

Middlewich Town Council

Events and Communications Committee- minutes for the meeting on 1st May 2019

Time 6pm

Venue: Room 3B, Middlewich Town Council, Victoria Building, Lewin Street, Middlewich, CW10 9AT

1 Apologies for Absence; Cllrs. R Pendleton and S Moss

Attended by; Cllrs. J Eaton. P Farrell. D Latham. K Kingston. W Walmsley

Officers attending; N Anthoney. D Thompson

2 Minutes from the last Committee Meeting were approved

3 FAB Festival update;

To date Box Office income is down on last year but resident tickets continue to sell well.

Revenue from catering/stalls is up. A new Roof-Top Gin Bar was approved.

Cllr Latham advised we had lost support from sponsors because we were too late supplying the Sponsor Leaflet. He will source BSS sponsorship along with the events manager and Steph Cheadle/Heart of Cheshire.

Cllr Farrell suggested bucket collections on the main site gate for Saturday and Sunday for visitors to make donations towards festival costs. The events manager repeated his request to have a nominal admission charge for adults on Saturday-Sunday next year.

Colour-coded beer tokens were discussed to avoid duplicating. The events manager will source a suitable, cost-effective alternative. It was agreed that no refunds on unused beer tokens will be given.

The events manager confirmed 4pint flagons had been sourced at 2017 prices. Approval to buy was granted.

All funfair rides need copies of registration/insurance/risk assessments for CEC. Claire-Helen have been requested for the same from whoever they have on Salinae Field.

Marketing; the events manager provided copies of articles/adverts in magazines and said banners would go up in the next 2 weeks. Posters and flyers were being printed for distribution.

The FAB Parade route was confirmed with CEC (from Jacks car park) and several morris teams, street entertainers and dance groups were confirmed, alongside the Rajasthan Brass Band.

All fringe venues were confirmed and will provide their gig listing to produce a timetable. The A5 Festival Guide will be printed by 1st June c/w a more detailed online edition.

The Foot-bridge at the Big Lock. The events manager advised that CRT are waiting on CEC to give permission to erect a temporary footbridge by end of this month.

The events manager had met with CRT staff to agree reserved moorings for the Floating Market. CRT will also provide a trip boat for visitors on Saturday-Sunday from 12-4pm from the Town Wharf site.

The floating market was fully booked and extra moorings will be above the Kings Lock.

Town Wharf will be cleared by the new owner to allow the site to be used this year. He is working with the events manager to ensure public can see what he plans for the site, during the festival.

Activities and stalls on Town Wharf were confirmed including the new `Busking Bus` by St. Luke`s Hospice.

Promo stands by CRT-TowPath Talk Magazine-NWF-Wooden Canalcraft Trust were also confirmed.

FAB volunteers had still not been addressed. This will be the focus of the working group meeting on Weds 8 May

4 Town Crier Event and Mexon Markets;

Both events have been cancelled due to not enough entrants and stall holders. The July market was also cancelled due to not enough stallholders ie minimum of 20.

CLr Latham objected to cancelling the markets saying we must persevere. As requested the events manager had contacted Artisan Market organisers to see if they would take on the market, but they were already operating to capacity. It was agreed to pursue all options for future markets including the events manager`s suggestion to link markets to the big annual events only.

5 Preparations for the Town Council AGM and Mayor Making on 20th May;

The hall was booked but no catering had been arranged until the new council was in place

6 Car & Bike Show 2019;

The events manager advised he is still waiting for permission to use Harbutts Field to accommodate more cars and bikes. He will advise the Wych Centre as soon as he knows.

7 AOB

The events manager asked the committee to approve buying bunting this year for the town centre. It was agreed to use funds from the Town Centre Events budget to purchase and have the bunting up asap.

FAB-MTC websites; the events manager asked for permission to have the websites separated (but still linked) to allow both sites to work faster/independently. It was agreed for Heart of Cheshire to carry this out urgently.

FAB Working Group will meet on Weds 8 May 6pm in Room 3A.

Date of next meeting: Wednesday 6 June 2019 at 6pm