

## UNADOPTED MINUTES

### MALVERN TOWN COUNCIL

#### MINUTES OF A MEETING OF THE EVENTS COMMITTEE

Held on Tuesday 22 November 2016

in the Town Council Offices, Belle Vue Terrace, Malvern, at 5.30pm

#### Councillors:

##### Present:

C Smith (Chairman)  
R K Yates (Vice Chairman)  
I Hopwood  
H Campbell  
J Campbell (5:50pm)  
P Mewton (6:00pm)

##### In attendance:

Cllr C Palmer  
Linda Blake – Town Clerk  
Dilys Watson – Events Coordinator

#### 79. APOLOGIES FOR ABSENCE

None.

#### 80. DECLARATIONS OF INTEREST

None.

#### 81. MINUTES OF PREVIOUS MEETING

The following minutes of the Events Committee were approved:

- Thursday 18 August 2016

#### 82. EVENTS CALENDAR FOR 2017/18

Report EC01/16 was received.

*Cllr J Campbell joined the meeting.*

**Mayor's Bonanza** – It was noted that the Mayor's Bonanza was scheduled for 20 August 2017 and Councillors discussed changing the date to make it a week earlier.

The Committee **AGREED** that the Mayor's Bonanza should be held one week earlier on 13 August 2017, subject to Officers' investigation of any other large local events which may clash with this date.

## UNADOPTED MINUTES

**New events** - Councillors discussed the idea of adding an event based on 'Last Night at the Proms' in conjunction with Malvern Theatres. It was suggested that the Proms could be live-streamed in the format of Outdoor Cinema.

*Cllr P Mewton joined the meeting.*

Officers were asked to investigate the feasibility of holding a joint Proms Event with Malvern Theatres and then report back to the next meeting of this Committee.

Councillors discussed a proposal for a Beer and Cider Festival, with possible locations as Abbey Road, Rose Bank Gardens, and Victoria Park. Officers were asked to research logistics of this event and report back at next meeting.

**Independents' Day** – It was felt that the Independent Traders' day should be held at a weekend rather than during the week to maximise its impact. It was **AGREED** that Cllr J Campbell would work with the Events Coordinator to develop a format for this event.

**Outdoor cinema** - Committee discussed the financial performance of the 2016 Outdoor Cinema events. It was noted that costs had exceeded income and these events were very dependent on the weather and levels of natural light. Committee **RECOMMENDED** that Outdoor Cinema should not continue, and be removed from the events calendar for 2017/18.

### 83. HEALTH AND WELLBEING EVENT 2017

Report EC02/16 was received.

The Committee **NOTED** the progress made organising the Health and Wellbeing Fair.

Councillors questioned whether a large marquee in Rose Bank Gardens would offer enough space to house the 13 exhibitors already confirmed. It was suggested that exhibitors could be given the option to be situated outside of the main demonstration area.

### 84. ARMED FORCES DAY 2017

Report EC03/16 was received.

The Committee discussed the 2017 Armed Forces Day Gala event, and agreed with the points made in Report EC03/16. It was suggested that if the RAF cannot supply a flypast, the Navy may be able to do something similar instead.

Members of the Committee commented that attention needed to be given to the site plan for 2017 to ensure better use of the space.

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It was **AGREED** that Cllr Mewton would supply the Events Coordinator with useful information which had been used to plan the event in previous years.

It was noted that, in 2016, a failure of the event was that the PA system could not be heard throughout the site. Committee **AGREED** that officers should investigate the cost of outsourcing the sound system for 2017 and, in particular, the company who supplied the current PA system would be contacted with a view to hiring equipment to add to the current system.

Cllr I Hopwood offered to provide commentary for the event again in 2017.

Councillors suggested that Officers should look into:

- Inter-squadron competitions including football
- Presence of Servicemen/women from local regiments / squadrons
- Possibility of using pavilion power instead of generator

### 85. EVENTS BUDGET FOR 2017/18

Report EC04/16 was received.

Councillors reviewed the reforecast and felt that the Malvern in Bloom budget was too high. It was **AGREED** that the Malvern in Bloom budget be reduced from £8,500 to £7,000 for inclusion in the draft budget for 2017/18.

Councillors questioned whether the budget for Alternative Bands in the Park could be reduced. Committee **AGREED** that £3,000 should remain for 2017 and be reviewed thereafter. Councillors suggested running the event for 6 weeks during school summer holidays.

### 86. NEXT MEETING

It was **AGREED** that the next meeting of the Events Committee would take place on Tuesday 17 January 2017 at 6:00pm.

The meeting ended at 7.40pm.

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Councillor C Smith (Chairman)