

## **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 7<sup>th</sup> October 2015, commencing at 5.30pm**

#### **PRESENT**

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

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

#### **APOLOGIES FOR ABSENCE**

Cllr D Latham

#### **202 DECLARATIONS OF INTEREST**

Councillors B Walmsley and W Walmsley declared an interest in any matters relating to advertising and Councillor B Walmsley declared an interest in any items relating to her role on Cheshire East Council.

#### **203 MINUTES**

**Resolved:** that the minutes of the previous meeting held on 9<sup>th</sup> September 2015 be approved as a correct record

#### **204 TOWN CRIER COMPETITION 26<sup>TH</sup> SEPTEMBER 2015**

The Committee reviewed the Town Crier event. Members agreed that the event had been very successful. The Town Clerk reported that next year's event was likely to be a one day event which would be less cost; this would be included in the budget discussions. The budget report showed that the event had come in under budget.

**Resolved:** that the report be received and noted.

#### **205 WHAT'S ON GUIDE**

The Committee discussed the production of a What's On Guide for 2016. Members agreed it was a useful publication and noted that it was widely circulated through the Distribution Company. Members queried whether design and layout services were required when the format was the same as previous years. Members also asked about the timetable for a proof copy and final copies and distribution dates.

**Resolved:** That:

- (a) the production of a What's On Guide 2016 be supported;
- (b) the print amount remain at 30,000 subject to further review;
- (c) the Events Manager ask Venues to Go to provide a full list of distribution venues;  
and
- (d) the Events Manager provide an Action Plan of dates to the next meeting including dates by which the draft Guide is to be prepared; proof reading carried out; sponsorship income received; and print and delivery deadlines.

## **206 MEMBERS' ITEMS – COUNCILLOR S MOSS**

Councillor Moss outlined two Members' Items:

- Live Animals as Prizes – Councillor Moss referred to goldfish given as prizes by the funfair during the FAB Festival. She referred to various other Councils who had banned the giving of live animals as prizes on Council owned or managed land and thought this policy was something that the town council should adopt;
- Garage/lock up storage area – Councillor Moss reported that the storage area was very untidy and it was difficult to find anything; it needed organising to make the best use of the space. Members offered to help with this.

**Resolved:** that

- (a) the Finance Policy and Governance Committee be recommended to approve a policy whereby the Town Council bans the giving of live animals as prizes on Council owned or managed land; and
- (b) the Town Clerk be authorised to hire a skip to enable the storage area to be cleared out and organised at an early date.

## **207 UPDATE ON WEBSITE**

The Town Clerk explained that Bare Bones Marketing had received all the information and were now making final adjustments to the website. Members would then be able to view the draft.

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

## **208 FAB 2016**

The Committee considered the reports of the Events Manager about FAB 2015.

He had suggested that for 2016 Managed Zones be introduced with each one under the responsibility of a named manager. All managers would be responsible for all

arrangements in their zone, with support from a small team. The Town Clerk would be overall coordinator and would hold regular meetings with the Zone Managers. Members felt that the parade could be treated as a zone and should be under the responsibility of a named manager.

Members discussed general issues around the FAB Festival including whether or not to charge for any of the concerts. It was noted that charging for concerts had an administrative impact both beforehand through ticket sales and on the night as people were required to check tickets or take payments on the door. It was also felt that people were more inclined to spend money on food and drink and stalls if they had not had to pay an entry fee. The Town Clerk advised that fencing off the whole of Market Field meant it could become a designated drinking area which helped with bar income.

Members discussed the Festival Guide and felt it could be reduced in size to an A5 size. It was not thought appropriate to increase advertising costs as there was only a limited circulation for the Guide and it was only relevant for shortly before and during the Festival.

Members discussed the Sunday morning Festival Praise and the format and song choice.

The Committee discussed whether the fun fair was a good use of space at FAB as it took over most of the car park space which could be used for artists' parking.

**Resolved:** that FAB 2016 be discussed further at the next meeting when the Events Manager is present.

## **209 FORTHCOMING EVENTS**

Members discussed forthcoming events:

- SCRIBE literary Festival 12<sup>th</sup> – 17<sup>th</sup> October – ticket sales were steady but all help with promoting the event was welcome;
- Taste and Tipple 31<sup>st</sup> – 1<sup>st</sup> November – the Town Clerk had discussed with the Makers Market additional events to take place alongside the regular Market to comprise the food festival “Taste and Tipple”;
- Over 70's Party 21<sup>st</sup> November – all tickets for this event had now been allocated. All Members were requested to help with serving the food.

**Resolved:** That the forthcoming events be noted and all Councillors be invited to help with serving food at the Over 70's party.

## **210 CHRISTMAS LIGHTS SWITCH ON AND MARKET 28<sup>TH</sup> NOVEMBER**

The Town Clerk reported that he had had discussions with the Makers Market regarding making the market and lights switch on one event. If the Market started later in the afternoon and continued into early evening it would still remain during the

light switch on ceremony. The stalls could be located so that food stalls were nearest the Bull Ring with other stalls further down Wheelock Street.

The Town Clerk had also begun preparations for the Christmas lights and would arrange a meeting with Blachere, who provided the Christmas lights, and Highways.

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

**211 MAYOR'S EVENTS**

The next Mayoral event was the Christmas Shopping Evening on Thursday 26<sup>th</sup> November.

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

**212 EVENTS CALENDAR 2016**

The Events manager had submitted a list of events for 2016. Members queried why there were 2 fun fairs proposed including one in November. The list could be discussed further at the next meeting when the Events Manager was present.

**Resolved:** That the proposed list of events for 2016 be discussed further at the next meeting.

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

The Meeting concluded at 6.35pm

**Councillor CL Bulman**

**Chairman**

**Signed** .....