



Sleaford Town Council
Culture, Events and Markets Panel
Notes and Report of Meeting – 2nd March 2022
10.30am to 12.15pm

Panel members present:

Councillor Paul Edwards-Shea (Panel Lead)
Councillor Linda Edwards-Shea
Councillor John Parry
Councillor Adrian Snookes
Councillor David Suiter
Councillor James Thomas

Non Panel Member Councillor Malcolm Offer

Meeting and Panel supported by the Deputy Clerk and Administration Officer (SG).

1. Apologies for Absence

No Apologies for absence were received.

2. Minutes from 10th November 2021

The Minutes from the meeting held on 26th January 2021 were received and noted. It was also noted that all the recommendations from the Minutes were approved by Full Council on 16th February 2022.

3. Sleaford 1940s Day Event 2022

The Panel received a report relating to the Sleaford 1940s Day event and Administration Officer (SG) updated the Panel with which attractions had been booked, stall bookings and explained about the extensive advertising. The Panel were informed that working in partnership for this event with the William Alvey School was working extremely well. They were also informed that should there be bad weather on the day of the event, then it would all be held inside the School.

The Panel all agreed that the event looks like it will be great success and a thank you was given to Administration Officer (SG) for the organisation of it.

Councillor Snookes informed the Panel that Metheringham Airfield are interested in the event and will be contacting the office.

4. Extra Sleaford Town Council Events 2022

The Panel noted the following upcoming events:

- a) Official unveiling of mosaics at Gladstone's Yard – Wednesday 16th March 2022 at 11.00am.
- b) Official opening of the Cemetery Arboretum – Wednesday 16th March 2022 at 12 Noon.
- c) Official unveiling of HRH Prince Philip's Memorial Bench – Friday 10th June 2022, which would have been his 100th birthday (time to be confirmed).

The Deputy Clerk informed the Panel that a tree label has been made for the tree that HRH Prince Philip planted. A contractor is going to install the bench in the area on the left corner from the Town Hall as you go over the metal bridge (by the Barge and Bottle).

The Panel were also informed that Officers had been obtaining quotes for the cleaning and repair of the War Memorial in the Market Place. This is going to be a large project and it is highly likely that the work will not be completed before the memorial's 100th anniversary in June 2022.

5. NKDC/The HUB Event

The Panel were reminded that NKDC/The HUB are holding a RiverLight Festival event from 13th to 19th March 2022.

The Deputy Clerk updated the Panel on what was happening with the event and the organisers are releasing full details of what is happening a week before the event.

A query was made as to why Sleaford Town Council have not been thanked on the event leaflets and advertising for their support, use of land and Officer support.

6. Sleaford Town Guide

The Panel received a report about the possible production of a Sleaford Town Guide for 2022 and Administration Officer (SG) explained the history of the Guides.

Costings were put forward to the Panel from a company who have previously produced the Guides and also from a company who are interested in working with the Town Council.

Option A: £3,000.00 + VAT for 3,000 copies of a Town Guide

Option B: £1,600.00 + VAT for 3,000 copies of a Town Guide

All the Panel agreed that the Town Guide is a very useful booklet for residents and visitors.

The Panel opted to accept Option B in principle, subject to any extra costs. Ideas put forward for the Town Guide going forward were:

- To not have business advertising in the Guide. There is another local publication that already covers business advertising.
- To not have a date on the front of the Guide so that they can be used for several years.
- To have a list of events in the Guide that will be set events during the year.
- To have a couple of blank pages inside the Guide so that people can make notes in them.
- To include on the distribution list Estate Agents so that they Guides can be handed out to new residents.
- To have a fold out map of the town inside the Guide, as per previous years.

Officers were asked whether they had the capacity to come up with text for the new Town Guides. The Panel were informed that all of the text in the current Town Guide is held on the office computers, so the work is three quarters of a way there already.

Recommendation: that Option B be accepted in principle to produce a new Town Guide, at a cost of up to £1,600.00 + VAT maximum.

Vote: five votes for, 0 against and one abstention.

7. Sleaford Christmas Market

The Panel received a report about the possibility of hiring a synthetic ice rink for the Christmas Market.

An ice rink is an attraction that visitors to the event have wanted for years and so have the event organising team. An ice rink would be a huge pull to the event and would really bring in a lot of excitement and more footfall.

If an ice rink was hired for the event, it would be sited in Eastgate Car Park. The rink would be an attraction for visitors with no charge to use it.

Each skater is allowed 25 minutes actual skating time, with a five minute turn around for skates to be put on/off.

Costings and details were received from a company in Lincolnshire who have provided ice rinks for events all over the UK and throughout Europe.

£2,395.00 + VAT for a 9m x 8m skating area (25 skaters at one time)

£2,695.00 + VAT for a 10m x 10m skating area (35 skaters at one time)

The costs include the following:

- Synthetic/artificial ice rink with barriers (this is a much lower carbon footprint than water based ice rinks)
- Skates (child size 8 to adult size 15)
- Dual blade skates for toddlers
- Penguin scooter
- One disabled skate chair
- Fully experienced staff
- £10 million public liability insurance
- PA system/CD player
- Floor covering for skate hire area
- Bench seats for skate changing
- Small snow machine
- Provision of health and safety documentation
- Maximum of seven hours operation

The Panel all agreed that booking an ice rink for the Christmas Market would be an excellent idea and would be a fantastic draw for visitors to come to the event.

The Panel discussed the increasing costs of attractions and items needed for events. They noted that both the 1940s Day event and the Sleaford Christmas Market have a budget of £5,000.00 each.

The Panel received expenditure spreadsheets of what had been spent on both events. The total spent for the 1940s Day event is £2,130.00. The projected expenditure for the Christmas Market is £6,000.00 if the ice rink was booked.

The 1940s Day organisation is almost complete, with all the attractions and entertainment booked. Therefore, there is £2,870.00 remaining in the budget for that event.

The Panel agreed that a maximum of up to £2,000.00 could be taken over to the Christmas Market from the 1940s Day budget. This would leave a contingency of £870.00 for the 1940s Day event if it were needed.

Recommendation: that a synthetic ice rink be booked for the Sleaford Christmas Market at a cost of £2,695.00 + VAT and that up to £2,000.00 be taken over into the Christmas Market budget from the 1940s Day budget.

Vote – 6 for, 0 against, 0 abstentions. Unanimous.

Councillor Paul Edwards-Shea thanked the Deputy Clerk and Administration Officer (SG) for all their hard work over the year. The Panel also expressed their thanks to the two Officers.

The Deputy Clerk asked that it be noted that her thanks and gratitude be given to Administration Officer (SG) for all her reports, organisation and hard work.

8. Date and time of the next meeting

Due to the constraints of the office with being a staff member down, it was decided that a meeting date would not be set at this time, but that a meeting could be called before May 2022 if required, before the new Civic Year starts.

The meeting finished at 12.15pm.