

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 7th Dec 2016 at 5.30pm

PRESENT

Councillor J Eaton (in the Chair), Councillors CL Bulman, PJ Farrell, DJ Iatham

Officers in attendance: JPA Williams, Town Clerk, and DC Thompson, Events Manager

APOLOGIES FOR ABSENCE

Cllr Bernice Walmsley and Cllr Bill Walmsley

269 DECLARATIONS OF INTEREST

Mr DC Thompson declared an interest with regard to catering

MINUTES

Resolved:

That the Minutes of the meeting held on 9th Nov 2016 be confirmed as a correct record.

Bare Bones/FAB2017 Branding and Budget

Emma Dalzell and Alex Ilchenko briefed on the proposed marketing campaign and proposed a budget based on 2016, with the option of increased marketing subject to additional sponsorship

They also presented a variety of options for a new logo and brand image

RESOLVED:

that Bare Bones Marketing proposal was agreed and their staff be thanked for the presentation and they be authorised to start marketing the event to potential sponsors and media

A new logo and brand image was agreed to be used immediately on all future publication related to the event

Makers Market

It was noted the market had been in decline for several months and that the November market was particularly disappointing. A number of complaints by residents had been received

The Makers Market advised they could not stage a market on 17 Dec (despite themselves advertising this date) and the committee agreed we should do all we can to hold a market on 17 Dec. to avoid cancellation. Arrangements have been made to loan gazebos from Winsford TC and traders are invited to attend.

A variety of activities was suggested including brass bands, Santa's Grotto and a Shop Window Competition. Cllr Latham and Nicci Antoney would leaflet all Wheelock St businesses to encourage them to take part in the competition

The Makers Market offered to advise their traders mailing list in the hope some of them will attend

Resolved

That the Makers Market be requested to meet urgently to discuss future markets

The 17 Dec market be promoted to the community and all encouraged to support it

Roman Festival 9-10 September 2017

The events manager presented an event plan with early details of actions/dates for same to be carried out. He proposed a new/more interactive format for the event on Harbutts Field and would present a more detailed report early in the new year

The town clerk advised a budget of £7500 had been agreed

The heritage officer has commenced meetings with schools to invite them to be part of the festival

Discussion took place a regarding a Sunday service at the event

Resolved:

The plan be received and a more detailed report be presented at the February events meeting

The upcoming mayor be asked if they wish to host a Church Service on Sunday 10 Sept at the festival site

Christmas Fayre 2016

The lantern parade and lights switch-on was deemed a success and the mayor wished to thank everyone who took part

Lucy Such was thanked for providing the lantern making workshops and the mayor requested they be expanded upon next year

Sponsors Salt Cellar Harvester and the White Bear were also to be thanked for their valued support

Signal Radio Roadshow was late starting due to accidents on the M6 and the event manager has arranged a meeting to discuss this with the roadshow team

The Saturday market attendance by traders was very disappointing and will be discussed with the Makers Market

Discussion took place re timing of the Lights Switch-on following complaints that 5pm was too early. The event manager advised it was timed with the schools/children in mind and to combine with the two schools carol concerts in St. Michaels Church.

The event manager suggested a new title for the event the `Christmas Lights Switch-on` on Friday 24 Nov, to include a lantern parade, switch-on, and schools carol concerts in St. Michael`s Church

Resolved:

The mayors thanks be passed on to all who took part in the event and the event manager to report back following his meeting with Signal Radio

The event manager will discuss with schools/church to see if the switch-on could be held slightly later next year ie 5.30pm

The new title be agreed and included on next year`s calendar

2017 Event calendar/Event Plans

The event manager presented an updated event calendar and it was noted events by Middlewich Vision had still to be confirmed. He is also chasing-up details for the annual community events, all of which form the content for the Whats On Guide

Event Plans/FAB festival

The event manager presented his proposal for a new craft marquee on Market Field, to accommodate a variety of craft stalls. The proposal is based on advice by the fire safety officer to provide a more organised site layout which included clearly defined fire exits, improved access and toilet facilities. It also allows for further outdoor stalls within the layout plus a VIP/sponsors marquee c/w retail section for high quality goods. Charity stalls will be sited on the Salinae Field

The event manager also advised the urgent need for specific roles to be taken up by event committee members, councillors and volunteers. A request for the list of this year`s volunteers had been made

Resolved;

The event calendar be received and all events be confirmed by 6th January to allow planning/publication of the Whats On Guide

A new site plan detailing the Market Field layout be completed and sent to all committee members for the next meeting

The FAB 2017 event plan be the focus of the next meeting re specific roles required

2017 Whats On Guide

The event manager advised Bare Bones quotation which was much more costly and presented his plan for next year`s guide. This included provision for more advertising and using our existing designer Irene Inman and distributor Venues2Go. 3 quotes for printing is required

The guide will again comprise 30,000 copies of 20 pages including covers. All previous advertisers will be invited to do so again and new advertisers sought.

Cllr Bulman suggested a new APP be considered alongside the online edition of the guide

The event manager advised guide production will be completed and the guide received in time for Go Local distribution in March. As previous the distributor will collect his stock from the printer

Resolved;

For the guide to be produced as previously with the 20 page layout detailing 2017 events, for delivery as detailed and the possibility for a new APP be requested

Date of next meeting – Wednesday 4th January 2017 at 5.30pm.

The Meeting concluded at 7.00 pm

Councillor J Eaton, Chairman

Signed