

**Minutes of the Meeting of Hellesdon Events Committee held on Tuesday
7th July 2026 at 7pm in the Council Chamber, Diamond Jubilee Lodge,
Wood view Road, Hellesdon Norwich NR6 5QB**

Present at the Meeting

Cllr Mel Maidstone (Chair)
Cllr Roy Forder
Cllr David Britcher
Cllr Gemma Diffey
Cllr John Knowles

Also, in attendance

Dave Marshall - Admin Officer
Kevin Sage – Facilities Manager
Connie Ackers -Best of Norfolk

The Chairman welcomed all attendees, and opened the meeting at 7pm

1. Apologies and acceptance for absence

Apologies were received from Cllr Bill Johnson Cllr These were accepted. Cllr John Knowles was approved as a substitute for Cllr Bill Johnson; this was proposed by Cllr Mel Maidstone and 2nd by Cllr David Britcher.

2. Declarations of Interest and Dispensations

No declarations were made or dispensations requested.

3. Approval of the Minutes Held on Tuesday 10th June 2026

The minutes were **APPROVED** and signed as a true and accurate record of the meeting and were signed by the Chairman.

4. Public Participation

One member of the public in attendance.

5. Summer Fayre 2026 review evaluate and identify key learnings.

a) Review of event outcomes and attendance

The event went incredibly well! We had a fantastic turnout, and the feedback has been overwhelmingly positive. Connie Ackers confirmed that it was a great success, and the stallholders were very happy with how everything ran. We've had lots of emails describing the day as well-organised, enjoyable, and a brilliant experience overall.

Connie Ackers is putting together a summary pack, to document everything that worked well, which we can use as a blueprint for next year. It was a great day out for everyone involved! Further comments from Kevin Sage: The dog show with current positioning felt a bit "out of the way"; we need to relocate this to a more accessible area.

The fayreE remained in its designated spot due to concerns regarding ground sinkage, but we will

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keep this in mind for future site planning. We need to improve our signage strategy, as this was a bit lacking and caused some navigation issues for attendees. Following a suggestion from Councillor David Britcher, we will be sending thank-you correspondence to all the Councillors and volunteers who supported the event. Councillor Mel Maidstone is currently overseeing the preparation of the final recipient list.

b) Reflections on what worked well

The entertainment programme was a great success, with the arena events drawing large crowds and keeping the atmosphere lively all day. The Punch and Judy show was a particular highlight, and we are pleased to confirm that they are already booked for next year. The animal attractions were also very popular with visitors, and the stallholders were happy with how well everything was organised and the level of footfall they received.

c) Identification of areas for Improvement

While most of the programming was successful, a few elements failed to meet expectations and require a formal review for future events. To rectify these issues moving forward, we must ensure that our contractual agreements with future providers clearly stipulate the necessary equipment and service standards required to meet visitor expectations.

d) Considerations for future event planning

Health, Safety, and Site Management:

To enhance health and safety, it is suggested that we implement a more robust traffic management plan, featuring clearly defined entry and exit points for both pedestrians and vehicles. For improved emergency cover, we suggest maintaining a formal list of qualified first aiders to ensure full coverage particularly when St John Ambulance is unavailable and ensuring all first aid personnel are easily identifiable in high-visibility clothing. It is also proposed that we issue first-aid wristbands for attendees and that all volunteers receive an advance briefing via email, followed by a mandatory 'toolbox talk' on the day to ensure full understanding of site protocols. Furthermore, to improve visitor comfort, we suggest installing benches for the public at intervals of every six stalls, alongside an investigation into the use of battery-powered amplifiers to manage sound more effectively. Finally, Kevin Sage has suggested closing the park on the Friday prior to the event to allow for more efficient site preparation.

Communication and Marketing:

To improve the visitor experience, we suggest producing a small event booklet containing the day's schedule and local advertising to help guests navigate the programme. **It was proposed by Cllr David Britcher**, to appoint a dedicated social media lead to manage all digital outreach. ie an extra member of staff to cover future social outlets. **This was seconded by Cllr Mel Maidstone and all agreed.**

Regarding the organisation of the 2027 Summer Fayre (the official term to be used moving forward), the following proposals were agreed upon:

Cllr Mel Maidstone proposed that Connie Ackers be reappointed for working on next year's event, this was seconded by Cllr Gemma Diffy and all agreed.

It was agreed to maintain the current payment structure for Connie Ackers services and agreed to continue with the services of Jack Jenkins for next years 'Master of Ceremonies' It was also agreed to have Punch and Judy show and the dog show, for the event on 19th June 2027. **Proposed by Cllr Mel Maidstone and 2nd by Cllr David Britcher.**

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6. Review of 2026/2027 Events Calendar

a) Senior Christmas Party

We are currently finalising arrangements for this year's Senior Christmas Party, scheduled for 12th December 2026, from 2:30 pm to 4:30 pm. We are actively seeking suitable entertainment and propose a capacity of 100 guests on a first-come, first-served basis, to be advertised in *Just Hellesdon*. Catering is currently under discussion, with Greggs being the primary option for consideration. Looking ahead, next year's event has been scheduled for 11th December 2027; for this, we intend to book Annie Threadgold, with Connie Ackers assisting in identifying a suitable alternative should it be required. All arrangements remain subject to final confirmation.

b) Christmas on the Lawn

The programme for "Carols on the Lawn" is currently being finalised, and the line-up for the performances is yet to be announced. The event will run from 15:00 to 19:00. Additionally, it has been suggested that we source a donated Christmas tree decorated with solar-powered lights; Cllr Gemma Duffy has kindly offered to approach B&Q to discuss the possibility of a donation. **Cllr Mel Maidstone proposed to book the date 12th December 2027 for next year's event, and hiring all the rooms out in the community centre, this was 2nd by Cllr Roy Forder all agreed.**

c) Community Hearts awards

For the event on 27th February, there was a proposal **by Cllr Mel Maidstone and 2nd by Cllr David Britcher, and all agreed** to include a bar to enhance the visitor experience. Furthermore, to elevate our promotional reach it was **proposed by Cllr Mel Maidstone and seconded by Cllr Gemma Duffy and all agreed**, that we outsource our social media management; Connie Ackers has been tasked with seeking competitive quotes and approaching potential contacts to secure a professional service.

7. Date of next meeting.

Tuesday 18th August 2026 @7pm

Meeting closed at 9.03pm.

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