



# STANLEY TOWN COUNCIL

## NOTICE OF MEETING

I hereby give notice that a meeting of the Communications and Events Committee of Stanley Town Council will be held on Tuesday, the 10th May 2016 at 6.30pm at Stanley Civic Hall, Front Street, Stanley, Co. Durham, DH9 0NA.

### TO ALL MEMBERS of STANLEY TOWN COUNCIL COMMUNICATIONS AND EVENTS COMMITTEE

D Mills (Chair)  
R Harrison

M Wilkinson  
D McMahon

L Marshall  
J. Nicholson\*

C Bell  
W. Nixon\*

D Tully

\*ex-officio

You are hereby summoned to attend a meeting of the **Communications and Events Committee** of **Stanley Town Council** to be held in **Stanley Civic Hall, Front Street, Stanley**, on **Tuesday the 10th May 2016 at 18.30** in order to transact the following business:

Yours sincerely,

Alan Shaw  
Town Clerk  
5th May 2016

Please turn off all mobile phones or set to silent mode  
Please refer to the Policy for recording proceedings

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## A G E N D A

### 1 APOLOGIES FOR ABSENCE

To **RECEIVE** any apologies and reasons for absence.

### 2 DECLARATIONS OF INTEREST

Members are invited to **DECLARE** disclosable pecuniary interests and other interests, along with the nature of those interests, in relation to any item on this agenda.

### 3 PROCEDURAL AND APPROPRIATE ANNOUNCEMENTS FROM THE CHAIR

To **RECEIVE** announcements from the Chair or Town Clerk.

#### 4 PUBLIC PARTICIPATION

An adjournment will be allowed at the direction of the Chairman to allow for public comment and response in relation to items on this agenda or to consider written questions from the public submitted in advance of the meeting (*Individuals will be permitted a maximum of three minutes each. Total time for this session is limited to fifteen minutes*).

#### 5 CONFIRMATION OF MINUTES (ATTACHMENT A)

To **APPROVE** as a correct record and sign the minutes of the Finance & General Purposes Committee meeting held on 12th April 2016.

#### 6 PROJECT UPDATES

Members to consider updates in relation to the following events:

(i) *Brass Festival*

Durham Brass have confirmed they can provide the outreach to three additional Schools as part of the package offered to the Town Council.

Committee is requested to **CONFIRM** they are satisfied with the short list of schools provided to the event organisers.

(ii) *Christmas Events*

Committee is requested to **CONSIDER** the program of events put forward by the Working Group for Christmas festivities.

(iii) *Stanley Fringe*

(iv) *Armed Forces Day*

(v) *Play in the Park Days*

(vi) *Community Fun Days*

(vii) *Moria Con 2*

(viii) *Community Radio*

There will be an opportunity for officers or members to give any updates in relation to activities or initiatives not listed above during consideration of this item.

#### 7 CHRISTMAS LIGHTS (ATTACHMENT B)

Cllr Clegg has requested that Committee considers the provision of an additional six lighting wraps be provided in Chester Rd for this Christmas. The reason for Cllr Clegg's request is that Chester Rd is the principal route into the town from the A1 and the east and additional wraps will have an impact on the 'first impressions' of people entering the town by car.

The Community Development Manager has put forward a proposal for some additional illuminations in the centre of Stanley.

Committee is requested to **CONSIDER** these matters and **DECIDE** what to do.

## 8 STANLEY FAMILY CYCLE REVIEW

Stanley Family Cycle was held on Sunday 1st May 2016.

The event was a point to point Cycling Event utilising the Sustrans track, starting and finishing at Oakey's Park. Officers partnered with the organisers of the Durham Big Ride to prepare the event. The event was initially promoted as paid event, a decision which was reversed by Committee at last month's meeting two and a half weeks before the event itself. In addition to the Cycle Ride itself, local Police attended to carry out bike marking. Goodie Bags and refreshments were provided to participants.

The event was originally promoted as a paid event and was changed to a free event two weeks before by a decision of this Committee. Local Banner advertising and Facebook/STC Website was used for promotion.

### *Analysis*

The attendance was disappointing. In total there were 43 participants in the event. It is fair to say the very poor weather on Sunday morning will have had an impact. In the view of the Clerk, there were other issues which if addressed would see improved participation in this type of event in the future:

- (i) Decide who the target audience is. We initially set out to target the cycling enthusiast market but the route chosen was not challenging enough or unique enough to attract them. It was only at the last minute members took the decision to target local families and make it a free event.
- (ii) Publicise the event much further in advance. We effectively only had two weeks to publicise the event after changing the focus in April.
- (iii) Improve the route. The Sustrans route is an amazing recreational asset for Stanley but it is one which is open and accessible all the time. We should consider a more interesting and varied route to encourage more people to participate.
- (iv) Timing. The Bank Holiday weekend and the fact that the event coincided with the Tour de Yorkshire probably meant that many local cycling enthusiasts were elsewhere when the event was taking place.
- (iv) Make something happen at the end - An event or some entertainment for participants on completion of the ride.

### *Conclusion*

Staging this event was a new idea for the Council and the intention was sound: Provide an outdoor recreational event which encourages healthy activities as a family. The poor attendance was due to a number of factors which have been explored above. However, a number of lessons have been learned which would enable us to stage a more successful event in the future.

Members are requested to **CONSIDER** this matter and **DECIDE** what to do.

## 9 DATE, TIME AND VENUE OF NEXT MEETING

To be advised following the AGM on 24th May 2016

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*In accordance with the Public Bodies (Admission to Meetings) Act 1960, members of the public and press are welcome to attend the meeting. Members of the public will only be permitted to speak at the beginning of the meeting during Public Question Time.*