

## **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 6<sup>th</sup> April 2016, commencing at 5.30pm**

#### **PRESENT**

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

B Walmsley and W Walmsley

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

NL Antoney, Admin Assistant

#### **APOLOGIES FOR ABSENCE**

Councillors DJ Latham and S Moss; and Mr DC Thompson

#### **ALSO PRESENT**

E Bowman, Bare Bones Marketing Ltd

#### **248 DECLARATIONS OF INTEREST**

Councillors B Walmsley and W Walmsley declared an interest in any matters relating to advertising.

#### **249 MINUTES**

##### **Resolved:**

That the Minutes of the meeting held on 2<sup>nd</sup> March 2016 be confirmed as a correct record.

#### **250 MIDDLEWICH BRANDING PROJECT**

Emma Bowman, Bare Bones Marketing, updated on the Branding Project. Following the vote on the initial designs she had met with Cheshire East Council Communications Team and made a few revisions to the 2 shortlisted designs. These revised designs had a 3D look and a shadow effect; the 2 options were currently being consulted upon. Emma agreed to send out a reminder to people to vote on their favourite design. Once the vote had closed this design would be signed off and phase 1 would be complete.

Emma outlined phase 2 which included:

- Super graphic development
- Zones and sub branding
- Colour palettes
- Visual language
- Stationary suite
- Brand guidelines

**Resolved:** that the progress on the Branding Project to date be approved.

## **251 OSCARS**

The Assistant Clerk updated on the Oscars event which had taken place on Friday 4<sup>th</sup> March. Members agreed that the event had been very successful. For future years it was hoped that more nominations would be received particularly from younger people. It was felt that the nomination form should provide more information to give a steer as to what was being looked for; it was also felt that the event could be advertised and promoted at an earlier stage eg at the Over 70s' party, during the Christmas Fayre.

**Resolved:** that the nomination form be revised as discussed at the meeting to give a greater steer as to who could be nominated; and the event be promoted earlier to give people time to consider and submit nominations, including an online form, as was used this year.

## **252 FAB 2016**

Emma Bowman discussed marketing arrangements for FAB 2016:

- Media Partners were Signal 1, Signal 2, Crewe Chronicle and Chester Chronicle;
- Print was being provided by South Cheshire Print in return for local business support;
- Sponsorship – 122 companies and organisations had been approached and 2 silver sponsors had been confirmed – MMU and Rainbow Day Nursery. A number of companies had been very keen to get involved but had already committed budgets for 2016;
- Advertising – the advertising campaign used the line “Come to your senses” emphasising how there was something for everyone at FAB. Posters had been produced and an advert for the radio had been produced. The campaign would be launched week commencing 11<sup>th</sup> April. The campaign would include promotion, social media and DJ commentary on Signal. There would also be Facebook competitions on Signal and in the local press. There would be print adverts in Newsquest and Trinity Mirror series and a short film for Facebook and You Tube;
- PR and Social Media – 4 press releases had been issued at intervals promoting the key acts. There had also been a feature in the Guardian series “Weekend” feature;
- Ticket sales – ticket sales had so far generated over £4,000 in income;
- Facebook statistics and analysis showed a wide reach. Twitter statistics were high but a “call to action” was needed to encourage ticket sales;
- PR for other events including the StreetFest and Ceilidh band would begin shortly.

The next steps for the marketing included continuing with social media promotion, Press releases, posts on websites and continuing to seek sponsorship. The acts themselves were also undertaking promotion through their own social media and websites.

The committee discussed the Festival Praise event. The Town Clerk reported on a meeting that had been held with St Michael's Church to emphasise that the event was for all parishioners who wished to attend and for Churches Together to be involved. It was also agreed that some popular hymns would be included and a list of hymns would be agreed before the event.

FAB Working Group – Cllr Bulman reported on a meeting with the library regarding their involvement – they were to put on a Canal Crafts event on the Saturday morning between 10.00am – 12 noon where children could do brass rubbings of canal images. These would then be displayed in the library. It would be advertised on the Town Council's website, via social media and in the Festival Guide. The Town Clerk reported that the FAB Working Group had discussed zoning arrangements; a role for people to act as "Meeters and Greeters"; signage and wayfinding strategy; and undertaking a recruitment drive to encourage people to volunteer.

Involving local music – the Town Clerk reported that local bands were involved in a number of the fringe venues and this would be something that would be developed at FAB as appropriate.

**Resolved:** that

(a) the update on FAB be noted;

(b) the marketing strategy by Bare Bones Marketing, as set out at the meeting, be approved; and

(c) the Festival of Praise be considered further at the next meeting.

## **253 FUTURE EVENTS**

The Committee discussed whether to hold an autumn funfair. It would provide an income to the Town Council but meant the Civic Hall car park was out of use for a few days. It was noted that 2 fun fairs were already taking place during the year.

The Mayor updated on arrangements for his Ball on 16<sup>th</sup> April. There were many Civic guests attending and the evening would include a live band and a comedian.

The other event in April was the unveiling of the Battlefield Marker and Middlewich Past and Present Exhibition on 30<sup>th</sup> April. The Mayor was to unveil the Marker which was to be located outside the Victoria Building. The exhibition was in the Function Suite and was free to attend; tea and cakes would be on sale with proceeds donated to the Mayor's Charities.

**Resolved:** that the update be noted.

## **254 WHAT'S ON GUIDE**

Cllr W Walmsley asked whether an in-house version of the Guide had been investigated to ascertain whether it was more economical to produce in-house. The Town Clerk explained that it would be labour intensive. The Assistant Town Clerk outlined the length of time it had taken to produce certain of the pages using publisher to design them. It was noted that Winsford Town Council designed their

Guide in-house but had purchased an Apple Mac and software to enable this to be done.

**Resolved:** that the What's On Guide be discussed further at the next meeting.

Date of next meeting – Wednesday 4<sup>th</sup> May 2016 at 5.30pm.

The Meeting concluded at 6.40 pm

**Councillor CL Bulman**

**Chairman**

**Signed** .....