

**MINUTES OF THE PROMOTIONS & EVENTS COMMITTEE**  
**HELD REMOTELY ON TUESDAY 26 JANUARY 2021 AT 7.00 PM**

**Present:-**

Chairman – Cllr. R. Leeds  
Cllr. T. Adams, Cllr. P. Bennett, Cllr. M. Bossingham, Cllr. D. Roberts,  
Cllr. M. Russell, Cllr. P. West  
In attendance: Cllr. D. Pritchard  
Ex-Officios: Hilary Cox, Sam Grout, Mark Northway, Tony Shipp, Judy Whittingham

Julie Chance FSLCC – Town Clerk  
Janet Warner PSLCC AICCM– Deputy Clerk

**1. MINUTES OF THE MEETING HELD ON 20 OCTOBER 2020**

The minutes of the meeting held on 20 October 2020 which were approved by Full Council will be signed by the Committee Chairman at the earliest opportunity.

**2. DECLARATIONS AND REQUESTS FOR DISPENSATIONS.**

There were no declarations of interest.

**3. APOLOGIES FOR ABSENCE**

Apologies for absence were received from David Loades.

**4. PUBLIC PARTICIPATION**

There were no members of the public present.

**5. MARRIAGES**

The number of confirmed ceremony bookings were noted as follows:

2020/21 – 11 ceremonies

2021/22 – 11 ceremonies

2022/23 – 2 ceremonies

It was also noted that grant funding has been received to cover the loss of income due to Covid.

**6. FIREWORK EVENT**

It was noted that the funding for the 2021 event will be carried forward to be added to the funding for an extended display in 2022 (Covid permitting). The sub-committee are yet to meet.

## **7. CHRISTMAS EVENTS**

It was noted that the sub-committee are yet to meet to discuss arrangements for 2021. It is hoped that it will be possible to hold some Christmas events, but this will be regularly reviewed.

## **8. REPORTS FROM COMMUNITY GROUPS**

### **8.1 Chamber of Trade (Sam Grout)**

It was noted that to date no businesses in Cromer have been lost due to Covid and some have in fact thrived. The staycation trend boosted trade in 2020 and it is anticipated that trade will be similar in 2021. The focus now is to keep this going for future years thus the Chamber of Trade are working towards a revived PR campaign perhaps in 2022. Mark Northway advised that 2022 marks 145 years since the arrival of the railway in Cromer and he has made enquiries as to whether there could be a through train from Cromer to London to mark this anniversary.

### **8.2 Cromer VEO (Tony Shipp)**

The committee met last week and it was felt that due to the continuing presence of Covid, there could not safely be a full carnival this year especially the events which draw large crowds. The VEO cannot afford to lose large deposits as this could jeopardise future events and cannot rely on businesses who may be struggling to sponsor events. This will be reviewed on a regular basis and if the situation improves it is hoped to add items to the programme of events. The online children's events in 2020 were very successful so this may be expanded upon.

### **8.3 Cromer in Bloom – No representative present.**

### **8.4 Cromer RNLI – No representative present.**

### **8.5 Town Crier – Mark Northway**

It was noted that the Town Crier is happy to attend and help promote any events in the town as required.

### **8.6 Twinning Association (Mike Bossingham)**

There was no update. The 2020 visit to Crest was postponed to the summer of 2021 but it is not known yet whether this will proceed.

### **8.7 Cromer Museum – No representative present**

### **8.8 Crab & Lobster Festival (Tony Shipp)**

It was noted that there will be no festival this year but some thought is being given as to whether the art trail can go ahead. This will continue to be reviewed.

### **8.9 Christmas Lights Committee (Judy Whittingham)**

Thanks were given to the lights team for putting on a great display. Whilst there were no fundraising events, some generous donations had been received. Some of the lights have been taken down and the rest will be taken down when it is safe to do so. Cllr. Adams will ask the manager at the One Stop in Suffield Park to switch off the Christmas Lights outside the shop.

### **8.10 Walk Cromer (Hilary Cox)**

Arrangements are underway with Cromer in Bloom for a trail map and there are also plans for other walking events but these may have to be held virtually. It is hoped that the Town Crier will be able to promote the launch of the trail map and the events.

The British Heart Foundation are celebrating their 60<sup>th</sup> anniversary in July and are promoting fund raising events linked to the number 60. It was suggested that perhaps a local walk can be featured in the Norfolk News each week.

Cllr. Leeds thanked the community representatives for their reports and for all that their groups do for the town.

## **9. OTHER EVENTS**

### **9.1 Annual Town Meeting**

Guidance is awaited from the Government as to whether it will be possible to hold Annual Town Meetings this year.

### **9.2 Cromer Charity Fun Run**

There are no plans at present to host an event in 2021.

### **9.3 Community Open Day**

It is unlikely that the event will take place in 2021.

### **9.4 Cromer Honours & Memory Book**

These are usually presented at the Annual Town Meeting (refer 9.1 above). Members of the public will still be invited to make their nominations for the Cromer Honours and the Memory Book. A formal presentation may be possible later in the year.

### **9.5 Blue Plaques**

There will be no new plaques in 2021.

## **10. OTHER PULICITY MATTERS**

### **10.1 Flag Policy and schedule of dates for flying flags**

It was noted that the policy was reviewed by the Policy & Resources Committee. Members were in receipt of the list of flag flying dates for 2021. Due to Covid it was **AGREED** to adopt a contingency list of dates to be used whilst we are in any tier above tier one.

It was **AGREED** to purchase a length of black ribbon to be used when a flag cannot be flown at half-mast.

It was **AGREED** to contact NNDC to ask whether planning consent is required to fly certain flags with words on (eg.NHS flag, Fire Fighters flag). It was noted that Pageant Master Bruno Peek is arranging a national event which will involve a flag with words on.

Some further flag flying dates have been suggested. Further information and costs will be obtained and brought back to committee for consideration.

**11. CORRESPONDENCE & CIRCULARS**

There was none to report.

**12. DATE OF THE NEXT MEETING : 7pm on 09 March 2021**

There being no further business, the committee chairman closed the meeting at 20:15

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**Chairman**

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**Date**