



BISHOP AUCKLAND
TOWN TEAM

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

Thursday 8th March 2018 at 5:15pm

The Park Head County Hotel, New Coundon
Bishop Auckland

Meeting Minutes

Those present:

Alan Anderson, Clive Auld (Chair), Lee Brownson, Nigel Bryson, Maureen Davison, Clare Davison and David Wilson. Hazel Kennedy, from Innovations, was attending for the first time.

1. Apologies

Apologies were received from Rob Berry, Gillian Campbell, Claire Gibbons, Peter Heslop and Karen Porter.

2. Minutes of the last meeting – 25th January 2018

The minutes were accepted as an accurate record.

3. Matters Arising

There were no matters arising that were not covered by the agenda.

4. (a) Easter Extravaganza

The event will be held on Saturday 31st March 2018 and in view of the short time available for promotion, it was agreed that:

- Clive and Alan would contact the businesses the following day about putting the coloured eggs in nest into their shop window. We needed 12 shops.
- David Wilson agreed to check the store cupboard to locate the 12 nests.
- Nigel agreed to source and donate a giant chocolate egg.
- Run a tombola but not a raffle.
- We would have entertainment during the day but not have the Easter Parade.

4. (b) Banners in Newgate Street

Kynren had proposed a design for the banners which ran the risk of them being considered as adverts. This would need planning permission and we are planning to have the banners in place by the April Food Festival. We have suggested an alternative design which should resolve the problem and have the Town Team promotion of Kynren and are awaiting feedback.

If the amended design is agreed, they should be printed up in time to display. Should we not agreed, we have the Gold and Blue banners which are good for another year. We need to maintain the revenue we get from the 33 banners for our funds. It was

agreed we try to secure a design that has the banners as a promotional aid for the Town Team rather than have them considered to be a Kynren advert.

5. Town Team Booklet

The Event Calendar had been published and 3,000 copies were available. It was agreed that they looked excellent and Lee was thanked for the work he had put into getting them designed and published. The invoices would be sent out to the businesses buying adverts, with a copy of the publication so that they can see the final product.

Peter had agreed to distribute 500 in the places closest to the Town centre. It was agreed that we would target those businesses that had a through put of people and the booklets should be displayed throughout the year and not just handed out.

In discussion it was agreed that we should try to get businesses to promote deals for when the Food Festival was on. We could get the promotions into a leaflet similar to the Small Business Saturday promotion and have 2,500 printed up. These could be distributed just prior to the Food Festival and during the event itself. We could ask the Town Ambassadors to help in distributing the leaflets.

6. Finance

Nigel would distribute a draft of the Events 2017 Annual Report which will require a forward from Clive. A section on the Core Team will need to be added but that should not stop the Events Team reviewing their own. Once it is completed, we will submit it to the Town Council in support of a funding bid.

Nigel and Alan would look to use last year's expenditure to identify a budget for this year and income we are confident of securing. Our funding request would be for the gap between the cost of holding events and the income we can generate ourselves.

At the Town Council meeting on Tuesday 6th March Clive had raised the issue of funding generally and indicated to the Council members that we would be making a funding bid at the next meeting.

7. Any Other Business

Maureen presented some examples of decorated jam jars that she had made. The group thought these were excellent and Maureen suggested we use these to fundraise. This was agreed and it was thought that we could sell them at our stall at the Food Festival in April.

8. Date of next meeting

The date of the next meeting would be Thursday 15th March at 5.15pm in the Park Head Hotel.

	Action	Who	Deadline
1	Circulate draft Annual Report	Nigel	12:3:2018
2	Draft funding bid for Town Council: 2018	Alan/Nigel	22:3:2018
3	Organise/Print leaflets for Eggstravaganza	Lee/Nigel/Alan/Clive/David	ASAP