

**WIGTON TOWN COUNCIL**  
**A MEETING OF THE FESTIVALS COMMITTEE WAS**  
**HELD ON MONDAY 17 MAY 2022 AT 6PM**

**PRESENT**

Councillors Ferriby, Scott, Armstrong, Hodson, Crouch.  
S Keaveney (NADT), Steve Collier (RBL), Ellie Jones (Allerdale Borough Council Events)

**FES/1/2022 TO ELECT A CHAIR**

Councillor Ferriby was proposed as Chair by Councillor Crouch and seconded by Councillor Armstrong.

**FES/2/2022 TO RECEIVE APOLOGIES & RECORD REASONS FOR ABSENCE**

Clare Stabler (NADT), Brian Campbell

**FES/4/2022 DECLARATIONS OF INTEREST/DISPENSATIONS**

None

**FES/5/2022 EXCLUSION OF PRESS AND PUBLIC**

None

**FES/6/2022 EVENTS**

**6.1 Taste of Wigton**

Ellie Jones (EJ) joined the meeting to provide an overview of the recent event. She reported that there had been no major criticism by local businesses of the event, unlike last time. It is better to have one very productive day rather than two days that struggle.

Councillor Hodson suggested a craft day on the second day, perhaps using the Market Hall. EJ mentioned that in Cockermouth crafts are hosted in the local church.

Sandra Keaveney (SK) asked how the artist was perceived by the public. EJ Very busy or very quiet – realised that perhaps the location hadn't been perfect. SK Boards were too big for area we'd planned so perhaps more thought required next time if it was to be repeated.

David Ferriby (DF) spoke about the cake tasting and how enjoyable it had been – very difficult to compare like with like. Event in Methodist church was great but please no ticketing in future.

John Crouch (JC) Keswick has local suppliers give out tasters to the public.

SK Teddy entries were up on last year.

EJ mentioned that the town was really busy, so it worked well. An evaluation document and online stats will be sent across to the Council and Festivals committee, but in short we had high satisfaction rating, higher attendance, overall growth in online growth/reach. Thank you to Wigton Town Council for the financial contribution.

DF What will happen when Allerdale Borough Council ceases to be?

EJ We don't have much information at present – we'll be making a good case to continue our events.

DF asked if having a potential date for the next TOW event - date for next April perhaps?

**6.2 Jubilee**

Deputy Clerk gave review of the current situation and mentioned that the main worry was having enough stewards for later in the day.

We currently have four food vendors but enough for the day.

Quiet Zone being set up in Barton Laws Community Room for SEN children and young adults.

PR about the event will be sent out week before event (w/c 23 May).

Still confirming activities for children.

No sponsorship at present but gifts in kind from Lidl, Wigton Baths Trust, Travis Perkins and The Original Factory Shop.

### **6.3 Spring Fling (omitted accidentally from agenda).**

SK asked about the wooden display boards that Wigton Town Council usually supply.

Deputy Clerk did not have information as first year in post. Will speak with Stephen Farish to organise and deliver.

### **6.4 Christmas lights event**

Sandra Hodson (SH) suggested Father Christmas – need to check about DBS. Needed 12-4.

SK suggested Nelson Thomlinson samba band are invited to bring Santa to the grotto.

Taylor have requested they place funfair on car park.

SK also suggested that ABC provide free parking on car park for events we hold in Wigton, Chris Scott suggested WTC repeat the meet the public stall (as we had at Taste of Wigton) as it was very successful. SK warned that it is a different type of event and might not be as successful.

SK talked about how she can support applications for money with National Lottery awards for all.

SH suggested we approach Roger Liddle to support the Christmas event.

DF asked that Councillors support events more.

**Meeting ended at 7.15pm**

**Date of next meeting 6<sup>th</sup> September 2022**

Apology in advance. SK and CS will be absent from next meeting.

**WIGTON TOWN COUNCIL**  
**A MEETING OF THE FESTIVALS COMMITTEE WAS**  
**HELD ON MONDAY 22 AUGUST 2022 AT 6PM**

**PRESENT**

Councillors Ferriby, Scott, Armstrong, Hodson, Crouch.  
S Keaveney, Clare Stabler (NADT), Ellie Jones (Allerdale Borough Council Events)

**FES/7/2022 TO RECEIVE APOLOGIES & RECORD REASONS FOR ABSENCE**

Brian Campbell, Steve Collier

**FES/8/2022 DECLARATIONS OF INTEREST/DISPENSATIONS**

None

**FES/9/2022 EXCLUSION OF PRESS AND PUBLIC**

None

**FES/10/2022 EVENTS**

**10.1 Sponsorship**

Assistant Clerk spoke about costs having risen for the few quotations we've received already for the November event and that committee needs to be aware of this.

Cllr Ferriby noted how important the event is for the town, that decisions may need to be taken about which elements we keep and whether we need to make savings by cutting other aspects of the event.

Sandra Keaveney (SK) suggested it was important to try to get someone to sponsor the Christmas lights. Clerk had provided outline figures from Jonathan Higgins who manages the artists and staging showing an increase of up to £8,000 on 2019's event (current quote £19,000+). This is obviously before negotiation.

Cllr Scott asked where we are with negotiations and who might negotiate this?

If other councillors on the Festivals committee would agree, he asked SK if she would be willing to speak with Jonathan on the Council's behalf to agree upon which acts might be brought to Wigton, of course keeping costs in mind.

SK said that she was led to believe that he had been told to provide a really good line up due to the fact we hadn't had an event since 2019. This may be why we have this high figure. If we have one TV act and one recognisable music personality, this will be a big draw and ensure attendance.

Ellie Jones (Allerdale Borough Council events) stated that ABC is lucky to have repeat sponsorship. The fact that firms know exactly what they will get from ABC for that sponsorship is key. An accountancy firm they work with knows they will have press releases, a blog post is written for them to use, we focus on their history, and plaster their logo everywhere on all documentation (physical and online). Large banners and online posts that say 'Thank you' to our sponsors with logos.

Interviews with radio/TV. Offer free stall at the event and other sponsor specific tweaks.

Suggested a ‘thank you’ to residents also who are affected by the road closure.

With regards to Futamura potential sponsorship, discussion took place about the creation of a Bronze, Silver, Gold packages. Gold might be full sponsorship of lights and event and offer backstage meet and greet with stars as an option. She also suggested speaking to organisations before they enter their budgeting round for the next financial year.

**ACTION:** Cllr Hodson agreed to take lead on creating the sponsorship outline for the meeting.

SK wanted to know in what capacity she would be able to negotiate.

Cllr Scott asked if this would need to be agreed by Finance Committee?

Cllr Ferriby said that as part of the Finance Committee any proposed costs would need to be discussed and agreed. He also stated he was confident to let SK speak on council’s behalf in negotiating the right event. He suggested a budget of £15,000 if other Councillors would agree **AGREED**

Cllr Crouch said that the town has held some really great events this year, and costs are reasonable with what we are providing – it’s a big event. We’re getting great feedback from the town.

Cllr Scott suggested that Councillors may wish to take part in fundraising activities to try to get people to support the council for event in particular – this might include bag packing. Other towns do this – with sponsored runs etc. He suggested that Wigton do something similar. Would be good to have a presence at every event in town to show we support our town.

**ACTION:** Cllr Scott asked that fundraising opportunities for councillors be added to the September agenda for Full Council, plus a report from Festivals committee.

## **10.2 Christmas Lights Event**

Assistant Clerk asked Ellie Jones her offer to manage the Christmas Market on our behalf. Ellie Jones (EJ) agreed to contact her list of market traders about the event. We can have the £25 income from each vendor. Regular traders will bring their own gazebos – otherwise people can take advantage of the ABC offer of gazebos but they need to be collected and erected/dismantled. Vendors will also need to bring their own generator.

Clare Stabler (CS) said erecting gazebos is a major stressor for events staff on the day. Prefer that this be managed. It will need volunteers. **ACTION:** List of volunteers from Councillors

There will be certain food vendors open on the day – Barista, Shan, Vibes – so a walk through with Ellie Jones will be arranged to plan the market stalls and how many will be possible this year.

SK: Stalls needed to be set up and in place by 10 am and trading would end around 4.30. Event runs from midday to after Christmas light turn on (TBC)

Cllr Scott asked if there will be spaces for local charities such as Wigton Baths Trust who come every year?

CS: Yes they will be given space.

Cllr Crouch mentioned the idea of a soup kitchen idea, as a mobile kitchen had been offered to him. Possibility that this would be on the Corn Market as further away from music if demonstrations held. Food Pantry might prepare take home bags.

Cllr Ferriby spoke to the idea of having the Messy Church potentially have lantern making session on the day.

EJ asked that Wigton Town Council manage the invoicing for the vendors. **AGREED**

**As for PR for the day:**

SK suggested focussing on the schools with Parentmail.

Cllr Scott will arrange for a poster to be designed with the proviso that final details will just be dropped into the poster once agreed (to include sponsor logos and ABC logo (for market)). This will replace the previously used leaflets.

**ACTION:** Cllr Scott to arrange poster

Cllr Ferriby said outlying parishes need to be informed about the event as we attract a lot of people into town on that day.

SK updated committee on what had been arranged so far. Street entertainer and face painter booked for the day. Vibes Ice Cream parlour are planning to provide a Santa's Grotto as part of their winter activities, so we do not need to organise this for 2022.

Santa Parade – suggestion that Samba Band from Nelson Thomlinson would be invited to serenade Santa into town. **AGREED**

**ACTION** Cllr Hodson said she would invite them on committee's behalf. It was suggested that a donation be given to them for this.

Sandra Keaveney asked who would be at Futamura meeting, when and what is required. Assistant Clerk to liaise.

SK also asked that a decision be taken about gazebos: Local businesses/charities would have the free ABC gazebos, other traders would provide their own. On the proviso that Councillors volunteer to erect/dismantle.

Road closure needs to be as early as possible 6/7am latest until 8pm. Assistant Clerk handling this.

Cllr Scott asked about removal of rubbish/ waste - contact Allerdale Borough Council waste Services. EJ mentioned they have used Tivoli for litter picking and getting a quote might be a good idea. Traders must remove their own rubbish. Trade Waste bins and 7/10 large bins.

Cllr Ferriby will contact schools about the use of their car parks as fun fair will take up half of the main Water Street car park.

SK said someone needs to liaise with Taylor's fun fair - they are responsible for any waste and need to leave the place clean. **ACTION** Clerk's office to contact ABC to make them aware that waste is Taylor's responsibility.

Cllr Ferriby said that everything needs to be pinned down and signed off by September meeting.

**Meeting ended at 7.20pm**

**Date of next meeting 21<sup>st</sup> September 2022**

**WIGTON TOWN COUNCIL**  
**A MEETING OF THE FESTIVALS COMMITTEE WAS**  
**HELD ON WEDNESDAY 21 SEPTEMBER 2022 AT 6PM**

**PRESENT**

Councillors Ferriby, Scott, Armstrong, Hodson,  
S Keaveney, Clare Stabler (NADT)

**FES/11/2022 TO RECEIVE APOLOGIES & RECORD REASONS FOR ABSENCE**

Ellie Jones  
John Crouch

**FES/12/2022 DECLARATIONS OF INTEREST/DISPENSATIONS**

None

**FES/13/2022 EXCLUSION OF PRESS AND PUBLIC**

None

**FES/14/2022 EVENTS**

**11.1 Minutes and actions of previous meeting**

Cllr Ferriby opened the meeting thanking all for attending and outlined the purpose of the meeting which was to ensure all ideas and previous conversations are making progress.

Cllr Ferriby referred to the previous minutes and actions:

1. Cllr Hodson was to take a lead on sponsorship ideas. Cllr Hodson confirmed she had put together a three tier plan and shared this with Cllr Ferriby and the Assistant Town Clerk.  
**Action –updated plan to be sent to Cllr Hodson.**

2. SK was to liaise with Jonathon Higgins (JH) regarding the budget. SK explained conversations with Jonathon Higgins (JH) regarding the Christmas event were ongoing and costs were up to around £13.5k net which would be £15k gross. Confirmed acts so far are Hardwicke Circus with other acts proposed but not yet confirmed. SK also requested that previous minutes and actions are sent to the NADT committee members. **Action – Town Clerk to send draft minutes and actions moving forward.**

3. Cllr Scott was to lead on fundraising ideas and add fundraising to the FC meeting in September. Cllr Scott explained this was added to the agenda and it was discussed but only a few ideas were given. It will also be added to the next FC agenda. Cllr Armstrong suggested having a gazebo through the day, he has made a few features previously and they had gone down well. This could generate income by charging 50p a go. **Action – Add as an agenda item for October.**

## **11.2 Christmas Lights**

Cllr Ferriby noted the importance of not overspending the festival budget with SK asking what budget was left. The Town Clerk (EI) described how this information was not to hand.

Cllr Armstrong suggested having a gazebo through the day, he has made a few features previously and they had gone down well. This could generate income by charging 50p a go. SK explained while this is a good idea Ellie Jones (EJ) needs to be contacted to find out how many stalls are on the street already and would there be room for a further gazebo ran by WTC? EJ has confirmed there are 10 stalls already and possibly a further 10. SK suggested having the gazebo somewhere else such as outside of reception, this area is flat and two gazebos could be placed there. EJ had spoken to her regular taste – Cumbria vendors and was just waiting on confirmation.

Cllr Scott describes how the council had been approached by people regarding stalls. Shan which is closing, now have a horse trailer which has been converted to sell burgers. SK mentioned how this would need to be considered as other vendors in Wigton on the High Street would be selling similar food and EJ had been asked not to approach food vendors. Cllr Hodson commented that new food stalls should be selling something that Wigton does not already have. SK suggests to check with (EJ) to see which food vendors are interested. Cllr Hodson describes how they did once have mulled wine, which was possibly the Rotary Club. Cllr Scott mentions possibly having milkshakes but SK reminded him that this will be provided by Vibes and that it would be a better idea selling produce rather than catering. SK went on to say WTC could give away mulled wine and ask for donations. SK said check with EJ that WTC can have a stall on the street to allow for fundraising. **Action – EI/AR to check with EJ that WTC can have a gazebo on the street and to confirm food vendors.**

Cllr Hodson pointed out that it should not be forgotten where the market came from so moving forward, vendors should be consistent and want to return each year. Cllr Hodson also went on to mention that perhaps there could be craft stalls as crafters had approached her, where could crafters go? SK described how this might be difficult when craft sellers do not typically have their own gazebos or tables. SK mentioned how Cllr Scott had previously offered to pick up gazebos from ABC but doing this would be a commitment, plus they need to be told now. Cllr Scott agreed and said we would do what was mentioned earlier and not offer to pick up gazebos so vendors would supply their own.

SK explains that if gazebos are required then ABC need to be informed sooner rather than later. EJ was also told that all traders needed to provide their own gazebos. Cllr Ferriby brought up the importance of volunteers to help with gazebos – it was **AGREED** that WTC would not ordinarily offer to pick up gazebos and erect them for vendors. In the event that a vendor approaches WTC and wants to attend but they do not have a gazebo, WTC would be responsible for collecting and erecting on behalf of the vendor. **Action – EI/AR needs to check with ABC if there are any gazebos left if this were to occur.**

Cllr Scott mentioned a charity event that he had attended which had trampolines and could this be another activity? SK reminds everyone to be mindful of the weather and whether there would be room outside but suggests they could attend future events such as the carnival.



Cllr Hodson asks if there is anything planned for outside of Travellers World or St Mary's church, it was suggested that possibly Cllr Crouch may be organising something. SK responds that if Cllr Crouch is organising something he must be responsible for arranging volunteers. **Action – EI/AR to check with Cllr Crouch.**

Cllr Ferriby went on to discuss volunteers in more depth and explained that councillors will need to take on a role and perhaps friends of councillors could also be available to volunteer. Cllr Scott agreed that there should be a timetable drawn up for councillors.

SK reminded the committee that a volunteer would be needed to take money for the ice rink.

Cllr Hodson made the point that the local organisations taking part could be helping, which Cllr Scott agreed, further adding that they could be responsible for collecting money. CS mentioned that collecting money from the ice rink should be left to WTC or NADT volunteers in case something was to go wrong. Cllr Hodson agreed it would be great if the youth group, Wigton Cell/Church group could volunteer. Cllr Ferriby described how we can ask youth groups including the scouts to assist with queues etc. but not be in charge of money. Cllr Scott described how the ice rink would be the biggest draw. SK agreed to look at her team and see who can do what.

**Action – SK to provide WTC with a list of volunteers.**

**Action – WTC to find out who is available, then create a timetable.**

Cllr Scott stated that the event will run from Friday to Sunday with everything being set up from Thursday evening and suggested that it (ice rink) could be open to the schools. CS asked how much it would cost and if there would be a charge, SK reminded everyone that the prices needed to be consistent. Cllr Ferriby agreed that ice skating could be made available from 9am on Friday morning but Cllr Scott saying it should be from 11am. Cllr Ferriby asked how many children could attend through the day and which age groups? Cllr Scott cited that all should be invited. Cllr Ferriby suggested allocating a number of spaces per school and allowing them to arrange how to sort. Cllr Hodson mentioned that Friday lunchtime could be allocated to sixth form students but SK recommended that slots should be provided to the younger children as the weekend was available for the older students. Cllr Ferriby asked whether all schools would take part

Cllr Scott went on to discuss music and whether this would be made available, SK replied that yes she could provide a sound system but space needed to be considered along with ensuring there was disabled access. **Action – SK to confirm details of supplying sound system.**

On the topic of parking, Cllr Ferriby stated that Nelson Thomlinson car park was happy to open to provide extra parking. SK asked whether anybody had contacted Allerdale regarding whether the parking could either be free or discounted over Saturday and Sunday. **Action – EI/AR to contact ABC.**

In the event of poor weather, Cllr Ferriby commented that the Methodist Church will be happy to open and provide children's activities and provide hot drinks.

Cllr Hodson confirmed she had been talking to the Samba band, she just needed to confirm times around the Santa parade and asked whether they would be required to do more. SK suggested the band could be used to warm the crowd up. Cllr Hodson said the band had been

booked provisionally for 11:30 am. SK mentioned the time of the Santa parade needed to be checked. Cllr Ferriby asked where they were meeting at 11:30 as the service will not be finished until then so it would be better to start at 12pm. SH confirmed the best dressed elf competition would be at 11:45. SK reminded everyone that times will be on flyers.

**Action - SH to liaise with the Samba band and confirm times.**

**Action - SK to check with JH what he had planned so Samba band can do a crowd warm up.**

**Action - SH to check what time Vibes are doing their raffle**

Cllr Armstrong asked if WTC had a gazebo allocated by ABC, Cllr Scott answered that we have our own. Cllr Armstrong then asked if there would be room on the road for the gazebo. SK said EJ should be asked. Cllr Scott mentioned that stalls cannot go past the Kildare.

**Action – EI/AR to ask EJ for an update on number of stalls.**

Cllr Scott asked if road closure documentation had been submitted, the Town Clerk (EI) confirmed they had.

Cllr Ferriby also asked EI if the waste collection had been sorted, EI confirmed it had.

### **11.3 Sponsorship/Fundraising**

Cllr Armstrong mentioned the putting green.

Cllr Ferriby stated there are no other sponsorships at this time. SK brought up the Futamura meeting and asked if we knew what we were offering. Cllr Scott recommended we ask for sponsorship around something that has already been arranged and we should ask them to sponsor this one thing. SK indicated appropriate activities to sponsor which included the stage and main act or perhaps the ice rink. Cllr Ferriby made reference to possibly needing to make money from the ice rink, if this was sponsored, WTC could not charge for tickets therefore perhaps the main stage would be the best one to sponsor. SK mentioned perhaps this could be corporate sponsorship. CS asked what would be realistic. Cllr Ferriby suggested sponsorship could be split between Futamura and WTC, referring to the stage and main act. SK also mentioned the Christmas lights as a possible item to sponsor and went on to describe that the extra attractions will bring people into Wigton. SK also asked what the budget was as the cost of everything needs to be known.

SK indicated that an agreement should be made with Futamura regarding the sponsorship deal with a disclaimer around what will happen if the event was to be cancelled the day before the event.

Cllr Scott mentioned Futamura sponsorship moving forward and asked if it was too late to put a yearly sponsorship deal together now. SK stated that for the meeting with them, it needs to be made clear what is being asked of them and what the approach should be. Cllr Ferriby referred to the sheet that had been created by Cllr Hodson, it was noted that this had not been agreed and would not be shared with Futamura at this point. EI, AR and Cllr Ferriby will attend the meeting with Futamura and from this put a plan together.

Cllr Ferriby asked if there was anything left to discuss as the agenda items have merged into one rather than keeping them separate. SK replied asking when budgets are set for next year, Cllr Scott said October. It was proposed by Cllr Scott that a further meeting would be required to sort costs before the next planned meeting, it was agreed the next meeting would

be Tuesday 18<sup>th</sup> October at 18:15. **Action – all attendees to bring costs and related information to the next meeting.**

Cllr Ferriby also mentioned that the schools would need to be notified in October regarding spaces for the ice rink.

**Meeting closed at 7pm.**

**Date of next meeting: Tuesday 18<sup>th</sup> October at 18:15.**