



BISHOP AUCKLAND
TOWN TEAM

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

Thursday 7th February 2019

The Park Head County Hotel, New Coundon
Bishop Auckland

Meeting Minutes

Those present:

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

1. Apologies

Apologies were received from Clive Auld, Rob Berry, and Peter Heslop.

2. Minutes of the last meeting

The minutes were not available.

3. Matters Arising from the Previous Meeting

Nick asked if the 'Thank You' notes had been sent to Jonah and Hope for their work at the Christmas event. This couldn't be confirmed and Lee would contact Clive to find out.

4. Events Booklet 2019

Lee reported that the 2019 Events Programme had been published. Some of the 5,000 copies that had been printed, had been distributed. It was noted that:

- We would continue to distribute the 2019 Programmes to businesses and those organisations that offer services to the public – such as Dental Practices, Doctor's Surgeries, the Library etc. We would hold some back to re-stock key locations during the year.
- An article about Bishop Auckland receiving WorldHost status as a 'Recognised Destination'. This meant a minimum number of staff in specific businesses had undergone WorldHost training to welcome visitors. The only other place in the North with this status, was Liverpool.

The initiative was started by Cllr Joy Allen and it was suggested we ask if we can promote this as part of our marketing plans. Nigel would discuss it with her.
- Individual adverts from the 2019 Programme were being promoted on our Facebook Page and thanking the organisation for their support. Lee was doing this as part of the advertising fee but also to acknowledge our appreciation for their support.
- Lee would contact Peter Elliot to obtain photographs of vintage buses to promote the 'Buses Through The Ages' event.
- Gillian suggested that Bishop FM could do a live broadcast at the Food Festival and in Fore-Bondgate/Newgate Street.

- The publication had been well received and we had received positive feedback.

5. Communication

The Group discussed communications and promotion of our work and the following were the key points:

- **Television Screens:** Clive and Nick had met with Cello, who had agreed to provide the two TVs used in the Newgate Centre for the Events Sub-Group use. The generous gesture of Cello was appreciated and they should be thanked formally.

It was suggested that David Wilson be contacted to discuss where the two screens could be located. While one may be located in the Newgate Centre it was further suggested we identify another location in the Town – one example cited was the Railway Station.

A further discussion then took place about businesses that have televisions on their premises. We could ask if they would mind showing the Events videos (which will be on a memory stick) on one of their televisions. While Switch-On was the main example discussed, Amber Taverns and other pubs were also identified. Nigel, Lee and Clive would look into this possibility.

- **Data Collection:** Lee presented the draft proforma between the Town Ambassadors and Events Group to collect business information. It was agreed that it should be amended to include Bishop FM. Lee would make the amendments. We would agree the final draft at our next meeting.

Once we have an agreed proforma, members of the Town Ambassadors and Events Sub-Group would visit individual businesses to sign up. We estimate that there could be around 320 operational businesses on which data could be collected and there are about 50 premises that are empty.

Whilst Nick will establish the database, we need to have a system whereby the person collecting the information can log it onto the database directly. Once Nick has the database up and running, those collecting the information will be authorised to load up the data directly.

There are two main purposes for collecting this information:

- To have an e-mail database so that the Events Team can inform businesses directly about events, marketing opportunities etc.; and
- To create a business directory on the Town Ambassador website which will be created in the next two months.

The data protection requirements were discussed and it was thought our approach met legal requirements. It was stressed we need to have a clear procedure if someone wanted to come off the database, having given their permission to be on it.

- **Social Media:** The Group discussed some recent posts to one of the advertising items Lee had put onto our Facebook page. This alleged the Group were operating politically and kept Colin Raine from being involved in the 1940s day. This was refuted but some offensive language was used messages posted on our page. As we are only promoting events, businesses etc it is not necessary for us to have comments. The initial response from Nigel was to make a statement and ban the offenders from the page.

After a long discussion, Claire proposed that a statement is put on the Facebook page saying we are promoting family-oriented events and offensive language will not be tolerated. The setting should be changed so that 'Like' and 'Share' are the only

options and we remove the ability of people to comment. Nick seconded this and the Group agreed. Lee would amend the Facebook page accordingly.

6. Banners 2019

Alan reported that the banners have been cleaned and were dried out. Tomorrow they would be rolled up and be ready to hang up on the lampposts. In a fortnight, Clive and Alan will go around the businesses currently sponsoring banners. They will be offered 'first refusal' for the 2019 display period. We do have some people on a reserve list should one or more of the current businesses not want to renew their sponsorship. In such cases, we will need to print a new banner.

If all goes to plan, we should be in a position to erect the banners by the end of March.

7. Easter Eggstravaganza 2019: Saturday 20th April 2019

We discussed the outline plans for the Easter Eggstravaganza and the following was agreed:

- Clive can contact the Golf Club to see if their indoor driving range was available for the day.
- We would run the nest egg competition again, so would need 12 businesses to participate. Clive and Alan would look to secure these.
- A decorated egg competition can be run where children can bring their seasonally embellished egg and they can be judged. In both competitions, a Giant Chocolate Egg should be the main prize.
- We would run a Tombola.
- It was thought that Forces Support may be looking to run a Fashion Show on this day. This would be checked by Nigel.
- The face painter would be booked for the event.

It was thought that we did not need other entertainment but the Group might want to reconsider this at the next meeting.

8. Any other business

Vintage Car Show: The show will be on Sunday 14th July 2019 and last year we had two bands, as part of the Durham Brass show. Unfortunately the bands are not available this year on the date we are holding the event. It was agreed:

- Peter Elliot be approached by Clive and see if he has an appropriate bus to display on the day; and
- That two bands are approached to see if they could play on the day.

Nigel would follow this up.

Cancer Prevention Promotion Day: On Saturday 23rd March 2019 there will be a public health day in the Newgate Centre. The aim is to raise the profile of prevention covering a range of cancers. There will be a march around the Town Centre focusing on prostate cancer. The organisers had requested that the Town Team Events Sub-Group help promote the event.

In addition, the organisers would like café's etc to promote specific cancer awareness materials, as part of the event. For example, Sweet Boutique will be promoting awareness around ovarian cancer.

This was agreed in principle and further details would be brought to the next meeting. Nigel also informed the Group that a press call had been arranged for 10.00am in the Newgate Centre on the following day. If anyone wanted to attend, they would be welcome.

9. Date of next meeting

Thursday 21st February at 5.30pm in the Park head Hotel.

ACTION FROM THE MEETING HELD ON THE 7th FEBRUARY 2019

No	Action	Who	When by
1	'Thank You' note: Jonah and Hope	Clive	14:2:2019
2	WorldHost Destination: contact Joy Allen	Nigel	12:2:2019
3	Vintage bus photographs – contact Peter Elliot	Lee	14:2:2019
4	Letter of thanks to Cello for the TV (if not sent)	Clive/Nigel	14:2:2019
5	Locations of TV – Dave Wilson/Other sites	Nigel/Lee/Clive	21:2:2019
6	Any amendments to data collection pro forma	All	16:2:2019
7	Statement on Facebook page	Lee	11:2:2019
8	Secure banner sponsorship	Clive/Alan	28:2:2019
9	Golf Club – indoor driving range for 20 th April	Clive	16:2:2019
10	Secure 12 shops for egg nests	Clive/Alan	15:3:2019
11	Date that Forces Support have Fashion Show	Nigel	15:2:2019
12	Secure vintage bus for 14 th July: vintage cars	Clive	21:2:2019
13	Secure bands for 14 th July: vintage cars	Nigel	21:2:2019
14	Cancer Prevention Day: 23 rd March: details	Nigel	21:2:2019