

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 21st September 2022