



To: All Culture, Events and Markets Panel Members

The next Meeting of the Culture, Events and Markets Panel will take place on Wednesday 2<sup>nd</sup> March 2022 at 10.30am, to be held electronically.

To access the meeting via Zoom please use the following link:

<https://us02web.zoom.us/j/3051546049?pwd=VGdhVmprRWU5VGt3MmQvckZPNFVUdz09>

Meeting ID: 305 154 6049

Passcode: 751911

*Nicola Marshall*  
Deputy Clerk of the Council  
23<sup>rd</sup> February 2022

	Page No.
<b>1. Apologies for Absence</b> To receive and vote to accept apologies where valid reasons for absence have been given to the Clerk, prior to the meeting.	
<b>2. Minutes</b> To receive and note the Minutes from the last meeting held on 26 <sup>th</sup> January 2022 (these were approved at Full Council on 16 <sup>th</sup> February 2022).	1 - 4
<b>3. Events Update 2022</b> To receive and note a report and updates for the 1940s Day Event	5 - 9
<b>4. Extra Sleaford Town Council Events 2022</b> To receive and note verbal reports for the following events: a) Gladstone's Yard – official unveiling of mosaics – Wednesday 16 <sup>th</sup> March 2022 at 11.00am. b) Arboretum at Cemetery – official opening – Wednesday 16 <sup>th</sup> March 2022 at 12 Noon. c) HRH Prince Philip's Memorial Bench – official opening – June 2022 – TBC.	
<b>5. NKDC Event</b> To receive and note a verbal report for the following NKDC event: a) RiverLight Festival event on 13 <sup>th</sup> to 19 <sup>th</sup> March 2022	
<b>6. Sleaford Town Guide</b> To receive a report for a Town Guide for 2022/2023 and make any	10 - 11

recommendations to Full Council.

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**7. Sleaford Christmas Market**

To receive a report to hire a synthetic ice rink for the Sleaford Christmas Market and make any recommendations to Full Council.

**8. Date and time of the next meeting**

The next meeting will take place on Wednesday 13<sup>th</sup> April 2022 at 10.30am.



Sleaford Town Council  
Culture, Events and Markets Panel  
Notes and Report of Meeting – 26<sup>th</sup> January 2022  
10.30am to 12.10pm

Panel members present:

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

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

1. **Apologies for Absence**

Apologies for absence with reasons were received from Councillor James Thomas.

2. **Minutes from 10<sup>th</sup> November 2021**

The Minutes from the meeting held on 10<sup>th</sup> November 2021 were received and noted. It was also noted that all the recommendations from the Minutes were ratified by Full Council on 24<sup>th</sup> November 2021.

The Panel were informed that the engraved memorial bench for HRH Prince Philip, Duke of Edinburgh has been delivered to the Town Hall. The panel requested that Officers decide on a suitable location for the bench on Eastgate Green, near the tree that HRH Prince Philip planted and preferably in an area covered by CCTV. A small dedication ceremony will be arranged within the next few months for the memorial bench.

3. **Events Contingency Planning**

The Panel received and noted the report relating to events contingency planning. The Officers were thanked for the comprehensive list of items to consider for a future plan.

The Officers were asked to write a plan and bring it back to the next CEM Panel meeting in March.

4. **Sleaford 1940s Day Event 2022**

The Panel received a report regarding the Sleaford 1940s Day event.

The William Alvey School were wishing to work together in partnership with the Town Council to organise the 1940s Day event. They have offered their school as the venue and would be able to provide helpers, hourly air raid shelter tours, a Tea Dance in their school hall, use of the concrete areas for war type vehicles such as Jeeps and the school field for stalls, entertainment, picnics etc and the school toilets. The Town Council would do all the PR and advertising, signage, book stalls and catering and provide the entertainers and music etc out of the budget. All advertising would be very clear that the event is a joint project. An alternative date to Saturday 25<sup>th</sup> June (Armed Forces Day) was also put forward, this being Saturday 4<sup>th</sup> June (Platinum Jubilee weekend).

The Panel agreed that the 1940s Day event organised by Sleaford Town Council in 2019 was excellent and so was the event organised by the school in 2021. It was also agreed that the two bodies working together would work well. Panel members also all gave their thoughts on the two potential dates for the event.

Officers informed the Panel that members of the public have been asking Sleaford Town Council whether they are organising any events for the Jubilee. The Panel was also informed that some performance acts are already booked up for both dates and some are already booked due to event cancellations elsewhere from two years ago, with the bookings having been brought forward to 2022.

Officers made the Panel aware that since the CEM Panel paperwork was sent out, a request had come in for a Vintage Fair to be held at the Recreation Ground from 29<sup>th</sup> May to 5<sup>th</sup> June (this would be discussed for approval at Full Council on 16<sup>th</sup> February). The Fair would be there for half term week and also the Jubilee weekend and Bank Holiday, which would be ideal. Also, a request for the War Memorial Centenary had also been received since the paperwork was sent out to the Panel. There would also be a Farmers' Market on 4<sup>th</sup> June.

It was noted that the Town Crier will be making a Proclamation on Thursday 2<sup>nd</sup> June at 2.00pm, together with other Town Criers across the UK and the Commonwealth. There might be an opportunity for a flag raising ceremony to be held outside the Town Hall and also the memorial bench dedication ceremony (or this could be held on what would have been his birthday (Friday 10<sup>th</sup> June). Therefore, there are plenty of events taking place to celebrate the Jubilee and the town's arcades have also expressed an interest in holding events on Saturday 4<sup>th</sup> June. The Town Council would advertise any events taking place over the Jubilee weekend, including street parties etc. The Panel will discuss the Town Council events further at the next meeting in March.

It was proposed and seconded that the Town Council work in partnership with the William Alvey School for the 1940s Day event and the date of the event is changed to Saturday 4<sup>th</sup> June 2022.

Vote: 4 for – 2 against – 0 abstentions.

Recommendation: that the Town Council work in partnership with the William Alvey School for the 1940s Day event and the date of the event is changed to Saturday 4<sup>th</sup> June 2022.

#### 5. **Sleaford Town Awards Event**

The Panel received a report to discuss the categories for the Sleaford Town Awards event 2022, the reception and to decide on a date for the ceremony.

The Town Council work in partnership with the Sleaford Standard for this event and they are consulted on all decisions made.

After discussion and consideration of past year's awards, the Panel agreed that the categories of Employer of the Year and Sports Coach of the Year be taken out of the list. The categories to go forward are Overcoming Adversity Award, Community Award, Young Community Volunteer Award, Sports Team/Club of the Year, Sports Individual Award, Young Sports Individual Award (under age 19), Carer of the Year, Environmental Award, Young Sleafordian of the Year Award and Sleafordian of the Year Award.

It was also agreed that the ceremony would be held on the evening of Thursday 29<sup>th</sup> September 2022 and a drinks reception only would be held beforehand at 6.30pm, with the ceremony commencing at 7.00pm.

Officers were asked to look at costs of holding the ceremony in an alternative venue to allow for more guests to attend.

Vote - unanimous

Recommendation: that the categories of Employer of the Year and Sports Coach of the Year be removed from the list of categories. That the ceremony takes place on the evening of Thursday 29<sup>th</sup> September 2022 with a drinks reception only beforehand.

## 6. **Sleaford Christmas Market**

The Panel received a report to discuss the disbanding of the Sleaford Christmas Market Working Group.

The Market has been organised in many different ways over the years and after a revamp in 2018 and 2019, the Market grew greatly in size and reputation. There has been a Working Group in place for the past four years for the organisation of the Christmas Markets and it has reported to Full Council. Unfortunately, in 2020 and 2021 due to the pandemic, the traditional one-day, large Christmas was replaced by twelve small Christmas Markets.

From experience over the last few years, it has been found that the Working Group adds to rather than takes away work from the Officers, for example, Officers' time in organising and attending the meetings would be more productive spent working on the event. The Working Group adds an additional layer of discussion and decision making which is disproportionate to the needs of the event.

Following the stepping down of two committed and capable volunteers in the Summer of 2021 there has been less volunteer contribution. There are few tasks and activities that volunteers can undertake for the Council since much of the work is office based and covered by GDPR requirements. Additionally, we now use our security contractors for all aspects of site management on the day, whereas in previous years volunteers helped out with this aspect of the event.

The Deputy Clerk informed the Panel that an events group comprising of Officers from Sleaford Town Council, NKDC, The Hub, Bristol Arcade and Millstream Square now meet regularly and work together so that the town's events complement each other.

Vote – 5 for, 0 against, 1 abstention

Recommendation: that the Working Group is disbanded and that the organisational work for the Christmas Market is carried out solely by Officers, reporting directly to the Culture, Events and Markets Panel, for any recommendations to Full Council.

**7. Sleaford Festival**

The Panel received an update from the Deputy Clerk with regards to the NK Sleaford Festival which will be held from 13<sup>th</sup> to 19<sup>th</sup> March 2022.

The Panel were also informed that Council had agreed to delegate to the Town Clerk the decision-making on requests for use of STC sites and assets for the event. There will be free car parking in Eastgate Car Park on Saturday 19<sup>th</sup> March 2022.

**8. Gazebos**

Discussion took place regarding the purchase of two large, sturdy gazebos and weights for use at Town Council events. The gazebos would be for use for PA companies that the Town Council hire for events, musicians, performers etc. The gazebos would not be for hire.

Discussion also took place regarding the purchase of one market stall. It was noted that there is currently no room to store a market stall or the equipment and staff resources to transport and erect it.

The Panel requested that the Officers source prices and details for the gazebos and weights and bring a report back to the next meeting.

**9. Date and time of the next meeting**

The next meeting will be held on Wednesday 2<sup>nd</sup> March 2022 at 10.30am.

The meeting finished at 12.10pm.

**Report to:** Culture, Markets and Events Panel

**Report from:** Administration Officer (SG)

**Subject:** Events 2022 Update

### Introduction

Following the successful Sleaford 1940s Day event held in 2019, Full Council have agreed to hold another similar event on Saturday 4<sup>th</sup> June 2022.

HM The Queen's Platinum Jubilee will be celebrated throughout the country from Thursday 2<sup>nd</sup> June to Sunday 5<sup>th</sup> June 2022.

### Current Position

Council have agreed for the 1940s Day event to be held in partnership with the William Alvey School and Administration Officer (SG) is working with the nominated member of staff at the School to organise the event.

The event will be held at the William Alvey School and will run from 11.00am to 4.00pm.

The following attractions and entertainment have been booked for the event:

- Hourly air raid shelter tours (the School has an air raid shelter)
- Tea Dance (to be held in the School Hall)
- Fiona Harrison "A Voice in a Million" – performing at 11.00am (1940s "We'll Meet Again" type songs), 1.00pm (1940s Glamour type music) and at 3.00pm (Happy & Glorious type music)
- PA Company to provide sound and music
- Punch and Judy Shows
- Balloon modelling
- Six vintage games
- Tent
- Face Painter
- Static historic vehicle displays
- Tank and soldier model display
- We'll Meet Again Museum
- Vintage ice cream seller
- Food and drink seller
- Stalls

Posters, flyers and banners have been designed for the event.



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It is hoped that there will also be a fancy dress competition for adults and children, which we would ask the Mayor and Town Crier to judge.

There will also be a Farmers' Market held in the Market Place on Saturday 4<sup>th</sup> June and there will be a Vintage Fun Fair at the Recreation Ground. They will arrive on Sunday 29<sup>th</sup> June and leave on Sunday 5<sup>th</sup> June 2022.

Poster/Flyer

The poster is black with white text and graphics. At the top, it features the Sleaford Town Council logo and the William Alvey School logo. Below these is the text 'SLEAFORD TOWN COUNCIL & WILLIAM ALVEY SCHOOL PRESENT' followed by a row of seven Union Jack flags. The main title 'SLEAFORD'S 1940s DAY' is prominently displayed in a large, stylized font. Below the title, the date and time 'SATURDAY 4<sup>th</sup> JUNE 2022 | 11:00am - 4:00pm' and the location 'WILLIAM ALVEY SCHOOL, EASTGATE, SLEAFORD, NG34 7EA' are listed. A list of activities includes Singers & Entertainment, Air Raid Shelter Tours, Tea Dance, Punch & Judy Shows, Balloon Modelling, Vintage Games, Historic Vehicles, Vintage Ice Cream Seller, Stalls, Food & Drink, and Face Painting. An illustration of a vintage car and a woman in a hat is shown on the right. A box highlights 'LIVE PERFORMANCES INCLUDING FIONA HARRISON "A VOICE IN A MILLION"'. At the bottom, it says 'ENJOY A GREAT DAY OUT & BRING A PICNIC & A CHAIR! FREE ENTRY & FREE ATTRACTIONS'.

SLEAFORD TOWN COUNCIL & WILLIAM ALVEY SCHOOL PRESENT

SLEAFORD'S  
**1940s DAY**

SATURDAY 4<sup>th</sup> JUNE 2022 | 11:00am - 4:00pm  
WILLIAM ALVEY SCHOOL, EASTGATE, SLEAFORD, NG34 7EA

SINGERS & ENTERTAINMENT  
AIR RAID SHELTER TOURS  
TEA DANCE  
PUNCH & JUDY SHOWS  
BALLOON MODELLING  
VINTAGE GAMES  
HISTORIC VEHICLES  
VINTAGE ICE CREAM SELLER  
STALLS, FOOD & DRINK  
FACE PAINTING

LIVE PERFORMANCES INCLUDING  
**FIONA HARRISON**  
"A VOICE IN A MILLION"

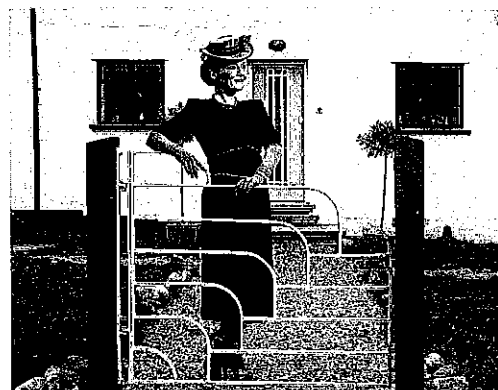
ENJOY A GREAT DAY OUT & BRING A PICNIC & A CHAIR!  
**FREE ENTRY & FREE ATTRACTIONS**



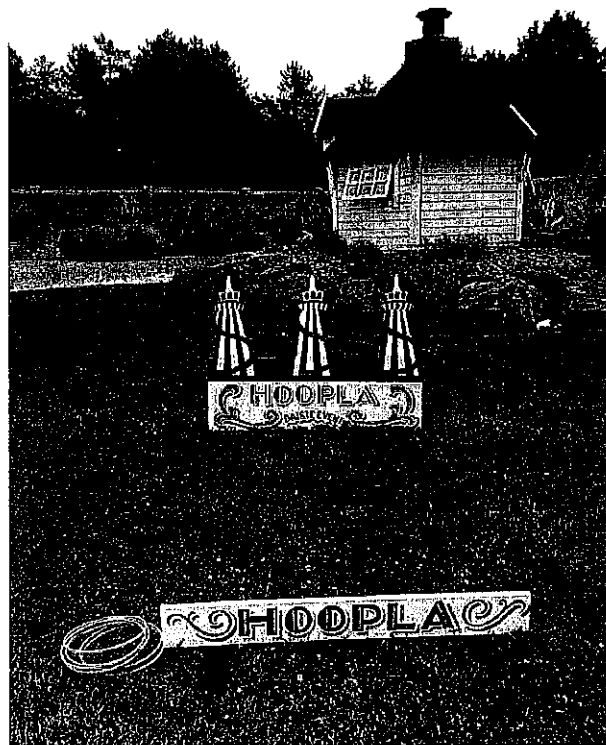
Caterer – Food & Drinks



Singer – Fiona Harrison “Voice in a Million”



Vintage Games (six in total)



Vintage Ice Cream Seller





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**Date of Meeting: 2<sup>nd</sup> March 2022**



**Report to:** Culture, Markets and Events Panel

**Report from:** Administration Officer (SG)

**Subject:** Sleaford Town Guide

### **Introduction**

Sleaford Town Council have had a Town Guide produced every year since 2009. The Guide has been produced at no cost to the Council due to the publishing company meeting the costs via advertising.

The Guide is a very useful booklet which contains information about the town, photos, services in the town, a map and advertising.

Each year, we have many visitors to the Town Hall to ask for a Guide and they also get distributed around the town in places such as the Library etc.

The Town Council worked with the same publishing company to produce the Guide up until the 2020/2021 edition and another company then took it over.

3,000 hard copies of the Guide are published and a link is produced to go on the website.

The Guide can be viewed on the website using the following link:

<https://www.sleaford.gov.uk/uploads/sleaford-town-guide-4.pdf>

### **Current Position**

The publishing company have been contacted to ask whether they would like to continue with the Town Guide to produce one for 2022/2023.

Delivering the last Guide (which was during Covid) was difficult for the publishing company due to the lack of businesses marketing and very little in the way of advertising support. The company did not cover costs and made no income.

The company have informed us that they are happy to take the project on again and would require a contribution from the Council in order to deliver 3000 copies and up to 40 pages of content. They will design the Guide free of cost and run the risk of getting advertising support from businesses. The Council would be required to make a contribution towards print, layout proofs and proofs at a cost of £3,000.00 + VAT. They would need 50% up front and the remaining 50% on delivery.

If the Council agreed to this, the company could deliver the Guides ready for the Summer in July.



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**Recommendation**

That the Panel agree to the proposal and costs from the publishing company.



**Report to:** Culture, Markets and Events Panel

**Report from:** Administration Officer (SG)

**Subject:** Sleaford Christmas Market 2022

### **Introduction**

The Sleaford Christmas Market will be held on Sunday 27<sup>th</sup> November 2022, which is Advent Sunday.

The organisation and advertising of the event has already begun and Officers are looking at attractions that would be popular and which would draw visitors to the event.

An ice rink is an attraction that has been asked for and suggested over several years by residents and visitors. The Christmas Market Groups over the years have also wished for an ice rink to be booked for the event but for various reasons, it has never worked out.

### **Current Position**

Officers have looked at various ice rink suppliers and have been in contact with a company in Spalding. The company would be able to provide the following:

- Synthetic/artificial ice rink with barriers
- Skates (child size 8 to adult size 15)
- Dual blade skates for toddlers
- Penguin scooter
- One disabled skate chair (if requested)
- 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



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The prices are as follows:

1 day staffed hire  
9m x 8m skating area (25 skaters at one time)  
£2,395.00 + VAT

**Preferred choice:**

1 day staffed hire  
10m x 10m skating area (35 skaters at one time)  
£2,695.00 + VAT

If the Town Council were to hire the ice rink and facilities, it would be placed in Eastgate Car Park and electric for it could be drawn from the tractor shed.

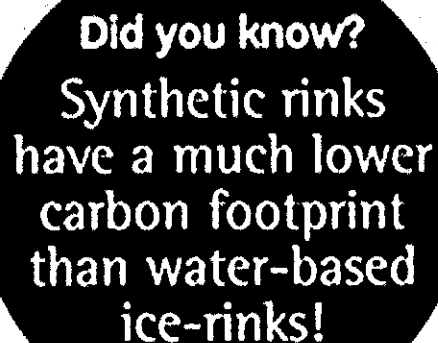
Each skater is allowed 25 minutes actual skating time and there is a 5 minute turn around for skates to be put on/taken off.

Sleaford Town Council would hire the ice rink as an attraction for visitors to the Christmas Market to use with no individual charge. The attraction will bring a lot of excitement to the event and will be a huge crowd puller.

The hire company have provided synthetic/artificial ice rinks for events all over the UK and throughout Europe.

**Recommendation**

That the Panel agree to hire the synthetic/artificial ice rink for one day for the Sleaford Christmas Market on Sunday 27<sup>th</sup> November 2022.

A black circular graphic containing white text.

**Did you know?**  
Synthetic rinks  
have a much lower  
carbon footprint  
than water-based  
ice-rinks!







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