



BISHOP AUCKLAND TOWN TEAM
Town Team Events Sub-Group

Thursday 16th January 2020 at 5:30pm

The Park Head Country Hotel, New Coundon
Bishop Auckland

Those Present

Clive Auld (Chairman), Alan Anderson, Rob Berry, Nick Brown, Lee Brownson, Nigel Bryson, Gillian Campbell, Maureen Davison, Callum Howard. Joanne and Wayne Furnnell attended from the Fore Bondgate Traders group.

1. Apologies

Claire Gibbons, Peter Heslop, Karen Porter and Liz Walton

2. Minutes of last meeting held on 19th December 2019

The minutes were accepted as an accurate reflection of the main points of the meeting.

3. Matters arising from previous Minutes

The following actions were agreed at the meeting held on the 19th December 2019 and most had been completed.

REF	ACTION	STATUS
1	Confirm if Town Hall available for VE Day concert Not available	DONE
2	Business Awards – contact with Town Clerk	Being considered
3	Fundraising – Dreamcatcher day centre: Clive/Nigel	To be completed
4	Set up Nigel, Nick and Gillian as administrators: Facebook	To be completed
5	Check that we have at least two photographers: Santa	DONE
6	Confirm Ruth Stapleton available for 21 st December	DONE
7	Check Jenna Highfield's availability: Santa Saturdays	DONE

4. Christmas - Debrief

Advent Windows: The event had gone exceptionally well and we have received a great deal of positive responses to the event. The following were the key points:

- When over 100 people met at Theatre Corner to collect and carry the life sized alterNativity models, the success of the event was obvious.

- The parade went smoothly and generated interest on the day. There were no obstacles that hindered the progress of the parade.
- David and Pam Pott will not be able to organise the vent next year. We will advertise it and need to consider the format/funding well in advance of the event.
- The daily posters in the former Argos shop were successful and provided a visual summary of the Advent Windows designs.
- Clive and Alan were specifically thanked for their contribution to the event. They were at each of the 24 openings. The contribution of Lee and Christine Percival were also recognised in providing Social Media coverage and photographs.
- The total cost of the event was £7,000.00 and covered by the Northern Heartlands grant of £5,000.00 and donations of £2,000.00.

Christmas Santa: During the three Santa Saturdays – 7th, 14th and 21st December 2019 – 700 children had their photograph take. This is the highest number since we started organising the event. We generated just over £1,000.00 from the three events. Alan was thanked for his unique contribution to the event!!

Indie-cember: Various businesses had taken part and we have received some good feedback. It was a positive event and the Group agreed to hold it again next year. In discussion, Gillian's original idea for a logo would provide a good 'umbrella' for a pack of marketing materials that could be sold to businesses – not just in Bishop Auckland – to promote the month-long event.

It was agreed that Gillian and Nick investigate whether we could trademark 'Indie-cember'. If this could be achieved for around £180.00, we should just go ahead. Whilst enforcing the use of the trademark would be difficult, having it as a trademark would provide a good marketing tool.

Lee reported that over the whole December period, the Town Team Facebook page had received over 72,000 views: a great achievement.

5. Events Booklet 2020

The Events Booklet was discussed and it was agreed that we should keep the same format at last year but reverse the Blue and Gold colours. The advertising space had been agreed and most had been allocated - £75.00 for half a page. Kynren had agreed to take the back page again. The print run would be for 5,000 copies. Nigel was asked to get his introduction done as soon as possible!

Easter Eggstravaganza – 11th April 2020: It was noted that the event would follow the Passion Play, being held on Good Friday.

VE Day – Saturday 9th May 2020: Unfortunately the Town Hall was booked on the evening and was not available. The only other venues that people could think of were McIntyres or Auckland Tower. Rob stressed the need to find out quickly, as we need to inform the band as soon as possible if we are cancelling the booking. Clive would check with the owner of McIntyre's if it was available.

Currently we have 7 Market Stalls provisionally booked and we need to consider how the event will be promoted. Fore Bondgate Traders are aware of the events and will be looking to take part.

On Friday 8th May, the Bank Holiday has been brought forward so that the 75th Anniversary of VE Day can be commemorated across the country. The Town Council will be organising a commemorative event on the Friday.

Armed Forces Day – 27th June 2020: It was agreed that we should support this event and identify actions at a future meeting.

6. Finance

By the end of 2019 some of the reserve funds had been used and we had a balance of around £8,000.00. The following was agreed:

- At our next meeting – Thursday 30th January 2020 – we would concentrate on fundraising.
- At the next presentation to the Town Council our intention to apply for a grant should be registered. This means that we present an application to the Finance Committee for their meeting on the 25th February, to enable a decision to be made at the 3rd March Town Council meeting.

7. Social Media Guidelines

Further to a meeting called by Lee on 6th November to discuss an email received from Sheila Horner, Bishop Auckland Town Council regarding social media posts, a meeting had subsequently been held with David Anderson, Town Clerk, Lee and Clive, chaired by Nigel to air grievances and clarify the position.

At the end of the meeting it had been accepted that the email from SH had been sent in good faith to offer guidance on content of Town Team social media posts to avoid misunderstandings and possible difficulties with partners holding events. It had been sent to a limited number of people and any queries should have been discussed informally between those people rather than at an Events Team meeting. SH felt that she had been misrepresented at the Events Team meeting without the opportunity of redress.

A draft set of guidelines had been tabled to assist in avoiding such circumstances again. The Group agreed to adopt the guidelines.

8. Town Team Meeting – 23rd January 2020

The Open Town Team meeting postponed from November last year – due to the General Election campaign – was discussed. It would provide the partner organisations with a chance to review last year's activities and identify what is planned for 2020.

9. Banners

Clive informed the Group that the banners would need to be cleaned before being erected. Our aim is to have the banners in place before the Food Festival – which is on the 18th/19th April 2020. Once a date is identified, Clive will let the Group know. Some advertisers may not take up banner and it costs around £120.00 to replace a whole banner. Clive is looking into how much a section with only the name of the new advertiser on would cost.

10. Music Concert – Market Place: Christian Burns from the Merry Monk is looking to work with the Town Team in organising a nighttime music event in the Market Place during the summer. Currently details are limited and Alan/Lee would see what progress has been made.

11. Any other business

There was no other business.

12. Date of next meetings

5.30pm on Thursday 30th January 2020, Park Head Hotel.

ACTIONS FROM THE MEETING: 16th JANUARY 2020

REF	ACTION	WHO?	WHEN
1	Fundraising – Dreamcatcher day centre:	Clive/Nigel	ASAP
2	Set up Nigel, Nick and Gillian as administrators: Facebook	Lee	ASAP
3	Nigel writes forward to events programme	Nigel	27:1:2020
4	Events Programme to print	Lee	3:2:2020
5	VE Concert venue – McIntyre's	Clive	27:1:2020
6	Grant Application - Town Council	Nigel	16:2:2020
7	Submit Social Media Guidelines to Town Clerk	Nigel	27:1:2020
8	Evening concert – Market Place: details	Alan/Lee	30:1:2020

24th January 2020