

Middlewich Town Council

Events and Communications Committee

Minutes of a Meeting of the Town Council's Events and Communications Committee, held in the Town Clerk's office, Victoria Building, Middlewich on Wednesday 3rd February 2016, commencing at 5.30pm

PRESENT

Councillor CL Bulman (in the Chair), Councillors PJ Farrell, K Kingston,

D Latham, S Moss, B Walmsley and W Walmsley

Officers in attendance: JPA Williams, Town Clerk, DJ French, Assistant Clerk and

DC Thompson, Events Manager

APOLOGIES FOR ABSENCE

None

234 DECLARATIONS OF INTEREST

Councillors B Walmsley and W Walmsley declared an interest in any matters relating to advertising. Mr DC Thompson declared an interest in any matters relating to catering.

235 MINUTES

Resolved: that the minutes of the previous meeting held on 6th January 2016 be approved as a correct record.

236 MIDDLEWICH OSCARS

The Committee considered the Event Planner for the Middlewich Oscars, prepared by the Assistant Town Clerk. She explained that most sponsors had been confirmed and tickets had been produced. The Events Manager confirmed that In Tune had agreed to provide entertainment.

The Committee discussed the judging panel and agreed to ask Brian Reay, as Chairman of the Vision Steering Group, if he would like to be a judge.

Resolved: that:

(a) the update on the Oscars be noted; and

(b) the Judging Panel comprise the Mayor, Deputy Mayor, Cllr J Eaton and Mr Brian Reay.

237 WEBSITE

The Town Clerk updated on issues with the website which had now been addressed. Documents and information were being added to the website. The Finance, Policy and Governance Committee had considered a policy on putting documents on the

website which the Town Clerk explained; this would be monitored and reviewed in 3 months' time.

The Town Clerk explained that PayPal would be set up to enable tickets and merchandise to be purchased via the website. Members asked whether it would be possible for a visitor counter to be incorporated into the website which the Town Clerk agreed to investigate.

Resolved: That the update on the website be noted.

238 FAB 2016

The Committee considered the following reports of the Events Manager:

- The FAB Event Planner;
- Live Stage Artists
- Current budget.

The Events Manager updated on possible acts to headline the main stage on Friday evening and Sunday; he felt the Festival should start and finish with a big name. He was waiting for confirmation from a number of acts.

Cllr Latham circulated a list of sponsors which included those who had been approached and those who had confirmed they would contribute some sponsorship towards FAB 2016. The Events Manager explained that he was meeting with Cliff Dickenson week commencing 8th February regarding a potential sponsorship package. Cllr Moss had spoken to a company who may be able to supply hi vis jackets, lanyards etc as a contribution towards sponsorship. Members discussed the sponsorship package which could include complimentary tickets and a drinks reception; this would be discussed further at future meetings.

The Events Manager explained that he and Cllr Latham were to visit businesses on Wheelock Street regarding getting them more involved in FAB particularly on Saturday. Discussions would include the possibility of putting entertainment on in Wheelock Street during the Festival – potential ideas included showcasing young musicians; using St Luke's Hospice bus as a venue; Signal Radio Roadshow; shop window competition. The Events Manager also reported on a meeting held with Tesco regarding potential support for FAB.

The Town Clerk reported on a meeting held with Bare Bones Marketing who had offered to be lead marketing partner. They were also sponsoring the event as a local business. He would continue to work with Bare Bones Marketing to ensure a coordinated approach to marketing and would keep the Committee updated.

The FAB Working Group had held one meeting with a few volunteers present. The next meeting would be held in a couple of weeks. It was important that Cllr Moss and Pete Antoney would be available as they were coordinating the volunteers. A timeline would be set at the next Working Group.

Resolved: that the update be noted.

239 WHAT'S ON GUIDE

The Event's Manager explained that the What's On Guide was now at the proof reading stage. A number of organisations and businesses had bought advertising space at a cost of £130 each.

Resolved: that the update be noted.

Date of next meeting – Wednesday 2nd March 2016 at 5.30pm.

The Meeting concluded at 6.30pm

Councillor CL Bulman

Chairman

Signed