



BISHOP AUCKLAND TOWN TEAM
Town Team Events Sub-Group

Thursday 30th January 2020 at 5:30pm

The Park Head Country Hotel, New Coundon
Bishop Auckland

Those Present

Clive Auld (Chairman), Alan Anderson, Lee Brownson, Nigel Bryson, Gillian Campbell, Maureen Davison, Wendy Preston attended on behalf of the Fore Bondgate Traders group.

1. Apologies

Rob Berry, Nick Brown, Clare Davison, Claire Gibbons and Liz Walton

2. Events Booklet

Whilst the meeting was to mainly focus on fundraising, Lee briefed the Group on the progress of the 2020 Events Programme booklet. The key points were:

- Some advertisers still had to send the design of their advert to Lee. Lee would approach the Merry Monk There was only one outstanding payment to be received.
- It was agreed that the logos and names of all those organisations that gave financial support or in-kind support should have a 'Thank You' page in the programme.
- The last two pages should have an editorial by Lee reflecting the Santa Saturdays and Advent Windows events.
- We should look to have the printed programme ready for the beginning of March at the latest.

3. Finance

Alan briefed the Group on the current finances. We had £8,000.00 available. Over the next 3 years, we were committed to paying around £3,000.00 per year to the free WiFi system. Therefore we needed to ensure that we generated sufficient income to cover our events programme and the WiFi commitments.

Expenditure: It was estimated, based on last year's programme, that we will need to spend around £10,000.00 on this year's events programme.

Income: It was estimated that we could anticipate around £2,000.00 from the banner adverts; £500.00 from the events programme; and a request would be made for £5,000.00 from the Town Council. This totaled £7,500.00 and meant that we needed to raise £2,500.00 + £1,000.00 to cover the shortfall in WiFi money although this didn't all need to be generated this year.

At the Town Council meeting on Tuesday 21st January 2020, Nigel and Clive had stated that they would be submitting a formal application for funding at the next Finance Committee meeting on Tuesday 25th February, for a decision to be made at the Town Council meeting of the 3rd March 2020.

Fundraising: A long discussion took place on ideas to raise funds during this year. The following were the key proposals:

- Within the next fortnight Alan would secure the advertisers for the banners. It is already known that some businesses who had banners last year will not be renewing them this year. There may be costs involved in printing new banners, so it was agreed that once Alan had spoken to the potential advertisers, we would consider what action to take with new ones.

This was the last year for these banners and – at a future meeting – we would look to create a new design. It was agreed that Lee approach Auckland Project to identify if they would be interested in sponsoring a new banner design.

- Seek to maximise the profit from the 2020 programme.
- Approach the Spice Lounge to see if they would support a fundraising Quiz Night and find a suitable date. Nigel agreed to approach Issy.
- Clive agreed to approach some of the local businesses and request donations for the Town Team.
- A fundraising event at the Merry Monk had been proposed by Christian Burns. Local business people would be invited to meet with us at the Merry Monk, with refreshments available. We could promote our work and seek financial support. It was agreed to follow this up and Lee was requested to approach Christian.
- It was agreed that we should hold a ‘Town Raffle’ over a period of months to generate income. We needed to get about 4 high value prizes – along with others – to promote the raffle. It was agreed that everybody approach their contacts for prizes. The process was agreed as:
 - ↳ Seek prizes: Print tickets: Start selling tickets at the Eggstravaganza: Continue selling at events etc; Announce winners at the Bishop Celebrating Together event in September.

- Investigate the possibility of using the Town Hall for a ticketed entertainment event. Alan would approach Janet Strong – Town Hall Manager – to identify if a reduced room hire rate was possible.
- The Easy Funding cash back website was proposed by Gillian. Under the scheme, when a business purchased goods from a recognised retailer through the Easy Funding scheme, we could have a commission on the sales – the rate would vary between each retailer. It is likely to be around 2%.

We would need to register and businesses would have to log onto the Easy Funding website and make the purchases to the retailer via this site. Gillian would identify what we would need to do and the Group agreed in principle that we should join the scheme.

Alan reported that the Scotto funding bid for the VE Day would be considered in March 2020.

4. Any Other Business

Armed Forces Day: Gillian gave details of an organisation that could provide an ‘It’s A Knockout’ activity day. This would cost around £1,200.00 but they would provide the equipment and activity. Teams would need to be sought. We would also need to identify

a grass area about half the size of a football pitch. In principle we would support the idea going forward. Lee would check to see if the bowling green in Auckland Castle could be used as a venue. Gillian would check the availability of the company on Armed Forces Day – Saturday 27th June 2020. Also we can check to see if funding is available to support such an event.

VE Day: Joanne Furnell had suggested that Lindy Jazz be approached to provide dancing entertainment and interaction on VE Day – Saturday 9th June 2020. The group specialised in swing dancing like 'Lindy Hop and the Charleston. It was agreed this sounded great: Nigel

5. Date of next meetings

5.30pm on Thursday 13th February 2020, Park Head Hotel.

ACTIONS FROM THE MEETING: 30th JANUARY 2020

REF	ACTION	WHO?	WHEN
1	Finalise adverts for the Merry Monk	Lee	6:1:2020
2	Editorial on Santa Saturdays and Advent Windows	Lee	6:1:2020
3	2020 Programme printed	Lee	2:3:2020
4	Banner Advertising renewal	Alan	13:2:2020
5	Spice Lounge Date	Nigel	13:2:2020
6	New banner design – Auckland Project	Lee	13:2:2020
7	Direct approach to businesses for donations	Clive	13:2:2020
8	Merry Monk – business contact event	Lee	13:2:2020
9	Raffle Prizes	All	13:2:2020
10	Town Hall – preferential rate?	Alan	13:2:2020
11	Identify the registration requirements for Easy Funding	Gillian	13:2:2020
12	It's A Knockout – Armed Forces Day	Gillian	13:2:2020
13	Lindy Jazz – fees, availability etc for VE Day	Nigel	13:2:2020

31st January 2020