommodate this.

The key points from the discussion were:

- There was one outstanding payment from Bescol and Alan would remind them of this.
- Gillian would circulate a feedback form to the dealers to establish their experience of the event.
- We needed to 'refresh' the presentation of the event for next year.
- The vintage cars outside the Town Hall – Jaguars, Kynren Rolls Royce and Hillman Avenger – remain a popular attraction for visitors.

During the discussion we talked about the need to improve the reach of our publicity of events generally. We went through the main channels we use; social media, road side banners, leaflets, Northern Echo and Bishop Press. As this is an issue related to all our

events, it was agreed that we would hold a meeting during November to specifically review our promotional approach to events. This included Claire's suggestion that we have a digital advertising board at key locations. Claire agreed to look at the costs.

The proposed 1940s date for next year – 8th June 2019 – was two days after the 75th Anniversary of D-Day. It was suggested we use our contacts to see if this would affect our day, as many re-enactors may go to France for this anniversary.

5. Debrief on the Summertime Activities – Saturday 25th August 2018

This was the final of the 4 Summer Saturday Live events that were held in the afternoon to try and attract Kynren visitors – and other people. While the acts had been good – and some exceptional – the audiences were low. The highest number was about 25 but individuals didn't remain for too long. There were periods where the Town Team and Bishop FM were the audience.

The main points discussed were:

- Alan confirmed that the Bishop Press had been paid for the advert that had been placed in an edition promoting the Summertime Saturdays Live.
- Kynren originally volunteered to help publicise the events on their website and on the ticket information. This didn't happen.
- Visitors to Kynren did come into the main car parks but this was from about 5.00pm onwards. They tended not to go to the Market Place but straight to Kynren.
- It was noted that Kynren had been promoting their own food site and the new site attractions such as the blacksmith forge, animal enclosure's and revamped shop.
- While one event closed early due to rain, the weather was good overall for the events.
- It was thought that we would not run them next year but consider it for 2020, when all the attractions in the Market Place are open. The footfall may then make the events successful.
- If we do hold such events when Kynren is on in the future, we need to consider the volunteer numbers. Both Nigel and Rob had to leave early for the show and it left fewer people to close down the site.
- We needed to report back to the Town Council about the 1940s event and Summer Saturdays Live. It was agreed that Nigel and Clive should use the two events report to request funds that would support our annual events programme. For this the Town Council would be promoted throughout the year as a supporter of the events.

6. Bishop Celebrates Together – 29th September 2018

Following initial discussions at the previous meetings and the site visit to the Market Place on the 23rd August, both the Safety Advisory Group Form and the Temporary Road Closure forms had been submitted to Durham County Council.

An update on the progress made included the following:

- Nigel had received a quote from Premier road traffic management company that was below £400.00. Unless there was a better quote by the close of play on Friday 31st August, we should accept this one. [The cost of the 2017 Christmas light switch on was £576.00] Auckland Projects had agreed to pay 50% of the road closure cost, so we should look for a sponsor for the rest.

- Nigel had been in direct contact with the department dealing with road closures and they seemed content with what we were proposing.
- Next week we need to formalise the communications with those affected by the event in the Market Place, including a letter drop.
- The SAG form is linked to different departments and we will be requested for further information and Nigel will be co-ordinating this. It would include licensing for alcohol and entertainment.
- Information regarding stall holders was requested by Durham County Council. Rob and Nigel would contact the food and drink stall holders for the information.
- The stage had been booked and it was agreed that Lee would send Nigel the contact details so that he could contact them directly about the Council requirements.
- It was confirmed that St John's Ambulance would be hired to provide First Aid. They would have their own stall.
- Lee circulated an excellent draft of the leaflet he had been preparing and identified the remaining amendments that needed to be made. It incorporated a map designed by local artist Eric Thompson and would include advertising for specific businesses. It was agreed that Lee order 10,000 copies of the amended leaflet.
- Lee detailed the acts that would be providing entertainment on stage. Most are in place and Lee expects the programme to be agreed next week and, once completed, the leaflet print run would be confirmed.
- The Merry Monk had proposed that they could provide free glasses of Proscettco from a gazebo. However, it was thought we should not be encouraging the provision of free alcohol. It may be abused, children will be at the event and stallholders selling alcohol are paying to be there.
- We had offers of sponsorship for the stage, leaflets and the final position should be known by the time of our next meeting.
- The Town Ambassadors had been approached to provide stewards on the day.

At this stage, everything seemed in place and there were no other issues outstanding.

7. Any Other Business

Tanks: Rob had been in touch with an organisation that hired out a Second World War tank in Middlesbrough. Unfortunately, it was not practical for them to put it on a low loader and get it to Bishop for a one-day event. It would cost £500.00 to hire.

Claire had seen a tank outside when going through Wolsingham and she was attending the show this weekend. She volunteered to ask the organisers if the tank could be exhibited elsewhere.

Town Ambassador Quiz Night – 10th September 2018: Nigel sold 11 tickets and he would be joining the Town Team Team, making 12 altogether. We may have to split our team on the night!

8. Date of next meeting

Thursday 13th September 2018 beginning at 5.15pm in the Park Head Hotel

ACTION FROM TOWN TEAM EVENTS MEETING: 30th AUGUST 2018

No	Action	Who	When by
1	Payment from Bescol	Alan	6:9:2018
2	Feedback forms to car dealers	Gillian	6:9:2018
3	Meeting in November – agree next meeting	All	13:9:2018
4	Digital advert boards - cost	Claire	13:9:2018
5	Check date for 40s event in 2019	Nigel	13:9:2018
6	Report to Town Council	Nigel/Clive	11:9:2018
7	Letter drop – Market Place	Nigel	6:9:2018
8	Stallholder information for Durham County	Nigel Rob	6:9:2018
9	Confirm leaflet print run: 10,000	Lee	6:9:2018
10	Confirm sponsorship – Bishop Celebrates	Clive	13:9:2018
11	Availability of tank from Wolsingham	Claire	13:9:2018