

AGENDA

10th February 2022

Dear Councillor

You are summoned to the:

Extra-Ordinary Meeting of Warminster Town Council
on Thursday 17th February 2022 at 7pm
to be held at
Civic Centre, Sambourne Road, Warminster, BA12 8LB

Membership:

Cllr Allensby (West)	Cllr Keeble (West)
Cllr Brett (East) Vice Chairman of the Council and Deputy Mayor	Cllr Macdonald (East)
Cllr Cooper (Broadway)	Cllr Macfarlane (West)
Cllr Davis (East)	Cllr Parks (North)
Cllr Fraser (West)	Cllr Robbins (East)
Cllr Fryer (Broadway)	Cllr Syme (Broadway)
Cllr Jeffries (North) Chairman of the Council and Mayor	

Members of the public are welcome to attend meetings of the Council and Committees, unless excluded due to the confidential nature of the business.



Yours sincerely

Cllr Steve Jeffries
Mayor of Warminster

1. **Apologies for Absence**

To receive and accept apologies, including reason for absence, from those unable to attend.

2. **Declarations of Interest**

To receive any declarations of interest under Warminster Town Council's Code of Conduct issued in accordance with the Localism Act 2011.

3. **Chairman's Announcements**

Chairman's Announcements.

4. **Questions**

To receive questions from members of the council submitted in advance to the Clerk.

***Standing Orders will be suspended
to allow for public participation.***

5. **Public Participation**

To enable members of the public to address the Council with an allowance of three minutes per person regarding any item on the agenda and to receive any petitions and deputations. The Mayor may read out statements submitted in advance.

***Standing Orders will be reinstated
following public participation.***

6. **Platinum Jubilee Event**

Members to resolve whether Warminster Town Council support a proposed Platinum Jubilee event for the town. **(See attached report)**

Members to Resolve whether to:

- **Support a Jubilee event to take place on Saturday 4th June 2022**
- **That the main part of the event will be the Live Streaming of the Platinum Party at Buckingham Palace on a big screen, at a central location in Warminster**
- **That there will be associated activities at or near the central location chosen**
- **That the Town Council should enter into an agreement with 15RocksLtd for them to organise and manage the event**
- **That as part of that agreement 15RocksLtd would work in partnership with community groups such as Warminster Business Group, The Hives Arthouse and Warminster Action Group to deliver the event**
- **The Town Council will pay 15RocksLtd £15.000 to run the event**
- **The Public Liability insurance for the event will be covered by Warminster Town Council**
- **Funding to come from the general reserves**

7. **Communications**

Members to decide on items requiring a press release and to nominate a speaker for any item on the agenda if required.

Minutes from this meeting will be available to all members of the public either from our website www.warminster.uk.com or by contacting us at Warminster Civic Centre.

REPORT FOR DECISION

The Queen's Platinum Jubilee Event - Tom Dommett, Town Clerk and Responsible Financial Officer

Full Council meeting Thursday 17th February 2022

Recommendation

Members to Resolve whether to:

- Support a Jubilee event to take place on Saturday 4th June 2022
- That the main part of the event will be the Live Streaming of the Platinum Party at Buckingham Palace on a big screen, at a central location in Warminster
- That there will be associated activities at or near the central location chosen
- That the Town Council should enter into an agreement with 15RocksLtd for them to organise and manage the event
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Purpose of the Report

To enable members to make an informed decision on the issues involved.

Background

2022 will mark the year that Her Majesty the Queen becomes the first British Monarch to have served for 70 years, having acceded to the throne on 6th February 1952.

Throughout 2022 this Platinum Jubilee will be celebrated across the country, The Commonwealth and the globe as communities collectively come together to mark this truly historic occasion.

An extended bank holiday takes place from Thursday 2nd to Sunday 5th June to give people an opportunity to celebrate the milestone, with a number of national events and reflections planned to mark Her Majesty's 70-year reign.

The Queen's Platinum Jubilee is not just a once in a lifetime event, it is probably a once in history event. It has never happened previously and is unlikely to be repeated.

- Consideration has been given to how best to celebrate this occasion in Warminster.
- It was thought that it should be marked by a special event that would bring the community together.

- It was felt that the event would have to be sufficiently different from events such as Spring in the Park for it to be memorable in its own right.
- It was thought the event might aim to appeal, particularly, to those who lived on their own, or who lives in places where other communal celebrations, such as street parties could not or were unlikely to take place.

With this in mind it was proposed that an event might be held that allowed people to watch the Platinum Party in The Palace on a big screen.

The Town Council does not have capacity to run a Jubilee event of this scale and complexity at this time. Lizzie Blake, a professional corporate strategist and event organiser was approached for assistance as she had previously indicated a willingness to help organise a post-covid event back in 2020. Due to successive waves of covid, the idea was not pursued at the time.

A presentation of an outline proposal was made by Lizzie Blake on Monday 31st January 2022 at the Civic Centre. All members were invited along, with various representatives of community groups.

This was not a decision-making meeting, but it allowed members to ask questions, receive answers, and consider options. The meeting was helpful in refining the proposal to rule out some options and open up others. The revised proposal is considered below.

Proposal

The Town Council should work with 15RocksLtd and community groups to put on an event, as outlined in the recommendation. The Town Council role would be to provide the funding, while others would organise and manage the event.

Budget

A budget of £15,000 is requested. This is broken down as;

ACTIVITY	COST
Giant Screen, Equipment, Generators, Licensing, Insurance	£7,000
Marketing & Advertising	£2,000
Staff and Onsite Equipment	£3,000
Data Bank Licensing, Storage, Event	£3,000
Total Cost	£15,000

Expected benefits

The Jubilee Celebrations are a unique and ideal opportunity to bring the community of Warminster together after what has been an exceptionally difficult two plus years.

It is an opportunity to combat some of the loneliness the pandemic has caused and to strengthen links between community groups and to understand the Warminster community and its needs as a whole. A sense of pride in Warminster, a sense of community and a sense of achievement in working for a common goal are less tangible, but nonetheless real benefits.

The Council would be able to (with permission) retain data which could be used to promote future events in Warminster.

In addition to the cash budget there is a substantial volunteer/voluntary input. Partnership links and such. This has been calculated to circa £25,000. This includes:

- * Volunteer Labour
- * Community Shared Publicity from contact with 85+ groups within Warminster
- * Donated Management Time
- * Free use of facilities/provision of activities
(For example Warminster Action Group has 90 volunteers and Open Space Network)
- * Cross Marketing with Social Media Influencers within the community
- * Heavily discounted print and design services within the community
- * Donated Data Management Services

Possible Risks

The event could be poorly attended. It is considered that a projected attendance of 1,500 during the course of the day is a reasonable estimate. That would represent under one tenth of the population of Warminster.

Considering the town has been without many large scale events due to the pandemic, thanks to the success of the vaccination programme, it is expected that there will be a pent up demand for event and the need to interact with the community more than before.

The community will be asked to:

- Register their intention to attend
- Be cross-marketed by local social media influencers
- Community groups to the amount of 87 groups and counting
- Schools participation

With the buy-in from so many community groups, marketing activities and with the backing of the Town Council, the projected community attendance a trajected minimum of attendance rather than the maximum and confidently be expected awareness of the proposed event would be very high. People wish to be part and participate in historic festivities and with the high level attention we give than usual. We are more than certain uptake will increase.

Street Parties

There is no conflict and little overlap between the proposed event and street parties. National street parties are being suggested for Sunday. It seems clear that street parties are best organised by people in the streets in which they are to be held. These activities can be included in the overall celebration and encourage people to engage and create small events of their own adding to the community spirit and positive morale.

Wiltshire Council have produced a very useful guide to having a street party, see link:

<https://www.wiltshire.gov.uk/highways-platinum-jubilee-celebrations>

Other Council led Platinum Jubilee Events

The Council has already organised and held a tree planting event as part of the Queen's Green Canopy initiative. The Council is also planning a "Great Jubilee Bake off" which will be held at the Civic Centre on Friday 3rd June. Details of this event are shown in appendix 1.

Financial and Resource Implications

The Town Council usually makes significant provision for community events during the course of a year. This includes such things as: The Warminster Wobble, Inspire music Festival, The Warminster Carnival, Spring in the Park and The Christmas Lights Switch On.

Due to Covid19 these events have either not taken place or been in a curtailed form. As a consequence, the Council has 'saved' considerable sums that would have been spent on events. As the cost to the proposed Jubilee event would be a one off, there is no on-going financial implication.

£15,000 represents less than £1 per head of population. If as expected 1,500 people attend, then the cost per attendee is £10 per head. In terms of thanking the Queen for 70 years of devoted service, it is a small sum of money. Currently, there are no alternative proposals for an event on this scale.

Options Considered

a) To support the proposed event. The Town Council usually makes significant provision for community events during the course of a year. This includes such things as: Spring in the Park, Inspire music festival, The Warminster Carnival, The Christmas Lights Switch On etc. Due to Covid19 these events have either not taken place or been in a curtailed form. As a consequence, the Town Council has had a considerable budget saving in this regard. It therefore seems appropriate that some of that saving be diverted to holding a Jubilee event

b) Not to support this event – This would be going against the considerable community backing to hold a high-profile event which celebrates for the reign of Her Majesty the Queen during the special Platinum Jubilee Bank Holidays.

c) To support a different event or celebration – This is an option, and the Jubilee Year continues until the end of 2022.

Legal Implications and Legislative Powers

The Council can act using the general power of competence

Environmental Implications

The Event will strive to be run in an environmentally friendly, ethical and sustainable manner.

Risk Assessment

This will be created if the event goes ahead.

Crime and Disorder

Officers are not aware of any issues the Council should consider under the Crime and Disorder Act.

Appendix 1

Queen's Platinum Jubilee 2022 – Civic Centre

Week-long exhibition:

Starting Monday 30th in Civic Centre foyer/hall – Queen's life and Warminster community memories of Queen (We will ask the community via Facebook and website, poster and press to send in pictures or written memories to add to boards – 1 side of A4 for written memories or pictures)

Film show: Thursday 2nd June, showing 'The Queen's Corgi' animation film – family film perfect for a Thursday Bank Holiday, film will start at 2pm with coffee bar open for drinks and snacks

Bake Off Competition: Friday 3rd June, 'Queen's Platinum Jubilee' themed cake(s), no limit on cake size or type!

Categories: Junior (9-12 years old), Young Person (13-16 years old) and Adult (17+ years old)

Advertise event before April, launch (press release & application form) 1st April

All applicants to complete application form – due in Tuesday 24th May

Civic Centre layout TBC – depends on how many application forms/cakes are handed in

Judged by Councillors and Taste Deli – judging sheet to be produced, will include 3 categories and each category will be scored out of 10 (categories will include theme, taste, design flair)

Highest scored cake for all age categories wins a baking trophy and each age category will have a 'Star Baker' that will receive a commemorative spoon

Cakes into the Civic Centre by 10am, judging 10 – 12, announcing of winners to public 12:30, entrants of bake off to pick up their cakes between 3-4pm

Civic Centre will be open for village fete/fair-style event at midday with:

- Coffee bar open for hot and cold drinks
- 50's music playing over speakers/Warminster Brass Band (Pat Cutler) playing in outside entrance
- Queen's exhibition moved to rooms
- Activity area with 'colour your own crown/corgi/coat and hat' colouring sheet
- Cake stall selling cakes to public
- Funfair-type events – Hook a duck, play your cards right, pin a diamond on a crown, photo booth dressing up, etc