

## **Middlewich Town Council**

### **Events and Communications Committee**

#### **Minutes of a Meeting of the Town Council's Events and Communications Committee, held in Victoria Building on Wednesday 7<sup>th</sup> February at 5.30pm**

**PRESENT;** Councillors J Eaton (Chairman), C Bulman, PJ Farrell, SL Moss, JK Kingston, W Walmsley

In attendance; Town Clerk JPA Williams

**APOLOGIES;** Cllr DJ Latham, Events Manager DC Thompson

#### **DECLARATIONS OF INTEREST**

Cllr J Eaton declared an interest with regards to Middlewich Community Youth Project. Cllr JK Kingston declared an interest in matters relating to Middlewich Heritage Trust

**Minutes** That the Minutes of the meeting of the Committee held on Wednesday 3<sup>rd</sup> January 2018 be approved as a correct record

#### **2018 Event Plans**

Members went through the updated Action Plans for the Town Crier Competition and the Mayor's Ball. Arrangements were well in hand, although it was noted that both events required a photographer. Cllr Farrell agreed to ask Alderman Paul Edwards if he could act as photographer. Prizes for a raffle at the Ball were also required. Invitations were currently being sent out.

**Resolved:** That the Action Plans be approved

#### **2018 Oscars**

Members received an updated Action Plan for the Oscars Ceremony. Again, all was in hand with the exception of a photographer. More and more varied nominations were to be encouraged, but the format and arrangements for the evening were agreed

**Resolved:** That the arrangements be approved

#### **2018 FAB Festival**

There was a lot of interest from people wanting stalls or catering outlets at the Festival. Cllr Eaton and Claire Field were dealing with the requests and acknowledging the e-mails, completed forms etc. It was agreed that a final decision on the number and range of catering units would be made when the Events Manager returns, in association with Cllr Eaton. It was agreed that greater variety of choice was required, and certainly more children-friendly food

A slightly amended ticket pricing structure for the Friday night concert was agreed and approved. The ticket sales and announcement of the Headline Act would take place early on 14<sup>th</sup> February

There was an underspend on the marketing budget, so there was scope to include Visit Cheshire in the marketing, as their website attracts 900,000 views per month. It was agreed that a scaled down edition of the Festival Guide would be produced, in a size similar to the What's On Guide. Members also wanted to engage the use of an updated FAB Festival App to provide information in the lead up to and during the event

Members considered a new image as the face of the Festival for the promotional material. However, it was felt that the choice of a male figure could be confusing, given that the main artist was also male. It was agreed to ask Bare Bones to reconsider this imagery and get back to the group with some alternatives. It was felt that the young lady in the sunglasses represented the face of the Festival in a much better way.

## **Over 70s Party 2018**

The Town Clerk advised Saturday 24 November could be accommodated for the Party, and that there was a possibility that Sunday 2<sup>nd</sup> December could also be available. Cllr Farrell was to check and report back. The 2<sup>nd</sup> would be the preferred date.

**Resolved:** That this be done

## **Heritage Report**

The Heritage Officer had provided a comprehensive report into the activities planned for the remainder of the year, including Heritage Open Days, Brine Pump Open Days, Talks and Tours. There was a detailed budget analysis, and a report on the work being undertaken with other Agencies such as Saltscape, St Michael's Parish Church and Heritage England

**Resolved:** That the Heritage Officer be thanked for her report. It was requested that the Town Council logo be included in the promotional material; leaflets etc.

The meeting concluded at 6.50pm.

**Next meeting Wednesday 7<sup>th</sup> March 2018 5.30pm. Room 3A, Victoria Building**

**Councillor J Eaton, Chair of the Committee**

**Signed.....07/03/2018**