

DRAFT MINUTE: BTAC MEETING 5 AUGUST 2020.

REVIEW OF 2020/21 EVENTS AND LOOKING FORWARD TO 2021/22 EVENTS PROGRAMME.

Options for 2021/22 Financial Year.

Members unanimously agreed option 1 proposing the increase in budget for £22,000, although some members did voice concern in respect of Cabinet rejecting the increase as it had done previously.

Support for the extended Christmas Event was unanimous from members, with all agreeing the four-day event would be a boost for the residents following the impacts and restrictions of the year due to the Pandemic. Committee acknowledged that the event could not be in line with that produced in 2019, but agreed that the benefit to businesses and residents of an event, could not be underestimated. The extension of the fire garden event in particular was felt to be positive having proved extremely popular at the 2019 event, although some members questioned the Letter to Santa event comparing it to a previous event of a similar nature, which had not been successful. The Town Centre Services Manager confirmed that the facilitator was different and referenced members to the illustrations of the quality of their product within the papers, advising them to check out the website for further reassurance of their product.

Further supported noted the necessity to continue to provide free community based events in line with issues resulting from the Pandemic which included restrictions in personal finances for many residents. With many people not having been able to take holidays, local free events for residents of all ages was even more important.

Questioning the possibility of additional security measures being required in order to permit the event to take place, the Town Services Manager advised members that they were confident the budget would cover any mitigation measures, should any arise.

RESOLVED:

1. That the following reallocations be approved within the existing 2020/21 events programme budget:
 - To increase the Christmas 2020 event budget from £14,500 to £22,000, to enable a 4 day Christmas event;
 - To reallocate £5,500 of existing budget to a Letters to Santa projection
2. To recommend to Cabinet to approve:
 - **The reallocation of £13,500 of the existing budget to an Illuminate Fire Garden for the Christmas 2020 event;**
 - **Option 1 within the planned programme of events for 2021/22 of an increase in budget of £22,000.**