

## **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 5<sup>th</sup> October 2016, commencing at 5.30pm**

#### **PRESENT**

Councillor J Eaton (in the Chair), Councillors CL Bulman, PJ Farrell, JK Kingston, DJ Latham, S Moss, B Walmsley and W Walmsley

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

#### **APOLOGIES FOR ABSENCE**

Mr DC Thompson, Events Manager

#### **280 DECLARATIONS OF INTEREST**

None

#### **281 MINUTES**

##### **Resolved:**

That the Minutes of the meeting held on 7<sup>th</sup> September 2016 be confirmed as a correct record.

#### **282 FAB 2017**

The Committee discussed next year's FAB and the report of the Events Manager on a number of proposals for improvement. Councillor Latham reported on a meeting he had held with the Events Manager who was pleased with the success of this year's FAB but concerned that staff and volunteers had been stretched and more resources would be needed for next year.

Members discussed various points:

- Paid site team – Members agreed this was a good idea and to investigate costs and who could do this;
- Volunteers – it was reported that the Events Manager was to hold an event in the New Year to try to get more volunteers involved and also to work with CVSCE to recruit volunteers. Members suggested contacting local colleges who offer courses in event management or similar subjects who may welcome the opportunity to gain work experience for their students; also approach P Antoney as to whether he would be interested in helping out at FAB 2017;
- Business Support Scheme - Councillor Latham would progress this; many sponsors were happy to support again. Bare Bones Marketing would look for corporate sponsorship;
- Streetfest – this had received good feedback from businesses and visitors and it was agreed to hold another Streetfest;

- Stalls – a Stalls coordinator was needed for 2017. Consideration was being given to having all stalls based together in a ‘market place’ area and creating zones – ‘retail zone’, ‘food zone’ etc; it would also be important to take on board the advice of the Fire Officer regarding health and safety. There was a possibility to use teepees to house stalls using corporate sponsorship. They could also be used for a VIP area for sponsors as well as offering VIP tickets for sale;
- Salinae Field/canal-side – a coordinator was needed to book and organise the site; it was suggested that all charity stalls could be located together in this area;
- Floating Market – liaison was needed beforehand with Canal and River Trust;
- FAB Fringe – liaison with venues;
- Morris Dancers – fewer dance groups were attending as FAB became more of a music festival. The Town Clerk explained that they were not paid a fee but given free entry to the ceilidh on Saturday night. Members suggested that instead the Events Manager liaise with the Boars Head to see if they could provide a meal and the dances take place outside the Boars Head.

Members felt that although there had been new volunteers for FAB16 and they had been better organised, there was still a lack of volunteers overall. It was noted with appreciation the support given by Bare Bones Marketing who had been very involved during the event as well as beforehand in their marketing role.

The Committee agreed that an Action Plan was needed for submission to each meeting, updated as appropriate, to ensure that the event was well prepared. It was agreed that the Youth Club committee be asked if they would agree to not using the field on Wednesday to enable set up to start from then. Cllr Eaton agreed to speak to the Committee.

Members felt the main acts needed to be booked in soon. The Town Clerk explained that the Events Manager had been in touch with a number of acts who were either unavailable or too expensive. Some acts were confirmed.

**RESOLVED:** that

(a) an Action Plan be submitted to each meeting of the Committee and updated as appropriate;

(b) information and quotes be obtained for a paid team to set up and break down the event;

(c) P Antoney be contacted to see if he would be willing to help with coordinating the volunteers and the Events Manager arrange a volunteer event for January as outlined at the meeting; and

(d) an update on artists be made to the next meeting.

## **283 EVENTS CALENDAR**

The Committee considered the draft Events Calendar for 2017. It was noted that the SCRIBE literary festival was likely to take place earlier in the year. Members discussed what to put in place of the Rose Fete and the Town Clerk reported that a

Circus Group were a possibility and they would carry out school workshops too. It was noted that only one fun fair was proposed so far.

**RESOLVED: that**

- (a) the Events Calendar be approved; and
- (b) the Over 70s party for 2017 be held on Saturday 18<sup>th</sup> November.

**284 EVENTS AT THE MARKET**

The Committee considered the list of activities and associated costs from the Makers Market this year. All activities were funded from the town centre budget and were well within budget for the year.

The Town Clerk explained that a portable PA system would help at the market, at other events and could also be used for Town Council meetings. The Events Manager had received a quote for a system at around £165 plus some add-ons. The PA could be purchased using the town centre budget.

Members discussed the Town Council stall at the market and whether it should look more inviting and organised. It was felt it should be located towards the start of the market and use the Town Council gazebo.

**RESOLVED: that**

- (a) the list of events and activities at the market be noted; and
- (b) the purchase of a portable PA system plus additional equipment be approved; and
- (c) the Events Manager set up the Town Council stall at the Makers Market using the Council gazebo and the stall be relocated at the entrance to the market and this be for a 3 month trial basis from October – December.

**285 TOWN CRIER EVENT – 30<sup>th</sup> JULY 2016**

The Committee considered the report of the Events Manager on the Town Crier championships held on 30<sup>th</sup> July. The Committee agreed the event had been successful and should be an annual event. For next year it was suggested that the Criars wait on Wheelock Street to promote the event and encourage a greater audience.

**RESOLVED:** that the update on the Town Crier Competition be noted.

**286 FORTHCOMING EVENTS**

The Committee noted that all arrangements were in hand for the Over 70s' party on 8 October.

**RESOLVED:** that the arrangements for the Over 70s' party be noted and all Councillors be invited to attend.

**Date of next meeting**– Wednesday 2<sup>nd</sup> November 2016 at 5.30pm.

The Meeting concluded at 6.45pm

**Councillor J Eaton, Chairman**

**Signed** .....