

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

held on Thursday 30 November 2017

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

Councillors

Present

J Campbell (Chairman)
I Hopwood
P Mewton
R Yates

Absent

H Campbell (apologies)
M Fletcher (apologies)

In attendance

Linda Blake – Town Clerk
Dilys Watson – Events Co-ordinator

22. APOLOGIES FOR ABSENCE

Apologies for absence were received and accepted from Cllrs H Campbell and M Fletcher.

23. DECLARATIONS OF INTEREST

Cllr J Campbell: a member of public wishing to speak is a personal acquaintance

Cllr I Hopwood: Affiliations with the Air Cadets (agenda item 5)

PUBLIC PARTICIPATION

Sarah Grout, owner of Malvern Party and Balloons on Church Walk, attended the meeting to discuss ways in which the Christmas Festival could be made more beneficial to Great Malvern traders. Sarah noted that her takings are consistently down on the day of the Festival, and said that other traders have approached her with the same view. Sarah suggested holding the Festival on a Sunday rather than Saturday or restricting the event to later in the day only.

Sarah also mentioned the presence of the street pedlars as well as the hot food van which parks outside Connells Estate Agents at the bottom of Church Street.

The Town Clerk informed committee that the pedlar licences are issued by West Mercia Police, and during the Christmas Festival, both local police and MTC staff were regularly inspecting licences and moving people on.

It was suggested that Sarah Grout or another trader from Great Malvern should join the Christmas committee who manage and organise the event in conjunction with MTC and MHDC, as this would help the views of traders to be heard and considered.

24. MAYOR'S CIVIC SERVICE 2018

Report EC01/17 was received. The change of date for the Civic Service 2018 was noted; the service will take place on Saturday 14 April 2018 at 3.00 pm.

It was **AGREED** that the Events Co-ordinator should additionally invite the Red Cross, Air Ambulance, and Mountain Rescue teams.

25. HERITAGE DAY 2018

Report EC02/17 was **NOTED** and the Committee reviewed the three recommendations within the report.

Committee **NOTED** the popularity of the re-enactment groups at events but Committee members expressed concerns about the success and viability of a stand-alone St George's Day event due to the fact that it is not celebrated locally.

It was agreed that the Mayor's Civic Service should be a stand-alone event and not combined with a St George's /Heritage Day.

UNADOPTED

Concern was expressed about the success of Armed Forces Day and Committee felt that it had become more of a family gala day with fewer military and cadet forces taking part, thus losing its original format and purpose. There was also a lot of competition from other local events on this particular date.

Committee therefore **RECOMMENDED** that the Armed Forces Day event should be cancelled for 2018 and replaced with a new Heritage Festival Event to take place in Victoria Park during June or July 2018.

The Events Co-ordinator was therefore asked to look at the feasibility of cancelling the Armed Forces Day Event and arranging this new and alternative event in its place.

26. **ALTERNATIVE BANDS IN THE PARK – VENUES FOR 2018 PROGRAMME**

Report EC03/17 was received.

Committee **RECOMMENDED** that Alternative Bands in the Park either stays open-air OR has the word 'park' removed from its name.

It was **AGREED** that the Events Co-ordinator will gather further information, such as exact costs and figures, for each recommended venue. The Events Coordinator will produce a programme of bands for the next meeting.

27. **EVENTS BUDGET FOR 2018/19**

Report OC04/17 was received.

Committee **AGREED** that the Events budget as laid out in report OC04/17 should be included in the overall budget for 2018/19 to be presented to Full Council on 20 December 2017.

28. **ART JAM MALVERN – THE CUBE PARTNERSHIP**

Report EC05/17 was received.

Committee **AGREED** to proceed with organisation of Art Jam Malvern in principle. However, if budgets are not obtained by Bryn Williams (The Cube Events Manager) before Christmas, the Council would not continue with this partnership event.

It was agreed that the Town Clerk should make contact with Jill Terry, Chair of Trustees for Malvern Cube, in order to speed up the process.

29. **HEALTH & WELLBEING FAIR – POSSIBLE DATES FOR 2018**

Report EC06/17 was received.

Committee **AGREED** to the proposed date of Saturday 5 May 2018, 11am-4pm.

It was **RECOMMENDED** that stallholders at the Health and Wellbeing Fair should make a donation for their exhibition space, with a fee dependant on whether the organisation is profit-making or a charitable organisation.

30. **ARMED FORCES DAY 2018**

There was no discussion on agenda item 9 following the recommendation in Minute 25 above.

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

It was **AGREED** that the next meeting of Events Committee will take place on Thursday 1 February 2018 at 6.00 pm.

The meeting ended at 8.10 pm.

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(Chairman)