

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

held on Thursday 24 August 2017

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

Councillors

Present

J Campbell (Chairman)
H Campbell
I Hopwood
P Mewton
R Yates

Apologies

M Fletcher

In attendance

Cllr C Smith
Linda Blake – Town Clerk
Dilys Watson – Events Co-ordinator

12. ELECTION OF CHAIRMAN

Cllr J Campbell was elected as Chairman of Events Committee for 2017/18.

13. ELECTION OF VICE-CHAIRMAN

Cllr R Yates was elected as Vice-Chairman of Events Committee for 2017/18.

14. APOLOGIES FOR ABSENCE

Apologies for absence were received and accepted from Cllr M Fletcher.

15. DECLARATIONS OF INTEREST

None.

Cllr J Campbell extended her thanks to Cllr C Smith for his excellent chairmanship over the last twelve months.

16. REVIEW OF MAYOR'S BONANZA 2017

Report EC01/17 was received and noted.

Committee **RECOMMENDED** that the Mayor's Bonanza is held on the first Sunday in August in 2018 so as not to clash with the Worcester Show.

Committee **AGREED** that the following changes should also be implemented to improve the 2018 event.

- The Bonanza should run from 12.30 pm to 5.30 pm as suggested by officers and in line with when the majority of people are in the park.
- As the overall running time is being reduced, one fewer band should be scheduled and this budget saving should be used for another face painter.
- Officers should approach groups like the Rock Choir and Dance in Motion to perform outside of the bandstand. These performances can then be dispersed between band performances to allow for quicker changeover times.
- The event should not be expanded for 2018, but instead the focus should be on generating a larger sum of donations, more in line with the size of, and attendance at, the event.

UNADOPTED

- The Mayoral charity needs to have a larger and more prominent presence at the event and more volunteers with collecting tins.
- More attention needs to be given to the items being sold on stalls to avoid overlap, and income from the stalls needs to be maximised.

Committee discussed the staffing levels required to run this event and it was **RECOMMENDED** that all councillors should be asked to commit to helping at events, as more manpower will decrease the burden on those currently giving their time.

17. **COMMEMORATION CONCERT TO MARK THE END OF THE 1ST WORLD WAR**

Report EC02/17 was received.

Committee did not feel this event should be included as part of the Bands in the Park programme for 2018. Committee **SUGGESTED** incorporating the proposed event into Armed Forces Day. Officers are to investigate this possibility.

18. **MALVERN TOWN COUNCIL EVENTS PROGRAMME 2018/19 - UPDATED**

Report EC03/17 was received.

Committee discussed the level of current events as well as the proposed addition of a new Blue Light Services event. Committee **AGREED** that no additions should be made to the current events programme, and rather this should be taken as a year of consolidation and improvement for further establishing current events.

Point 4.1 (financial implications) was not agreed. It was **AGREED** that Councillors and Officers will discuss the proposed event list in greater depth.

Committee again **AGREED** that more councillor volunteers were needed at Town Council events and that council meetings could be used to identify and schedule volunteers for events.

19. **PARTNERSHIP EVENTS 2018/19**

Report EC04/17 was received.

Committee **NOTED** the success of Fortis' Family Fun Day and its benefit to Malvern Town Council public relations. The Committee again **AGREED** that no additions should be made to the current programme and that 2018/19 should be used to consolidate and further improve the existing programme.

20. **REVIEW OF ALTERNATIVE BANDS IN THE PARK**

Committee **NOTED** the growth of Alternative Bands in the Park.

Officers recommended that a wider variety of venues could be incorporated for 2018. Councillors **SUGGESTED** introducing innovative indoor venues for 2018 such as shops, cafes, and bars.

It was **NOTED** that Victoria Park is a successful venue for interactive workshops (e.g. Drumlove) but did not work for other performances. It was **AGREED** that officers would further research venues ahead of the next committee meeting.

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

It was **AGREED** that the next meeting of Events Committee will take place on Thursday 19 October 2017 at 6.00 pm.

The meeting ended at 7.35pm.

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(Chairman)
EC 5