

MALVERN TOWN COUNCIL

MINUTES OF A MEETING OF THE EVENTS COMMITTEE

Held on Thursday 2 February 2017

in the Town Council Offices, Belle Vue Terrace, Malvern, at 6.00pm

Councillors:

Present:

C Smith (Chairman)
R K Yates (Vice Chairman)
J Campbell
P Mewton

Absent:

H Campbell (Apologies)
I Hopwood (Apologies)

In attendance:

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

87. **APOLOGIES FOR ABSENCE**

Apologies for absence were received and accepted from Cllrs I Hopwood and H Campbell.

88. **DECLARATIONS OF INTEREST**

None.

89. **ALTERNATIVE BANDS IN THE PARK**

Report EC01/17 was received.

The Committee **NOTED** the progress made in organising Alternative Bands in the Park.

Councillors discussed venues for the Alternative Bands in the Park series. Councillors felt that performances in Rose Bank Gardens would not draw a large enough crowd and it was **AGREED** that performances during 2017 should remain in Priory Park and Victoria Park.

It was suggested that the Events Coordinator should investigate the possibility of using Barnard's Green for a low attendance band in early July in conjunction with Barnard's Green Traders.

90. **HERITAGE FESTIVAL AND MAYOR'S CIVIC SERVICE**

Report EC02/17 was received.

The Committee **NOTED** the progress made with the organisation of the Heritage Festival and Mayor's Civic Service.

Councillors suggested that the format of the day, while historical, does not reflect the name 'Heritage'.

Committee **AGREED** to change the name of the event to 'St George's Day Festival' in order to accurately reflect the nature of the activities being offered.

91. **HEALTH AND WELLBEING EVENT 2017**

Officers updated the Committee on hire of marquees and amenities, proposed site plan, and newly confirmed exhibitors.

Councillors **AGREED** that MTC's marketing and branding for the event needs to be clearly distinguishable from MHDC's event on the same weekend. Signage to promote the event on the day should be improved from last year.

92. **ARMED FORCES DAY GALA 2017**

Officers provided an update on newly confirmed exhibitors including reenactors and military displays.

Councillors suggested that the Events Coordinator look into the possibility of having a military 'operation centre', RADAR display and more interactive displays for a younger audience such as parent-child sack races and dance and gymnastics showcases.

Councillors also suggested that the Events Coordinator contact the local army vehicle sub-depo, Hounds for Heroes, Guide Dogs for the Blind, and Cllr H Campbell to discuss exhibition dancers to perform wartime ballroom dance.

Councillors **NOTED** that the layout of the event needs to be modified from last year to be more 'audience' friendly and encourage visitors to take part in all of the activities.

93. **INDEPENDENTS' DAY**

Report EC03/17 was received.

The Committee **NOTED** that there was no longer national coverage for Independent Trader's Day, and that this renders the event redundant.

Councillors felt that an up-to-date website could be used to advertise in partnership with local traders, and therefore would build relationships.

Committee **RECOMMENDED** that no action should be taken for a specific Independents' Day, but that the Events Coordinator should continue regular communication with and support of local businesses.

94. **JOINT PROMS EVENT**

Report EC04/17 was received.

It was **AGREED** that the Events Coordinator will meet Nic Lloyd to discuss future partnership events along with C Smith, C Palmer, and J Campbell.

Councillors **NOTED** that the success of an outdoor event becomes wholly dependent on the weather, and that consideration should be given to using the Theatre Foyer for a trial event.

95. **PARTNERSHIP CHARITY CHRISTMAS CONCERT 2017**

Report EC05/17 was received.

It was **RECOMMENDED** that Malvern Town Council should organise a partnership charity Christmas concert with Malvern Hills District Brass Band similar to the successful format which took place in December 2016.

96. **OTHER EVENTS IN PROGRESS**

Gardener's Question Time: Councillors **NOTED** progress organising Gardener's Question Time to be held in St Edmund's Hall on 31 March at 7:30pm. Officers provided an update on raffle prizes and proposed ticket prices of £8 in advance and £10 on the door.

Rent-the-Mayor: The Mayor and Officers **NOTED** progress made with Rent-the-Mayor for Acorns Children's Hospice. It was noted that publicity would be issued very soon.

Women's Football: Officers updated on progress made contacting relevant parties to build Women's Football presence in Malvern. Councillors suggested contacting Malvern Football Club, but also noted that this should not be a priority.

It was **NOTED** that publicity of Town Council events is a key part in their success and the Town Clerk and Events Coordinator confirmed that this area would be improved in 2017.

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

It was **AGREED** that the next meeting of the Events Committee would take place on Thursday 23 March 2017 at 6:00pm.

The meeting ended at 7.50pm.

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Councillor C Smith (Chairman)

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