

MALVERN TOWN COUNCIL

MINUTES OF A MEETING OF THE EVENTS COMMITTEE

Held on Thursday 23 March 2017

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

Councillors:

Present:

C Smith (Chairman)
J Campbell
P Mewton
I Hopwood

Absent:

H Campbell (Apologies)
R K Yates (Apologies)

In attendance:

Cllr C Palmer – Mayor
Linda Blake – Town Clerk
Dilys Watson – Events Coordinator
Tim Billingham – Treasurer for Mappfest

98. **APOLOGIES FOR ABSENCE**

Apologies for absence were received and accepted from Cllrs R Yates and H Campbell.

99. **DECLARATIONS OF INTEREST**

None.

PRESENTATION BY MAPPFEST REGARDING FUNDING FOR MARQUEES

Tim Billingham, Treasurer for Mappfest, was invited to speak on behalf of Andy Mapp.

Mr Billingham explained that Mappfest is a not-for-profit annual music event which donates 100% of its profit to charities such as Acorns Children's Hospice, St Richard's Hospice, and Community Action. Mappfest are asking the Council to award them a grant to the sum of £2250, in order to purchase three 12x6m marquees to be used at Mappfest and also hired out for use at other local events. The marquees they are looking to purchase are PVC and 500gsm and have a lifespan estimated to be at least 12 years.

Organisers of Mappfest have access to land to store and dry the marquees, and enough volunteers to erect and dismantle them.

Members of the Committee asked Mr Billingham if there was an agreed charge for insurance and assembly of the marquees for when they were hired out to other organisations. Mr Billingham replied that it was the intention to make a nominal charge and to keep this as low as possible.

Members expressed their preference for a more business-like operation to ensure that the Council's investment would be protected by ensuring care of the marquees.

100. **FUNDING FOR MARQUEES FOR MAPPFEST**

Councillors **AGREED** that Mappfest organisers compile a full business plan for the hire of the marquees to include costs of insurance/erection and dismantling against income recovered for hiring them out. Councillors suggested a non-negotiable fee should be charged, to include erection and dismantling by Mappfest organisers to ensure protection of the marquees.

Committee **AGREED** to support a recommendation (in the form of Notice of Motion) to Full Council proposing a special grant. This was dependant on the receipt of a completed grant form and comprehensive business plan from Mappfest organisers as above.

101. **ARMED FORCES DAY GALA**

Report EC01/17 was received.

The Committee **NOTED** the progress made with the organisation of the Armed Forces Day Gala 2017.

Councillors suggested that the site plan, Appendix A, should be revised slightly to ensure that the space is being used to its full potential and to ensure entrances to the central arena were included. It was **AGREED** that Cllrs Mewton and Hopwood would join the Events Coordinator and Town Clerk at the site of the event to review the site plan.

Councillors suggested that the bar and food stalls should all be situated next to the Bowling Green hedge and that tables and chairs are set out to create a 'Food and Drinks Village'.

102. **ST GEORGE'S HERITAGE FESTIVAL**

Officers updated the Committee on progress made organising St George's Heritage Festival, including the site plan and a rough schedule for the day.

Councillors **RECOMMENDED** that in future years, officers should investigate the feasibility of having trade stalls as part of the event.

103. **CIVIC SERVICE INCLUDING FREEDOM OF ENTRY TO THE TOWN**

Report EC02/17 was received.

The Committee **NOTED** the progress made with the organisation of the Mayor's Civic Service, which is taking place on Saturday 22 April. Officers updated the Committee on arrangements made for a parade in celebration of St John Ambulance.

104. **MALVERN THEATRES PARTNERSHIP EVENTS / NIC LLOYD MEETING**

Officers updated the Committee following a meeting held with Nic Lloyd, Chief Executive of Malvern Theatres. Cllrs J Campbell and Palmer were present at the meeting.

In order to proceed with the organisation of a proposed partnership event with Malvern Theatres, the Council would first need to agree a budget in the region of £5000 for 2018/19 in order to maximise the chances of obtaining a decent profit margin from the investment.

Councillors suggested that the proposed partnership is viewed as a potential means of creating revenue.

The Committee **RECOMMENDED** that a partnership event should be considered and that Full Council's permission should be sought to take this forward.

105. **FUNDRAISING EVENTS (RENT-THE-MAYOR AND GARDENERS' QUESTION TIME)**

Report EC03/17 was received.

The Committee **NOTED** the progress made organising Gardeners' Question Time, which is taking place on Friday 31 March. An update was also provided on the Rent-the-Mayor campaign so far.

106. **HEALTH & WELLBEING FAIR**

Officers updated the Committee on progress made organising the Health & Wellbeing Fair in Rose Bank Gardens, to take place on Saturday 29 April.

Officers distributed the promotional poster. It was **NOTED** that Malvern Hills District Council will begin advertising the Malvern Well dressing & Water Festival next week, and that the Health & Wellbeing Fair has a large feature in every piece of advertising.

107. **OTHER EVENTS IN PROGRESS**

Officers updated the Committee on the potential addition of a children's Arts Workshop event in May half-term which would be funded through monies held following the sale of some Elgar paintings in 2014.

The Events Coordinator will attend a meeting with the management of The Cube to discuss hiring the space, and will contact local art groups such as Yarnbombers, PlanetArt, EekBatik, and more to run workshops. The proposed event will have a 'wildlife' theme to tie in with Malvern in Bloom.

Councillors suggested also looking at Elmslie House as a potential workshop venue.

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

It was **AGREED** that the next meeting of the Events Committee would take place on Wednesday 10 May 2017 at 6:00pm.

The meeting ended at 7.00pm.

.....
Councillor C Smith (Chairman)

DRAFT