

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 July 2016, commencing at 5.30pm

PRESENT

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

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

APOLOGIES FOR ABSENCE

Councillor S Moss

269 DECLARATIONS OF INTEREST

Cllrs B Walmsley and W Walmsley declared an interest in any matters relating to advertising and Mr DC Thompson declared an interest with regard to entering into catering contracts.

270 MINUTES

Resolved:

That the Minutes of the meeting held on 1st June 2016 be confirmed as a correct record.

271 FAB 2016

The Committee discussed FAB 2016 and agreed that it was excellent and one of the best, if not the best, since FAB had begun. The Council and town should be proud to organise and host a festival of such quality. The Street Festival had proved popular, particularly with local businesses who had reported excellent levels of business over the FAB weekend. Ticket sales had been very successful and sponsorship had done well bearing in mind it had not been sought until a few months before the event. The VIP area was seen as a good idea. The volunteers had been well organised. Russell Grant had been very popular.

It was noted that there had been many positive comments during and after the event, on social media, and positive comments from local businesses.

Emma Dalzell and Emma Bowman briefed on the marketing campaign including use of Facebook, Twitter and You Tube; statistics were presented showing the reach of each post or campaign. The Town Council website had been visited many times with over 1,000 visits in one day - Friday 17th June. Bare Bones had agreed to provide 6 press releases but had actually produced 19; this had been in two waves of advertising – it was suggested that an extra wave be included next year. For next

year, it was suggested that retargeting was carried out to remind people of the event; this was a successful tool in marketing. It was important to approach sponsors much earlier as budgets were often committed early in the financial year and events booked in a year in advance. MMU had agreed a three year sponsorship deal.

The Town Clerk briefed on a meeting held with the Fire Safety Officer which had been very useful. She had made a number of suggestions regarding layout, which could be taken on board for future years to improve health and safety.

Points to consider for future years included:

- Better care taken of artists including a named person to be responsible for artists including ensuring “riders” were arranged;
- A separate entrance for VIPs;
- Approaching sponsors at a much earlier date;
- Ensuring a waste collection schedule was in place;
- Better organisation with sponsors before, during and after FAB including invoicing, complimentary tickets and display of banners;
- Consideration to be given to paying for some support such as setting up and breaking down the event and of utilising services of professionals such as the Makers Market to run the stalls;
- Parking availability;
- Signage needed to be clearer and there needed to be more of it;
- Clarify on the website that the site does not allow alcohol to be brought in.

A “wash up” meeting would be held and a “Thank You” event for volunteers.

RESOLVED:

(a) that Bare Bones Marketing and their staff be thanked for all the help and support given during FAB;

(b) Bare Bones Marketing be authorised to start marketing the event to potential sponsors;

(c) a “Wash Up” meeting be held on Wednesday 13th July from 5.00pm – 7.00pm to go through learning points for future FAB Festivals; and

(d) a Thank You event for all volunteers be arranged shortly.

272 FORTHCOMING EVENTS

The Committee considered forthcoming events:

- Classic Car and Bike Show, 16th – 17th July – the Events Manager reported that cars and bikes were booking into the event; rubber matting had been secured for the field; stalls would be located in the Wych Centre; catering would be on the car park; a vintage bus would be offering rides through the town; Bentley Motors would be raffling a model car. Volunteers were needed.
- Town Crier competition – 30th July – the Assistant Town Clerk updated on the competition which would last for one day with criers performing 2 cries. At the moment there were 13 Criers taking part. Trophies would be purchased and

the White Bear was sponsoring. Members were invited to volunteer as judges.

Resolved

That:

- (a) an Event Planner for the Car and Bike Show be circulated after the meeting;
- (b) the update on the forthcoming events be noted.

273 TOUR OF BRITAIN

The Committee considered an update from the Town Clerk regarding the Tour of Britain:

- 12 old bikes were to be made available for displaying at strategic points in Middlewich, which were to be sprayed orange which was the colour theme;
- There would be live coverage on the tv so the event was a good opportunity to promote Middlewich;
- Schools would be involved;
- It would be important to consider how to manage additional visitors to the town.

Emma Dalzell said it would be an excellent opportunity to promote the new brand including flags promoting Middlewich and perhaps displaying the new logo in a noticeable place. Members discussed having a Mayoral party outside the Town Hall and others way to join in with the orange theme.

Resolved: that

- (a) the update be noted;
- (b) the progression of the Brand Project be approved in principle and Bare Bones Marketing produce a report on costings for implementing the next stage for submission to a special meeting of Finance Policy and Governance Committee.

Date of next meeting – Wednesday 7th September 2016 at 5.30pm.

The Meeting concluded at 7.00 pm

Councillor J Eaton, Chairman

Signed