

UNADOPTED MINUTES

MALVERN TOWN COUNCIL

MINUTES OF A MEETING OF THE EVENTS COMMITTEE

Held on Thursday 18 August 2016

in the Town Council Offices, Belle Vue Terrace, Malvern, at 5.00pm

Councillors:

Present:

C Smith (Chairman)
R K Yates (Vice Chairman)
I Hopwood
P Mewton
H Campbell (5:30pm)

Absent:

J Campbell (Apologies)

In attendance:

Cllr C Palmer
Linda Blake – Town Clerk
Eadwine Brown – Events Coordinator
Lyndsey Davies – Office & Operations Coordinator

71. **APOLOGIES FOR ABSENCE**

Apologies were received and accepted from Cllr J Campbell.

72. **DECLARATIONS OF INTEREST**

None.

73. **MINUTES OF PREVIOUS MEETING**

The following minutes of the Events Committee were approved:

- Tuesday 7 June 2016

74. **REVIEW OF ARMED FORCES DAY 2016 / SUGGESTIONS FOR 2017 EVENT**

Report EC01/16 was received.

The Committee discussed the 2016 Armed Forces Day Gala event, and agreed with the points made in Report EC01/16.

Cllr H Campbell joined the meeting.

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Councillors noted that the 2017 event should feature an altered and more compact setup, with more showcase activities taking place in the central arena.

Councillors suggested that:

- a military-style band be booked for the event, in order to ensure a marching band will be available;
- that inter-cadet team activities such as a 5-a-side football tournament or tug-of-war contest be organised;
- that re-enactment groups be booked to appear in order to add more colour and atmosphere to the event;
- that army PTI staff be invited to demonstrate military fitness;
- and that a detailed programme be produced for the 2017 event.

Councillors further noted that:

- additional income-generative activities could be incorporated into the event, both to offset costs and to create bustle;
- that Officers should investigate costings for larger marquees that would be capable of housing the majority of appropriate displays and exhibitors;
- and that the focus of the event be brought closer to the Pickersleigh Road end of Victoria Park

The Committee **RECOMMENDED** an increase in the Armed Forces Day event budget for 2017/18, subject to Officers' investigation of costs.

75. **HEALTH & WELLBEING EVENT – 29 APRIL 2017**

Report EC02/16 was received.

The Committee discussed the potential scope and format of the 2017 Health & Wellbeing Fair, and **AGREED** that Officers should plan for a fully weatherproof event, by seeking quotes for a marquee large enough to encompass the whole fair including a demonstration area.

Councillors felt that, for year 2, while the event is still establishing itself, there should be no charge to stallholders for attending.

The Committee **RECOMMENDED** that a £1,500 budget be allocated to the Health & Wellbeing Fair event in Malvern Town Council's 2017/18 budget, in order for the discussed improvements and alterations to be made.

76. **PARTNERSHIP EVENTS 2016/17**

Report EC03/16 was received.

The Committee **RECOMMENDED** the following:

Malvern Water Festival - To await more detailed figures and event proposals from Officers before making a specific decision about the level of funding that should be allocated.

Malvern Rocks! – To incorporate a Malvern Town Council gala event, with a budget of £1,000 budget allocated as part of the 2017/18 Malvern Town Council budget.

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It was noted that Malvern Rocks had not taken up their grant this year due to the cancellation of their event, but the Events Committee strongly encourages Council to agree a grant should Malvern Rocks! apply again.

Outdoor Cinema screenings to continue for a further year, with the following changes:

- Screenings to be scheduled on either Friday or Saturday evenings rather than Sundays.
- Ticket price to be reviewed.
- Screenings to be scheduled in either early May or mid-September in order to avoid very late finishing times.

Independents' Day – To meet with as many Malvern traders as possible in an evening meeting with Officers in order to plan the event, with a £300 budget allocated as part of the 2017/18 Malvern Town Council budget in order to cover promotional material and advertising for the event.

77. **BARNARDS GREEN EVENTS UPDATE**

Report ECO4/16 was received.

The Committee **NOTED** the progress of agreed Barnards Green events.

The Committee **AGREED** that the remaining £500 of the agreed additional events budget for 2016/17 be used for two further Barnards Green events:

- **Hallowe'en Pumpkin Carving Competition** – a free community event taking place on Saturday 29 October from 2:30pm to 5:30pm, to be judged by Cllrs Lucy Hodgson, of Worcestershire County Council, and Cynthia Palmer, Mayor of Malvern Town Council. The competition would accept both adults' and children's entries, with a £25 prize for the winner of each category. Officers suggest that this could form the basis of an exciting autumn festival event, and the Events Committee **AGREED** that a sum of £300 should be allocated to this event from the agreed additional events budget of £1,000 for 2016/17.
- **Carols in the Green – pre-Christmas Late-Night Shopping:** Traders will open until 8pm on Thursdays from 1st to 22nd December, and carol singers or brass bands playing Christmas songs would create a suitably festive atmosphere. The Events Committee **AGREED** that performers' costs should be met from the remaining £200 of the agreed additional events budget of £1,000 for 2016/17.

78. **NEXT MEETING**

It was **AGREED** that the next meeting of the Events Committee would take place on Wednesday 28 September at 5:30pm.

The meeting ended at 7.00pm.

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Councillor C Smith (Chairman)