

NORMANTON TOWN COUNCIL

Mrs Donna Johnston FdA
Town Clerk & RFO



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To members of the Events
Committee

Our ref: DJ/hs
Date: 8th August 2024
Please Reply to: Donna

Dear Councillor,

You are hereby summoned to attend a meeting of the **EVENTS COMMITTEE** to be held on **Tuesday 13th August 2024** at **1.00pm** at **Normanton Town Hall**, High Street, Normanton, WF6 2DZ.

If you are unable to attend, please submit your apologies, with reasons, to the Town Clerk before the meeting.

Yours sincerely

A handwritten signature in black ink, appearing to be 'Donna Johnston', written over a light blue rectangular background.

Mrs Donna Johnston FdA
Town Clerk & RFO.

EVENTS COMMITTEE

Tuesday 13th August 2024 at 1.00pm at Normanton Town Hall

AGENDA

Item	Description	Enclosure
010.	To receive apologies for absence.	
011.	To receive Declarations of Interest.	
012.	To approve and sign the minutes of a meeting of the Events Committee. Held on Monday 25 th June 2024 (Minute Numbers 001-009; Pages 1-4).	A
013.	To discuss arrangements and consider quotes for services at events in 2024.	B
014.	To review recent events including Party @ Haw Hill Park and the Summer Brass Band Concert.	C
015.	To consider our approach to the use of posters for publicising events.	D
016.	To review the Events Budget for the 2024/25 financial year. Figures presented to the end of June 2024.	E

NORMANTON TOWN COUNCIL**MINUTES OF THE EVENTS COMMITTEE**

Held on Monday 24th June 2024 at 1.00pm at Normanton Town Hall

Present: Councillor C Appleyard
Councillor E Blezard - Chairman
Councillor A Bones
Councillor M Jennings
Councillor H Jones – Vice Chairman
Councillor P Mayne
Councillor T Morgan
Councillor C Parsons
Councillor J Pritchard
Councillor P Sampson
Councillor K Wilson, JP

Donna Johnston – Town Clerk
Helen Senior – Admin Officer
Councillor B Mayne - Observer

Absent: Councillor S Hudson
Councillor F Marchant
Councillor M Rowley

001. Appointment of Chairman

RESOLVED that Councillor Elaine Blezard be appointed as Chairman for the 2024/25 municipal year.

002. Appointment of Vice Chairman

RESOLVED that Councillor Hazel Jones be appointed as Vice Chairman for the 2024/25 municipal year.

003. Apologies for Absence

RESOLVED that apologies be received on behalf of Councillor S Hudson and Councillor F Marchant.

004. Declarations of Interest

There were no declarations of interest recorded.

005. Minutes

RESOLVED that the minutes of a meeting of the Events Committee held on Monday 13th May 2024 (Minute Numbers 063-067; Pages 40-42) be received as a true record and signed by the Chairman.

006. Events in 2024Party @ Haw Hill Park

- An update on the stalls booked for the event was received and noted.
- The Risk Assessment for the event was reviewed and approved on the basis that the insurance details contained in the document were to be updated prior to the event taking place.
- An update on the transport for the acts was provided by the Town Clerk. It was reported that The Well minibus was secured for the day, but a driver was still required. The Town Clerk was delegated authority to arrange alternative transport if a driver for the minibus could not be obtained.

Summer Band Concerts

- The event would be held in Haw Hill Park on Sunday 28th July 2024.
- The Concert will begin at 1pm and finish at 3pm.
- Refreshments on the day will be arranged through the Haw Hill Park Bowling Club.
- It was agreed that the folding chairs in storage would be utilised for the Band Concert, and that attendees will also be asked to bring their own seating.

Yorkshire Day

- The purchase of flags was approved as follows:

Yorkshire Flag	£223.55 + VAT*
Union Jack Flag	£86.11 + VAT
St George's Flag	£94.65 + VAT

*Quote approval subject to a cheaper quote not being successfully obtained.

Gala

- Elite Event Hire to be booked at a cost of £1,200 + VAT for the hire of the marquees, tables and chairs.
- An update on the use of the Altofts JFC carpark for the Parade start point was provided. It was reported that a discussion with the club had been requested, and a phone call with the club's chairman was awaited.
- Car Boot pitches will be £10.00 per car, with proceeds going to the Mayor's Appeal.

Flower & Vegetable Show

- An update on the booking of judges for this year's event was provided to members. It was reported that there was no judge for one of the sections, and members agreed that help would be sought from a judge already in attendance.

Halloween

- The Halloween event will take place between 10am and 12pm in Haw Hill Park, and will focus on activities for children, arranged in conjunction with The Well Project.
- There will be no dance display this year.
- High Street shops will be asked to join in the festivities of the day by providing sweets to trick or treaters between 12pm and 1pm.

Remembrance Sunday

- The Remembrance Sunday services will continue in the same format as in 2023.
- Those wishing to have their name read out during the laying of wreaths should register with the Town Council. The closing date for registration will be 2 weeks prior to the event.
- Invitations for refreshments at the Town Hall will be sent to guests requesting confirmation of their attendance and dietary requirements.

Christmas Lights Switch On

- An update on performers booked for the Switch On was provided to members. It was reported that a local entertainer had shown interest in performing at the event.
The Town Clerk was delegated authority to agree the fee for the entertainer within budgetary limits.
- Children's Christmas themed storybooks would be provided as the gift for this year's Santa's Grotto.
- Christmas cards and Town Council calendars would not be provided this year.

Christmas Party

- The Night Before Christmas children's storybooks and selection boxes would be provided as the gift for this year's Children's Christmas Party.
- Party games would include Corners and Pass the Parcel. Christmas themed colouring books would be used as prizes.

Christmas Celebration

- The event will follow the same format as 2023. A further meeting with the Church to discuss the event in greater detail is to be arranged.

007. Review of Recent Events

Members reviewed recent events, including Mayor Making, D Day 80, and Civic Sunday.

Mayor Making

The event was well received by all in attendance. Issues with food portion control were raised.

D Day 80

The event was well received by all in attendance. Suggestions were made regarding the location of the beacon at similar events in the future.

Civic Sunday

The event was well received by all in attendance.

008. Events in 2025

The schedule of events in 2025 were approved as follows:

VE Day 80	Thursday, 8 th May
Mayor Making	Friday, 16 th May
Civic Sunday	Sunday, 29 th June
Party @ Haw Hill Park	Saturday, 12 th July
Summer Band Concerts	TBC
Gala Day	Saturday, 13 th September
Gala Sunday	Sunday, 14 th September
Flower & Vegetable Show	Saturday, 20 th September
Halloween	Tuesday, 28 th October
Remembrance Sunday	Sunday, 9 th November
Christmas Lights Switch On	Friday, 28 th November
Children’s Christmas Party	Wednesday, 3 rd December
Christmas Celebration	Thursday, 11 th /18 th December

009. Events Committee Budget

Members reviewed the Events budget for the 2024/25 financial year which showed budgeted expenditure of £67,520.00 and committed expenditure of £53,589.86.

RESOLVED that the Events Committee budget be received.

In the absence of any further business, the Chairman thanked everyone for their attendance and closed the meeting.

**NORMANTON TOWN COUNCIL
EVENTS COMMITTEE
Tuesday 13th August 2024**

EVENTS IN 2024

Normanton Gala Weekend

1. Castleford Tigers Mascot and Players:

To receive an update on the request for mascots attendance.

2. Stall Applications:

To review and approve submitted stall applications.

3. Security Arrangements:

To consider an email regarding security measures at the Gala.

4. Councillor Invitations:

To remind Councillors of the importance of timely responses for accurate catering arrangements.

Flower Show

1. Judges:

To provide an update on current status and challenges in securing judges.

2. Prize Money:

To discuss issues related to obtaining sufficient change for prize money distribution.

Halloween Event

1. Dance Display:

To discuss a suggestion for including a dance display at the event.

2. Face Painting:

To consider a quote for face painting services.

3. Owls Display:

To consider a quote for an owl display.

4. Notification to Shops:

To consider and plan the process for notifying local shops about the event, in particular the Trick or Treating element.

5. Delegated Authority for Sweets and Decorations:

To grant the Town Clerk delegated authority to purchase sweets and decorations.

6. Fancy Dress Competition:

To discuss arrangements for the fancy dress competition.

Christmas Lights Switch On

1. Face Painting:

To consider a quote for face painting services.

2. Additional Entertainment:

To consider what other entertainment may be required for the event.

Mayoral Events

1. Support for Mayor's Fundraising Events:

To offer advice, suggestions, and support to the Mayor in organising and delivering fundraising events for the Mayor's Appeal.

Events include:

- ABBA party night
- Fashion show – Monday 28th April 2025 at All Saints Church
- Last Night of the Proms – Saturday 28th September 2024 at All Saints Church

2. Mayor's Bowls:

To identify and discuss any specific support required by the Mayor from fellow Councillors.

This event has traditionally been held in September as part of the Gala Celebrations and involves the Mayor putting together a team of people to play at a bowls invitational at Haw Hill Park Bowling Club. There are usually tea and biscuits provided.

The event is scheduled for Tuesday 17th September at 5.00pm.

**NORMANTON TOWN COUNCIL
EVENTS COMMITTEE
Tuesday 13th August 2024**

REVIEW OF RECENT EVENTS

Members are asked to consider the following points in order to review the recent events. Please make notes to assist you.

Event Overview

Event Name: [PARTY @ HAW HILL PARK](#)

Date: [Saturday 13th July 2024](#)

Location: [Haw Hill Park, Normanton](#)

Time: [4.00pm- 9.00pm](#)

Event Theme: [One Day Music Festival](#)

Attendance

Estimated Attendance: [<5,000](#)

Target Audience: [All ages including family groups](#)

Actual Attendance:

Demographics of Attendees (age, gender, etc.):

Attendance compared to Previous Years (if applicable):

Weather Conditions

Weather on Event Day: [Drizzle during the setting up and a light shower during the final set.](#)

Impact of Weather on Event:

Event Services

Stage & Sound: [MB Audio Visual](#)

Adequacy of service:

Issues encountered:

Presenter: [Ian Jefferson](#)

Adequacy of Service:

Issues encountered:

Security: [TD Events](#)

Adequacy of Security Personnel:

Issues Encountered:

First Aid: [Trinity Medical](#)

Presence of First Aid Stations:

Number of Incidents:

Venue and Facilities

Venue Suitability:

Appropriateness for Event Type and Size:

Accessibility:

Facilities:

Toilet Availability and Condition:

Cleanliness and Maintenance:

Other Amenities (sanitiser stations):

Stalls

Food and Drink Vendors: [Loaded Fries, Burgers, German Sausages, Coffee & Donuts, Coffee & brownies, Bar, Ice cream.](#)

Number of Vendors: 7

Variety of Options:

Quality of Food and Drink:

Pricing:

Vendor Performance and Feedback:

Other Stalls: [Sweets & Facepainting/braiding](#)

Number of Vendors: 2

Variety of Options:

Pricing:

Quality:

Performance and Feedback:

Entertainment and Activities

Entertainment Provided: [Aston Management](#)

Types of Entertainment: [Tribute Acts](#)

Performance Quality:

Audience Engagement:

Marketing and Promotion

Promotion Channels Used: [Social Media, Normanton Advertiser](#)

Social Media: [Facebook, Instagram, 'X'](#)

Flyers/Posters: [Not used in shops but sent to all invited guests electronically](#)

Local Media: [Normanton Advertiser, Wakefield Council Our Year, Experience Wakefield.](#)

Effectiveness of Marketing:

Audience Reach: [Facebook 29,100 / 'X' 74 / Instagram 76](#)

Engagement Metrics (e.g., likes, shares, comments): [Facebook 356 / 'X' 22 / Instagram 5 \(Sunday 14/7 - Missing traffic Cone post reached 6.5k with 25 engagements\)](#)

Feedback and Improvement

Feedback from Community Members:

Two complaints received regarding noise and positioning of the stage.

Feedback from Attendees:

Positive Comments:

Areas for Improvement:

Feedback from Staff and Volunteers:

Positive Comments:

Areas for Improvement:

Lessons Learned:

Overall Assessment

Overall Success of the Event:

Strengths:

Weaknesses:

Recommendations for Future Events:

Event Overview

Event Name: **SUMMER BAND CONCERT**

Date: **Sunday 28th July 2024**

Location: **Haw Hill Park, Normanton**

Time: **1.00pm – 3.00pm**

Event Theme: **Brass Band Concert**

Attendance

Estimated Attendance: **<200**

Target Audience: **All ages including family groups**

Actual Attendance:

Demographics of Attendees (age, gender, etc.):

Attendance compared to Previous Years (if applicable):

Weather Conditions

Weather on Event Day: **Warm and sunny throughout the day**

Impact of Weather on Event:

Event Services

Stage & Sound: **NTC Speaker**

Adequacy of service:

Issues encountered:

First Aid: **NONE PROVIDED**

Number of Incidents:

Venue and Facilities

Venue Suitability:

Appropriateness for Event Type and Size:

Accessibility:

Facilities:

Toilet Availability and Condition:

Cleanliness and Maintenance:

Other Amenities (sanitiser stations):

Refreshments

Provider: **Haw Hill Park Bowling Club**

Variety of Options:

Pricing:

Quality:

Performance and Feedback:

Entertainment and Activities

Entertainment Provided: [Altofts & Normanton Brass Band](#)

Types of Entertainment: [Traditional Brass Band](#)

Performance Quality:

Audience Engagement:

Marketing and Promotion

Promotion Channels Used: [Social Media](#), [Normanton Advertiser](#), [Flyers](#)

Social Media: [Facebook](#), [Instagram](#),

Flyers/Posters: [Flyers to Bingo group](#), [Thursday Chat Club](#) and [Meet n Eats](#)

Local Media: [Normanton Advertiser](#).

Effectiveness of Marketing:

Audience Reach: [Facebook 5,851 / Instagram 23](#)

Engagement Metrics (e.g., likes, shares, comments): [Facebook 56/ Instagram 1](#)

Feedback and Improvement

Feedback from Community Members:

Feedback from Attendees:

Positive Comments:

Areas for Improvement:

Feedback from Staff and Volunteers:

Positive Comments:

Areas for Improvement:

Lessons Learned:

Overall Assessment

Overall Success of the Event:

Strengths:

Weaknesses:

Recommendations for Future Events:

NORMANTON TOWN COUNCIL
EVENTS COMMITTEE
Tuesday 13th August 2024

USE OF POSTERS FOR ADVERTISING EVENTS

Introduction

This report examines the effectiveness of using posters to advertise local events compared to using social media and the local Normanton Advertiser. Over time, it has become evident that posters are not an effective method for reaching our target audience. This report will outline the reasons for this conclusion, backed by data and observations.

Current Advertising Methods

- Social Media: Platforms like Facebook, Twitter, Instagram and TikTok are used to advertise events. These platforms provide analytics to track engagement and reach.
- Normanton Advertiser: A local free press that has a wide circulation within the community.
- Posters: Traditionally, posters were sent to around 90 local shops for display.

Observations on Poster Effectiveness

Display Rate: Only a handful of shops displayed the posters, resulting in a display rate of less around 15%.

- Costs:
- Printing: The cost of printing posters for each event.
- Postage: The cost to mail posters to 90 shops.
- Staff Time: The time required for staff to prepare and send the posters.

Analysis of Costs

1. Printing Costs:

- Average cost per poster: £0.40p
- Total posters printed per event: 90
- Total printing cost: £36.00 per event

2. Postage Costs:

- Average cost per poster for postage: £0.80p
- Cost of Envelope per poster: £0.04p
- Total postage cost: £75.60 per event

3. Staff Time:

- Hours spent per event: 3 hours
- Average hourly wage: £15 including on costs
- Total staff cost: £45.00 per event

4. Total Costs per Event:

- Total cost of printing, postage, and staff time: £156.60 per event

Effectiveness of Alternative Methods

- Social Media:
 - Reach: Thousands of potential attendees can be reached instantly.
 - Engagement: Ability to track likes, shares, comments, and other forms of engagement.
 - Cost: Minimal to no cost for basic posts; targeted ads incur additional costs but can be more effective.
- Normanton Advertiser:
 - Circulation: 5000 copies distributed to a wide audience within the community.
 - Cost: Advertising in the local paper is generally more cost-effective than posters when considering the reach. We have already committed to four pages per month in place of the previous newsletter plus additional pages in September for the Gala. Each page costs £120.00

Data on Engagement and Attendance

- Social Media: Average reach of posts is 5,000 people, with an engagement rate of 10% (600 engagements per post).
- Normanton Advertiser: Circulation of 5,000 copies per issue, with an estimated readership of 2 people per copy, resulting in a reach of 10,000.
- Posters: Around 15 shops display the posters, with an estimated foot traffic of 50 people per shop per day, reaching a maximum of 750 people per event.

Conclusion

Using posters in local shops to advertise local events is not an effective strategy. The costs associated with printing, postage, and staff time outweigh the benefits, especially when the display rate is so low. Social media and the local Normanton Advertiser offer a broader reach and higher engagement at a lower cost.

Recommendations

1. Cease the distribution of posters to shops for event advertising.
2. Increase investment in social media advertising, utilising targeted ads to reach specific demographics.
3. Continue using the Normanton Advertiser, potentially increasing the frequency of ads if budget allows.
4. Explore additional online advertising platforms or community networks to further extend reach.
5. Continue the use of the recently trialled email signature advertising to extend reach to businesses and residents who make contact with the Town Council for routine matters.

By reallocating resources away from posters and towards more effective advertising channels, we can achieve better results in promoting local events.

Committed Spend

Cost Centre 7 (Between 01/04/2024 and 31/03/2025)

EVENTS CTTEE

Code	Title	Receipts			Payments				Net Position	
		Budget	Actual	Variance	Budget	Actual	Committed	Total	Variance	Net Position
9	Income - Gala	4,000.00		-4,000.00						-4,000.00 (-100%)
10	Income - Flower Show	300.00		-300.00						-300.00 (-100%)
11	Income - Christmas Light	150.00	100.00	-50.00						-50.00 (-33%)
12	Income - Party @ Haw Hill	640.00	130.00	-510.00						-510.00 (-79%)
75	Gala				32,000.00	2,648.00	25,846.27	28,494.27	3,505.73	29,352.00 (91%)
76	Flower Show				2,600.00	74.00	969.40	1,043.40	1,556.60	2,526.00 (97%)
77	Remembrance Sunday				3,700.00		3,301.00	3,301.00	399.00	3,700.00 (100%)
78	Children's Party				1,500.00		275.00	275.00	1,225.00	1,500.00 (100%)
79	Christmas Lights				5,000.00	250.00	3,608.35	3,858.35	1,141.65	4,750.00 (95%)
80	Coronation									(N/A)
81	Party @ Haw Hill Park				16,000.00	6,225.50	7,059.79	13,285.29	2,714.71	9,774.50 (61%)
82	Mayor Making				3,000.00	2,123.78		2,123.78	876.22	876.22 (29%)
83	Civic Sunday				500.00	675.40		675.40	-175.40	-175.40 (-35%)
84	Easter									(N/A)
85	Brass Band Concert				800.00		500.00	500.00	300.00	800.00 (100%)
86	Christmas Celebration				200.00				200.00	200.00 (100%)
87	Halloween				1,500.00		357.00	357.00	1,143.00	1,500.00 (100%)
88	Information Events				120.00	7.79		7.79	112.21	112.21 (93%)
89	Events - General				1,000.00	933.41	256.20	1,189.61	-189.61	66.59 (6%)
115	Gala 2025					370.00	4,010.00	4,380.00	-4,380.00	-370.00 (N/A)
SUB TOTAL		5,090.00	230.00	-4,860.00	67,920.00	13,307.88	46,183.01	59,490.89	8,429.11	49,752.12 (68%)

Summary

NET TOTAL	5,090.00	230.00	-4,860.00	67,920.00	13,307.88	46,183.01	59,490.89	8,429.11	49,752.12 (68%)
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