

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 on Wednesday 3 May 2017, at 5.30pm

PRESENT;

The Chair of the Committee Councillor J Eaton, Councillors PJ Farrell, JK Kingston, S Moss, DJ Latham, B Walmsley and W Walmsley

In attendance Town Clerk JPA Williams and Events Manager D Thompson

APOLOGIES

Councillor C Bulman

DECLARATIONS OF INTEREST

Councillor B Walmsley declared a pecuniary interest in any issues to do with advertising, as the Proprietor of Go Local magazine. Councillor W Walmsley declared a personal interest as the husband of Councillor B Walmsley

The Events Manager declared an interest with regards to issuing contracts for catering at any Town Council Event, as the partner of N Tufft, the owner of the business 'Thai Experience'

Cllr Eaton declared an interest with regards the Wych Centre

Cllr S Moss declared an interest with regards the Victoria Hall

Cllr K Kingston declared an interest with regards the Heritage Trust

MINUTES

Resolved

That the Minutes of the Meeting held on Wednesday 5 April be received as a correct record

Event Planning Forms for the upcoming Town Crier Competition, the FAB festival and the Car & Bike Show were supplied in advance by the events manager as requested

Bare Bones Marketing; update re marketing and sponsorship

Total sponsorship revenue to date is £6400. Bare Bones are still actively seeking further sponsorship

Cllr Latham advised he has raised £4400 in local business sponsorship to date with more tbc

Total box office as 3rd May was £12,800

The 2nd wave of advertising has started plus confirmation of a feature in the local Guardian Whats On supplement

A new festival APP developed by Bare Bones was very well received and appreciated. It will go live on 12th May

Details re VIP/Sponsors Night And FAB Ladies Night in the Wych Centre were discussed and agreed- thanks again to Bare Bones for the work they've done to make this happen

FAB 2017 Event Planner; to consider updates as highlighted below

Park & Ride; was discussed and it was agreed to focus on providing as much parking as possible on Brooks Lane, for a Park & Walk Scheme. Emma at Bare Bones offered to contact

site owners in the hope of securing more off road parking
Cllr Latham would contact the owners of Tank Wash to ask the same
Signage is key at both ends of Brooks Lane and at the car parks

FAB Zones/Volunteers; Volunteers were still coming forward and Jean offered to compile a list c/w a timetable for the key areas. BIG thanks to Jean

It is hoped Morrisons Supermarket will supply lunch bags for volunteers working a short period. Those volunteers working all day will be offered food vouchers for the onsite caterers
The events manager will supply a revised zone plan targeting only the key areas to be covered

The FAB Festival Bar; a supplier was still to be resolved as is a host for the Sunday Service

Site support team to provide labour/transport; Cllr Latham would supply a quotation and the events manager would seek 2 other quotes, when it is agreed exactly what help is required and when

FAB 2017 Budget; the event manager produced a current budget report
Cllr Latham expressed concerns re expenditure against income. The event manager advised income from the bar has not been included and he continues to make savings wherever possible.

Other income/expenditure will be updated at the next meeting

The main stage concert programme cost savings were due to the combined efforts of artist agent Martin Moseley and the events manager

Middlewich Heritage Officers report; members agreed to thank Kerry for her detailed report

Forthcoming events;

27 May Middlewich Town Crier Competition

16-18 June Middlewich FAB Festival

17-18 June Brine Pump Open days

15-16 July 10th Middlewich Classic Car & Bike Show

The Meeting concluded at 7pm

Due to the FAB Festival it was agreed to hold an additional events meeting on 24 May

Councillor J Eaton Chairman

Signed.....10/5/17