



# HARPENDEN TOWN COUNCIL

*CLOSER TO THE COMMUNITY*

**HARPENDEN TOWN COUNCIL  
MINUTES OF THE MEETING OF THE CHRISTMAS CARNIVAL WORKING PARTY**

**HELD AT THE PARK HALL, LEYTON ROAD, HARPENDEN AL5 2LX  
ON MONDAY, 9 DECEMBER 2019 AT 3.00 PM**

**Present:** Councillor Brian Ellis (Chair), Councillor Mrs Nicola Linacre and Councillor Pip Liver

**In Attendance:** Miriam Allum, Faye Sarron, Hayley Guerts, John Swain, Michael Ellis, Chris Canfield, Jane Parker, Pam Brown and Harriet Tamke (Events Officer)

**Apologies:**

**33 APOLOGIES**

Apologies for absence were received from Mick Ellis and Frances Gee.

**34 DECLARATION OF INTEREST**

None.

**35 MINUTES**

The Minutes of the meeting held on 28<sup>th</sup> October 2019, previously circulated, were duly signed as a correct record.

**36 CHAIRMAN'S REPORT AND URGENT ITEMS**

There was no Chairman's report or urgent items put forward for consideration.

**37 PUBLIC QUESTIONS IN ACCORDANCE WITH STANDING ORDER 22**

There were no public questions.

**38 OFFICERS' REPORTS**

## **38.1 Areas for discussion:**

### **38.1.1 Procession**

Harriet shared that good feedback had been received from participants in the procession. The procession had a large crowd along the High Street and Traffic Management reported no issues.

Chris Canfield suggested closing the zebra crossing at the bottom of station road during the procession to help traffic flow easier.

### **38.1.2 Entertainment**

The Fun Fair reported having had a good day and rides were popular with members of the public. Some comments were received regarding the lorries parked on Leyton Road that block site to Church Green. Harriet told the group that the lorries are parked close to rides as the generators that power rides are on the lorries.

The main stage was filled with community groups again throughout the day with a break for the procession.

The mini stage was full throughout the day and good feedback was received from members of the public. Hayley Guerts shared that the mini stage was quite loud near to the start of the grotto queue.

The stilt walkers were busy on the day taking photos with members of the public. The walk about elves took part in the procession, a stage performance as well as meeting members of the public.

The carol singers enjoyed their position outside of the library this year and fed back that this helped with their sound.

The bar areas were busy on the day and expressed an interest in returning to the event.

### **38.1.3 Expansion to event**

The outdoor games were very well received and busy throughout the entire day.

All workshops in the tipi were fully booked. All workshop leaders said that the sessions went well. The chocolate and wine leaders said that they thought if people had paid for the session it may have worked best as no one brought a gift pack at the end of their session.

Miriam said that it would be nice if there were some drop-in workshops running throughout the day for those that had not

previously been aware of the workshops.

The grotto saw 193 children which is an increase of 55 children from last year. Although the queue is over an hour at times, it was felt that parents did not mind waiting for the experience. The craft activity went well. A suggestion for more interactive games along the queue was made. Bethany Church suggested that these may become messy and difficult to manage on the day.

The boutique market was extremely busy throughout the day and were running a queue system at certain times. Harriet informed the working party she would be meeting with the Harpenden Collective separately for feedback.

The emergency services open day had 2300 people visit and raised approximately £600. They would be interested in doing it again if the expansion on the common continued.

#### **38.1.4 Marketing and publicity**

Harriet reported to the working party that even though numbers of printed programmes had been reduced, there were still some left over.

The facebook event did well and had over 12,000 people interested in attending.

Radio Verulam attended the even and broadcast live on the day.

The Herts Advertiser picked up the press release for the event.

#### **38.1.5 Engagement with local businesses**

A large number of business put the poster up for the event and to show that they will be open on the day.

Jane Parker asked if more could be done to involve local retailers. The working party agreed that they would be happy to work with local retailers where possible on any ideas that they may have.

#### **38.1.6 Parking**

Parking was provided free of charge at Rothamsted Research Centre and at Harpenden Train Station. Cllr Brian Ellis suggested that more signs were displayed across the event for parking.

A large van and car had parked along Leyton Road on the day and caused an issue. These cars were parked legally and therefore could not be enforced.

**38.1.7 Signage**  
Harriet shared that more signs may be required for the grotto.

**38.1.8 Charity Stalls**  
Over £4000 profit was raised on the day from the 10 charity stalls on Church Green. The Herts Air Ambulance wrote a letter of thanks and the Harpenden Trust expressed an interest in having the same stall next year.

**38.1.9 Farmers Market**  
Harriet informed the working party that a lot of farmers market stallholders had sold out on the day. This did mean that a few had to leave early.

One stallholder said that it was the most successful event they have ever had.

No negative feedback had been received from farmers market traders.

**38.1.10 Sponsor Stalls**  
Some sponsors had chosen not to have a stall. Those that did have a stall liked their location.

**38.2 Budget - Oral Report**  
Harriet confirmed that the budget for the event is £14,500 plus income and the event is predicted to be £1 underspent when invoices are all paid.

**39 DATE OF NEXT MEETING - TBC**  
The date for the next meeting will be circulated separately.

**40 CLOSE**  
Councillor Brian Ellis thanked all the members of the Working party for their attendance.

The meeting closed at 4.30 pm.

Chairman .....

Date .....