

Festival and Events Working Party
Notes of Meeting, Thursday 17 October 2019, 1030
Exmouth Town Council Meeting Room

Attendees

JW	Joy Whipps	Councillor/Chair	Exmouth Town Council
AB	Aurora Bailey	Councillor	Exmouth Town Council
BB	Brian Bailey	Councillor	Exmouth Town Council
FC	Frank Cullis	Councillor	Exmouth Town Council
OD	Olly Davey	Councillor	Exmouth Town Council
SG	Steve Gazzard	Councillor	Exmouth Town Council
CN	Cherry Nicholas	Councillor	Exmouth Town Council
LB	Lisa Bowman	Town Clerk	Exmouth Town Council
CH	Carla Hiley	Arts Manager	Exmouth Town Council
NS	Natasha Smart	Note-taker	Exmouth Town Council
TH	Trevor Huggons	Steward	Exmouth Festival

Apologies

AS	Alex Sadiq	Councillor	Exmouth Town Council
PM	Paul Millar	Councillor	Exmouth Town Council
CJ	Chetna Jones	Deputy Town Clerk	Exmouth Town Council

Welcome, Introductions and Apologies

1. JW welcomed working party members and reviewed apologies.

Notes of Meeting of 9 September 2019

2. The notes from the last meeting were approved without comment.

Exmouth Festival 2020 Update

3. JW invited CH to provide an update on Festival 2020 planning. CH outlined a number of issues/decisions regarding next year's Festival which had been agreed at her recent meeting with police:

- **Site Fencing:** CH explained that the police had agreed that she does **not** need to fence the entire Festival site next year. Fencing will start after the public toilets, to create a very clear and structured Festival entrance/exit. Fencing will extend into the Estuary to deter anyone trying to avoid coming in through the entrance. CH confirmed that if anyone wants to walk right around the fencing via the Estuary (eg to walk dogs) then they would not be stopped as the site is still an open one. CH explained that the fact that the site remains open, and is not completely fenced all around, means that the police will still retain responsibility for managing public order etc. A similar fencing/entrance arrangement will be constructed for the Camperdown side of the site;
- **Entrance:** The entrance itself will include bag checks, to ensure prohibited items such as drugs and weapons are not brought onto site and that alcohol brought in by under-age attendees is confiscated (NB the security team have the legal authority to confiscate drink; they are also trained and suitably equipped to deal with bag checks safely). Daily coloured wristbands will be

used to help security teams identify and monitor who has been through security checks;

- **Other Security Issues:** A scissor lift will not be required as the security team has 360-degree CCTV coverage which removes the need for this. The security team will have a flexible approach and be able to reposition as required, eg if the tide is out and they need to monitor the Estuary more;
- **Working with Police:** CH explained that the meeting had been useful as it had brought together different police representatives (eg those who attend the SAG as well as local Exmouth police), which meant that different advice and approaches could be talked through and agreed;
- **Festival Programme/Branding:** Police had commented that 2019's branding (with the 'rock' dinosaur) was appealing more to younger attendees so they advised that the programme/branding should appear more family-friendly in order to attract the right sort of crowd. CH agreed to revisit this for 2020;
- **Recycling:** CH clarified that reusable, compostable 'plastic' glasses were used at this year's Festival and that she is also considering reusable coffee cups (as it is hard to recycle 'compostable' cups). LB commented that there needs to be a separate discussion about improving recycling at the Festival; educating attendees may be part of that. BB explained that he had recently had a conversation with StreetScene's Nick Christo about the new capability to sort Exmouth's mixed recycling in Plymouth, so he would try and confirm this in writing for the working party;
- **Attendee Data:** FC suggested collecting email data on attendees to enable better communication with them, however LB commented that this would be an onerous admin task for ETC with problematic data-holding implications. CH mentioned that she would like to collect some data in future about attendees, but more along the lines of how they travel to the Festival etc, which could help with overall planning and crowd control. It may be more practical to conduct short surveys in person for this rather than through email.

4. Finally, CH explained that she is on track with 2020 Festival planning, eg looking at acts, and she is about to make the premises licence application. BB explained that he will be seeing a potential sponsor shortly and will report back.

LAEOG Conference Update

5. CH explained that she recently attended the first annual conference of the Local Authorities Events Organisers Group, which she found very relevant and informative, as well as a good opportunity to share experiences. The talks highlighted various issues which CH is keen to revisit or introduce in order to improve and further professionalise planning for the Festival, including:

- **Safeguarding Policy:** CH stated that there is not currently a Safeguarding policy for the Festival, but she would want one in place for 2020;
- **Event Management Plan: Cancellation Risks:** CH explained that she usually has to consider additional or new factors each year within the event management plan, such as the different triggers which might result in the Festival being cancelled. The conference had highlighted the current threat of acid attack, which is an extra current factor to incorporate into the 2020 plan. LB commented that event management planning, and ensuring that risks have been considered and mitigated, is key to the success of the Festival;

- **Educating Exmouth:** Since a lot of Exmouth's community will attend the Festival, it offers a good opportunity to share messages or educate the community, eg through posters etc, so this will be another aspect for CH to consider for 2020;
- **Reputational Risk:** CH acknowledged that the Festival is closely tied with ETC's positive reputation, so it is important not to jeopardise this in any way;
- **Crowd Dynamics:** CH recognises that she would benefit from a greater understanding of crowd dynamics. JW expressed working party support for CH seeking training on this.

6. In response to questions, CH confirmed that the Festival will end on the Monday at 6pm. She will also ensure that the Friday night programme will appeal less to a younger crowd, in order to try and reduce the likelihood of crowd trouble.

Christmas Fayre 2019 Update

7. CH provided an overview of planning to date for the Fayre, including: 25 Exmouth churches involved in carol singing; carols printed on the Fayre programme, along with details of other carol concerts leading up to Christmas, to make the programme multi-purpose and a more useful Christmas community resource; and Martin Nichols will compere all the music on the day. She also introduced other suggestions for the Fayre and sought the working party's views:

- **Large Marquees:** CH explained that asking stallholders to set up outside, as well as bring their own gazebos, is limiting in terms of the quality and variety of stallholders who are willing to attend an outside event. Although it is clearly more expensive to use large marquees, it would make the event much more attractive for a variety of stallholders (and visitors) and would provide risk mitigation in respect of adverse weather. She has therefore sought initial costings from a number of suppliers, ranging from £8k from one combined supplier (for 2 18x6m marquees, the stage and sound and all Strand lighting) to individual quotes for the different elements (eg c£1,800 for the marquees).

JW expressed working party support for using large marquees, albeit with a concern about costs and a request for CH to find the most inexpensive solution. The working party gave permission for CH to go ahead with securing marquees for the Fayre, on the basis that the total Fayre expenditure (ie including fireworks at c£1,800, schools lantern-making at c£700 etc) does not exceed the total £10k budget. CH agreed to keep the working party updated by email;

- **Schools' Christmas Tree Decorating/Lantern Parade:** The working party wondered about providing sweets or a prize for the schools' tree decorating. OD suggested that providing sweets for all the children would not be schools' preferred option (and CH pointed out that children visiting Santa's Grotto in Exmouth Market would already receive free sweets). The working party considered whether a trophy might be suitable, and when this could be given out. They agreed to consider this further at the next meeting.

On the issue of sweets etc generally, LB commented that in 2018 at the lantern parade schoolchildren were offered a Christmas cookie and a low-sugar drink carton, which the working party thought was a good idea. CH also

suggested that it might be worth considering a different route for the lantern parade, eg to include Exeter Road, to make the route more inclusive and visible. LB commented that from a Safeguarding and road safety perspective, this was less ideal than the existing planned route from the seafront;

- **Marketing/Branding:** CH shared the Fayre branding, which working party members supported. Members suggested sharing the details and getting posters up soon so that the date is advertised asap. NS explained that the branding and call for stallholders has already gone out on social media and on ETC's website;
- **Late-Night Shopping:** NS sought members' views on late-night shopping to coincide with the Fayre and the best way to encourage local businesses to get involved. CN commented that in the past it had not been worth the effort of Exeter Road being involved, and JW further wondered whether the businesses in the Magnolia Centre would get involved because they are less independent. The working party felt that the Strand and Rolle Road businesses might be more willing to stay open late that night. LB suggested sending a letter to businesses across the town and sought members' help in distributing these. SG and JW offered to deliver letters, along with a Fayre poster for businesses could display;
- **Hot Food:** NS also raised the issue of needing to clarify which hot food providers amongst the fixed Strand businesses would plan to be involved in the Fayre, to enable CH to then plug any food or drink gaps without conflicting with the existing offerings. JW explained that she had already spoken to Strand businesses but would clarify this issue and revert back to CH/NS on this.

Any Other Business

8. LB referred to the recent council meeting regarding water fountains, which had established that there are a number of existing water taps across Exmouth which are operated by EDDC, who are keen to promote these as part of the Refill Campaign. The meeting had clarified that this included the water tap on the Imperial Recreation Ground, so this should be promoted at the 2020 Festival. The only proviso was to get the water tap formally tested first, for safety reasons.

Date of Next Meeting

9. Tuesday 19 November 2019 at 1030.