

WIGTON TOWN COUNCIL

A MEETING OF THE FESTIVALS COMMITTEE WAS HELD ON MONDAY 24 JANUARY 2022 AT 6PM

PRESENT

Councillors Ferriby, Lynch, Speksnyder and Scott. S Keaveney, C Stabler (NADT), Brian Campbell, Ellie Jones (Allerdale Borough Council Events),
2 members of the public.

FES/21/2021 TO RECEIVE APOLOGIES & RECORD REASONS FOR ABSENCE

FES/22/2021 DECLARATIONS OF INTEREST/DISPENSATIONS

None

FES/23/2021 EXCLUSION OF PRESS AND PUBLIC

None

The Chair brought Items 3.2 (Taste of Wigton) and 3.3(Spring Fling) forward (so that Ms Jones and Mr Campbell could leave if they so wished), with an agreement that 3.1 (Jubilee celebrations) would be discussed as last item.

FES/24/2021 EVENTS DURING 2022

24.1 TASTE OF WIGTON 2022

Miss Jones of Allerdale Borough Council (ABC) events team reported about inaugural event. It was noted that economic impact was in region of £80,000, following expenditure of £18,000 by ABC. Feedback was discussed, with potential changes discussed such as covered seating, more signage, extra toilets, moving all trader parking to the school. Changing activities on offer. Treasure Hunt Quiz was great success (great prize), Heritage Trail Quiz less so – only one entry.

Date agreed for next Taste of Wigton as Saturday 23rd April, week after Easter. Looking at option to close Church Street (has been done previously but need to check if wedding booked). Coincides with St George's Day so flags and theme suggested by Cllr. Lynch.

Point made that it was important to get local businesses involved at early stage.

Ideas for this event include: invite younger entrepreneurs and celebrity chefs, smaller stage so less noisy, encouraging local businesses to offer promotions, Cake-Off – baking competition judged anonymously, chefs or specialists (as with Mr Mahon of Redmayne Tailors) to give demonstrations.

Cllr. Ferriby suggested Trevor Grahamslaw to give talk on history of Wigton and will contact him.

Cllr. Scott asked whether businesses in town might be able to place temporary signage letting visitors know where businesses can be found around town.

ABC financing £15,000. Looking to attract £3,000 sponsorship from either council or local business/sponsors to fully fund event. Small festival grant may be an option.

Recommendation from Cllr. Lynch that Festivals Group ask Wigton Town Council to support the event financially.

Promotion – Suzanne from ABC PR team will look at local newsletter, banners and a leaflet drop across Wigton. Suggested leaflets also left at local caravan/holiday locations to attract visitors. Leaflets to advertise all of Wigton’s events throughout 2022 is required. Spring/Summer. Autumn/Winter. Assistant Clerk to start compiling information for this.

24.2 10th ANNIVERSARY SPRING FLING

Open Art exhibition will welcome some interesting artists as this will be the tenth anniversary and a great milestone.

Mr Campbell and Ms Keaveney will meet to finalise dates. Lord Bragg’s speaking engagement (now June 3rd 7.30pm). Will report at next meeting.

Ms Keaveney said due to extended bank holidays over Jubilee weekend cost of event would increase (staff costs).

Mr Campbell told committee Wigton Windows will coincide with Spring Fling and Jubilee this year and is still very popular, bringing people into the town.

24.3 QUEEN’S PLATINUM JUBILEE

Thursday 2nd June

Jubilee proclamation: Town crier (or someone willing to make proclamation in centre of town) still sought for 2pm. Cllr. Speksnyder will check her contact at the theatre.

Evening beacon lighting: Event timings have changed since initial documentation due to light levels in summer. Piper has agreed to play and has already learnt his piece of music. Dr Barthlemes to be asked if he is willing to play bugle/trumpet.

Street parties being encouraged across Wigton either on Friday 3rd and/or Sunday 5th.

Saturday 4th June

Event managers booked. Timings for televised concert may be released nationally in February (to coincide with national ballot to attend London concert).

Local food and drink providers should be invited to take part.

Check licensing conditions for showground.

Take guidance on security – what might be required, including ambulance, stewards etc. Barriers.

With the planned mass participation event outlined by Ms Keaveney, the ethos is ‘participate to celebrate’. Wigton likes a challenge. Children and families should be the focus. On the day of the concert activities for children should be arranged – thinking back to previous jubilee celebrations as it was all about making memories (fancy dress competitions, best Royal family, races etc).

Local groups/estates made aware of small grants to support events around town.

Meeting Closed at 7.40pm

Date of Next Meeting **Tuesday 22nd February at 6pm**