

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 6th January 2016, commencing at 5.30pm

PRESENT

Councillor CL Bulman (in the Chair), Councillors J Eaton, 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

229 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.

230 MINUTES

Resolved: that the minutes of the previous meeting held on 2nd December 2015 be approved as a correct record.

231 FAB 2016

The Events Manager circulated a report of proposed artists for the Live Stage and activities taking place at other venues, together with provisional costings. A number of options were discussed for a headliner act on Friday evening and Members discussed making this a ticketed concert, with ticket prices around £15.00 - £20.00. A ticketed concert would mean the field area being fenced off which could increase income at the Bar and for any caterers. The Events Manager was discussing options with agents to see what the best deal was for the Council and would report back to the next meeting.

The Town Clerk reported on discussions held with Signal Radio who had an agreement to provide 4 Roadshow events; there may be an option to provide some support during FAB. The Town Clerk was to hold a meeting with Simon Humphreys of Signal Radio the following week.

The Events Manager advised that the Rose Fete would participate in the Festival Parade and hold the crowning ceremony on the Live Stage but would not occupy the Wych Centre this year.

The Events Manager presented a report on managed “zone” areas for FAB26, briefly outlining the roles and responsibilities for the zones. A number of Members expressed an interest in being involved as follows:

- Festival Praise – D Latham;
- Volunteer recruitment and management – S Moss;
- Wych Centre – J Eaton and W Walmsley;
- Festival Parade – S Moss;
- Finance – S Moss.

It was agreed that there was a need for an information point at the Bull Ring as it was a natural spot for people to gather and a drop off point for buses and any Park and Ride service.

The Events Manager felt there could be more stalls at the Salinae Field but this was dependent on availability of stewards to manage the area. The Town Wharf area would not be used other than as a starting point for the Canal and River Trust to operate boat trips. The role of managing the Town Hall was dependent on what activities were taking place. It was also needed as a reserve venue for Festival Praise in case of bad weather. The Events Manager referred to an approach from a company that operated large pools with “zorba” inflatable balls who were interested in attending FAB; he agreed to make further enquiries about this.

The Town Clerk raised the issue of refreshments for artists and volunteers and whether this could be better provided by using the Wych Centre for a rolling buffet service rather than issuing vouchers which involved greater administrative work during the festival and was more difficult to control.

FAB25 had benefitted from sponsorship of £5,000 from Cheshire East Council but it was expected that any sponsorship this year would be much lower. Members discussed approaching any local large businesses regarding sponsorship; the small business support scheme would also operate again. Sponsors would be named in the Festival Guide which would be available at the beginning of May.

Resolved: that:

- (a) the artists and headline acts be considered further at the next meeting;
- (b) a FAB Working Group be set up to meet on a regular basis and report in to the Committee, to which all Members of the Committee plus key volunteers be invited; the next meeting to take place on 20th January.
- (c) refreshments for artists and volunteers be provided by Thai Experience;
- (d) the Town Clerk draft a letter for the Mayor to use to approach large companies with a view to seeking sponsorship for FAB26.

232 EVENTS CALENDAR 2016

The Events manager submitted a revised list of events for 2016.

Resolved: That the proposed list of events for 2016 be noted and considered further at the next meeting.

233 MIDDLEWICH OSCARS

The Committee noted that the Middlewich Oscars was to take place on Friday 4th March. The event had been advertised and nomination forms were now available. The closing date for nominations was 12th February after which a judging panel would need to meet to compile a short list.

Resolved: that the Oscars judging panel be considered further at the next meeting but the Mayor, Deputy Mayor and Councillor Eaton be included on the Panel.

Date of next meeting – Wednesday 3rd February 2016 at 5.30pm.

The Meeting concluded at 6.30pm

Councillor CL Bulman

Chairman

Signed