

**MINUTES OF A MEETING
OF THE EVENTS COMMITTEE
MALVERN TOWN COUNCIL**

held on Wednesday 10 May 2017

Council Chamber, Belle Vue Terrace, Malvern, at 6.00 pm

Councillors

Present

C Smith (Chairman)

J Campbell

H Campbell

I Hopwood

P Mewton

R Yates

In attendance

Cllr C Palmer – Mayor

Linda Blake – Town Clerk

Dilys Watson – Events Coordinator

106. APOLOGIES FOR ABSENCE

None.

107. DECLARATIONS OF INTEREST

None.

108. REVIEW OF ST GEORGE'S DAY HERITAGE FESTIVAL & MAYOR'S CIVIC SERVICE

Report EC01/17 was received.

The Committee reviewed the Heritage Festival and Mayor's Civic Service for 2017 and **AGREED** that consideration should be given to the following before 2018:

- Clearer allocation of reserved seating and confirmation of the exact numbers of seats required within the Priory.
- Officers should try and source a wider base of volunteers to assist at events.
- All Events Committee members should volunteer at events to help council staff.
- More help is needed to assist with serving tea and coffee to reduce waiting times.

Committee **RECOMMENDED** the following:

- Living History and re-enactment was very popular with the public and Officers should consider getting even more societies of this calibre involved in future years.
- Officers should use a wider array of physical advertising tools for the Heritage Festival such as displaying banners in central locations.

109. REVIEW OF MALVERN HEALTH & WELLBEING FAIR

Report EC02/17 was received.

Councillors **AGREED** that the following should be incorporated in the event for 2018:

- The Fair could be larger in size for 2018 and possibilities for a greater amount of marquee space should be investigated.
- Refreshments - to include tea and coffee - should be provided on site.
- Arrival times for stall holders should be scheduled to avoid congestion when unloading vehicles in Rose Bank Gardens.
- MTC should purchase feather advertising flags with council branding and "Event Here Today" slogan to be used at all outdoor events.

Committee **RECOMMENDED** the following:

- All exhibitors should be charged a fee of £25.00 for 2018
- The demonstration area for the event should be housed in a separate marquee situated on the area of grass next to the buzzard sculpture.

110. ARMED FORCES GALA DAY 2017

Report EC03/17 was received.

Committee **NOTED** the progress made in organising the Gala.

Committee **NOTED** that a schedule for the arena area needs to be formulated and advertised as soon as possible. Officers will produce literature and a running timetable for the event. Councillors also suggested using straw bales as seating around the arena.

It was **AGREED** that the Events Coordinator will work with Cllrs Hopwood and Mewton to organise a Drumhead Service to take place from 1.30 pm – 2.00 pm at the beginning of the event. Officers were asked to ensure that the relevant dignitaries are invited to the event and to be present at the Drumhead Service.

Committee **AGREED** that an improved PA system needs to be in place to avoid the issues experienced last year and Officers will ensure that this is implemented.

Committee **AGREED** the second draft site plan for the Gala, as a better layout for the event.

111. ALTERNATIVE BANDS IN THE PARK PROGRAMME

Report EC04/17 was received.

Committee **NOTED** the progress made with the organisation of Alternative Bands in the Park 2017.

Councillors commented that Bands in the Park promotional material should be distributed as soon as possible.

It was also suggested that "Councillor Steward" badges should be made available for those Councillors volunteering at Bands in the Park and Alternative Bands Concerts.

112. OTHER EVENTS IN PROGRESS

Officers updated the Committee on the progress made organising the proposed Children's Arts Workshop event initially planned for the May half-term, and funded

UNADOPTED

through monies held following the sale of some Elgar paintings in 2014. Committee **AGREED** that Officers should continue to meet with interested parties, but should consider postponing the event to allow more time for planning and effective advertising.

113. **DATE AND TIME OF NEXT MEETING**

It was **AGREED** that the next meeting of the Events Committee would take place on Thursday 27 July 2017 at 6.00 pm.

The meeting ended at 7.40 pm.

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(Chairman)

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