



WETHERBY TOWN COUNCIL MINUTES OF THE WELCOME TO WETHERBY COMMITTEE MEETING

Date: Tuesday 9th January 2024
Time: 3.30pm
Location: Micklethwaite Room, Wetherby Town Hall, Market Place, Wetherby, LS22 6NE.

Present: Councillor Ager–Mills
Councillor Buckle (Chair)
Councillor Harrington

In attendance: Iona Taylor, Clerk
Rowann Fitzpatrick, Assistant Clerk
Member Peter Burr

MINUTES

1. **Apologies.**

Local Government Act 1972, s 85 (3)

It was **AGREED** that apologies be received and reasons for absence accepted from Councillor Lavocah, the Communications and Events Officer, and Member E.Smith.

2. **Declarations of interests and requests for dispensations** – None.

Localism Act 2011, s 31

Members' Code of Conduct, para. 13-18, 19-20

3. **Public participation** – None.

Public bodies (Admission to Meetings) Act 1960, s 1 (3)

4. **Minutes.**

Local Government Act 1972, Sch 12, para. 41(1)

4.1. The minutes of the Welcome to Wetherby Committee meeting held on *Monday 20th November 2023* were **RECEIVED**.

4.2. It was **AGREED** that the minutes of the Welcome to Wetherby meeting held on *Monday 18th December 2023* be accepted.

5. **Matters arising from the last meeting.**

5.1. **Visitor leaflet.**

It was **AGREED** that reprinting of the visitor leaflet will not take place until after the parking consultation has been completed. The bus station will be added to future versions of the leaflet and map.

5.2. Business surveys.

Committee members noted that it was previously agreed to proceed with surveys based on Councillor Harpham's proposal. Councillors discussed the methodology of the surveys and **AGREED** that the survey parameters will be limited to central Wetherby initially, with consideration to extend the parameters to the other wards after review of central Wetherby.

It was also agreed that the survey may be better received if the survey takes a conversational approach, with Councillor Buckle and Ager-Mills visiting local businesses to facilitate feedback.

The most up-to-date version of the survey will be sent out to committee members prior to the next meeting.

6. 80th Anniversary of D-Day.

6.1 **Brazier.**

The committee received up-to-date options for the provision of the brazier.

6.2 **Town, Parish & Community Councils – D-Day 80th newsletter.**

The Committee received a letter and information on the 80th anniversary of D-Day events from the Pageantmaster, Bruno Peek. The committee noted that the following options were available:

- "Lamp light of Peace" - £300
- Sky Light – £2,100
- Light projection onto the Town Hall - £1000

It was **NOTED** that the sky light would be more cost-effective and easier to maintain than a traditional brazier, while the lamp light would not produce enough light. It was **AGREED** that 3 light pillars produced by sky lights could be used for the 80th Anniversary of D-Day. Councillor Ager-Mills to confirm prices of alternative sky lights in time for the next meeting.

The Committee considered the use of the projector for the 200th Anniversary of the Sale of Wetherby.

7. Christmas window dressing competition.

Members of the committee received the report of the Christmas window dressing competition. Members received feedback noting that participation prizes, in the form of a box of biscuits, were greatly received, and that several businesses have expressed interest in joining the competition next year.

It was expressed that the Communications and Events Officer was exceptional in the promotion and organization of this event. A much higher level of engagement in the competition has been recorded, with an the number of participating businesses increasing to 31, 40,930 Facebook engagements (likes, comments, shares, saves, etc), and over 900 paper votes being cast.

It was reported that the winning contestants were as follows:

- Judges Choice: Bradleys the Jewellers
- Facebook Favorite: Cameron Beaumont Opticians
- Public Vote: Nicolla Florist

A prize was given to the winner of each category; however, it was **NOTED** that the prize needs to be clearer next year.

8. Action Plan.

8.1. **To note contents and adoption of action plan.**

The contents and adoption of action plan by Full Council approved on Tuesday 12th December 2023 was **NOTED**.

8.2. To note items relevant to Welcome to Wetherby.

It was **NOTED** that the council will progress with the Funfair and Fireworks Festival, Bonfire night, D-Day event, and the 200th Anniversary of the Sale of Wetherby events for the 2024/25 years. Longer term plans include quarterly events and the support of local organizations' events.

A public consultation is also planned to explore what the quarterly events should look like and how to proceed with them.

8.3. Consultation on future events.

Councillor Buckle asked whether a Music Festival will be included in the planned events for 2024-25. It was noted that this could be included as an option in the public consultation.

It was **AGREED** to continue with the organization of current planned events for 2024-25 as laid out in the Action Plan.

9. Budget.

The Committee asked that the provision of £2000 from the budget is made for the 200th Anniversary of the Sale of Wetherby event and reprinting of the leaflets.

It was raised by Member P. Burr and proposed by Councillor Harrington that the budget for Welcome to Wetherby be increased from £2000 to £2,500 to provide flexibility to account for additional print costs for the leaflets, surveys, and event fliers.

It was noted that while benefactors may contribute to the cost of events, the price of many goods and services for planned events has also increased.

It was **AGREED** that the budget be increased to £2,500.

10. Items for information – None.

11. Next meeting.

The next meeting of Welcome to Wetherby will take place on *Tuesday 13th February 2024* at 3:30pm in Wetherby Town Hall.

The meeting closed at 4:25pm.

These minutes were recorded and prepared by Rowann Fitzpatrick, Assistant Clerk.