

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

held on Thursday 1 February 2018

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

Councillors

Present

J Campbell (Chairman)
H Campbell (arrived 6.03pm)
I Hopwood
P Mewton
J Thomas substituting for Cllr Fletcher

Absent

M Fletcher (apologies)

In attendance

Linda Blake – Town Clerk

32. APOLOGIES FOR ABSENCE

Apologies for absence were received and accepted from Cllr M Fletcher who was substituting Cllr Thomas.

33. ELECTION OF VICE CHAIRMAN

Cllr P Mewton was elected Vice-chairman of the Events Committee for the remainder of 2018.

Cllr Hannah Campbell joined the meeting at 6.03pm.

34. DECLARATIONS OF INTEREST

None.

PUBLIC PARTICIPATION

None.

35. ART JAM MALVERN – THE CUBE PARTNERSHIP

The Town Clerk informed members that they should disregard the report as enclosed with the agenda, and gave an update on the Art Jam. The Town Clerk informed committee that she had cancelled the original Art Jam event as scheduled for the 16–17 February. The reason for the cancellation is that the individual who had been dealing with the Town Council on behalf of Malvern Cube and its Trustees had not had the support of Malvern Cube to do so.

A meeting held this week had revealed that the manager of The Cube had no knowledge of the details of the event and this fact, along with the lack of contribution as promised from the individual involved, had led to the necessary decision to postpone the event. Officers feel however that the overall concept of this event is a very good one and it has been developed into a very promising workable idea.

The new proposal is to reschedule this event for a date in June or July when a similar event can be held, organised solely by Malvern Town Council Officers and as a Malvern Town Council event. Organisations already involved are still keen to take part and have established good working relationships with the Events Co-ordinator and therefore it will be relatively easy to schedule a new date.

All costs will be covered by the funds in place as donated by the sale of the Elgar paintings. Members of the Events Committee felt that it was very sensible to reschedule this event and to hold it solely as a Malvern Town Council event.

It was **AGREED** that a date of 6-7 July should be investigated. This takes advantage of a gap in the Town Council's events schedule as well as being before the schools break up for summer.

36. ALTERNATIVE BANDS IN THE TOWN 2018

Report EC02/18 was received and noted

Committee members discussed suitability of alternative sites for Bands in the Town. It was **NOTED** that Priory Park is only available for three out of the proposed seven dates during the summer and that four bands have been secured to date.

It was therefore **AGREED** that three of the four bands secured should play on the dates secured for Priory Park and the Events Co-ordinator was asked to investigate the feasibility of using Malvern Cube as a venue for the fourth band.

A further report to come to the next meeting of Events Committee.

37. HEALTH AND WELLBEING FAIR

Report EC03/18 was received and noted.

The Town Clerk updated the committee on the progress made with organising the Health and Wellbeing Fair. Officers had noted and taken on board suggestions from this committee including the use of an additional marquee for the display area.

The committee discussed possible charges for stallholders at the event and it was **AGREED** that all stalls be charged £20 per stall as an upfront charge and would be allowed to charge for their services and keep their takings at the event. A 50% discount would be given for recognised charities that were also taking money at the event.

It was **AGREED** that any recognised charity stalls providing their services for free would not be charged and that no more than 5 stall spaces would be held for these organisations.

The Events Co-ordinator was asked to ensure that local businesses within Malvern were approached to see if they wished to have a stall at the event.

It was also suggested that if all table space had not been successfully filled then a £10 extra charge could be offered for organisations to have a double stall but this would only be the case if space remained, closer to the event.

38. MAYOR'S BONANZA

Report EC04/18 was received and noted.

The Town clerk updated committee members on the progress made with organising the Mayor's Bonanza. The timing for this event will be from 12.30 pm to 5.30 pm on 5 August in order to take advantage of the busiest times in the park.

Members of the committee discussed the issue of raising money for charity and how funds raised had been decreasing over previous years. It was suggested that those holding charity buckets could stand on the gates of Priory Park as in previous years to ask members of the public to donate as they entered the event.

Members of the committee also discussed the number of stalls within the event. Ten market stalls have been secured and filled by officers to date but members of the committee felt that more stalls could be put in Priory Park in order to better fill the event and to raise more income.

It was **AGREED** that a site meeting will take place for members of the committee at 12 noon on Wednesday 7 February in order to take a detailed look at the site and to discuss possible changes to the event layout and to allow for more stall space.

Committee **AGREED** that improving and enhancing the Mayor's Bonanza should be a priority for 2018 and therefore this would form a major item on the next Events Committee agenda.

39. OUTDOOR THEATRE

The Town Clerk informed committee that Officers have been working with Illyria Theatre Company to secure the booking of the Hounds of the Baskervilles production for 2018. The original agreed date of 31 August was now not possible due to logistical issues on the theatre company's behalf and therefore the current suggested date was Tuesday 4 September.

It was **NOTED** that this is a Tuesday rather than a weekend but it would still take place during the warm summer months and a definite date would be confirmed at the next meeting of the Events Committee.

40. PROMOTION AN PUBLICITY STRATEGY FOR 2018 EVENTS CALENDAR

Report EC05/18 was received and noted.

It was **AGREED** that press releases should be created after an event as well as before and this should be included in the calendar and that Mayoral events such as the garden party for May 2018 should also be included.

Subject to these two points, committee **AGREED** the Events Calendar Promotion and Publicity Strategy Schedule for 2018.

41. DATE AND TIME OF NEXT MEETING

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

The meeting ended at 7.25 pm.

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(Chairman)