



# Rugeley Town Council

Minutes of the Rose Committee held in the Council Chamber  
at 7:00 pm Wednesday 10<sup>th</sup> November 2021.

PRESENT: Councillors: P Ansell R Dipple  
D Gaye I Gunner  
N Mahon (Chair) K Tait-Green

ALSO PRESENT: H. Goodreid – Town Clerk  
S. Bird – Development Manager  
L. Johnson – Theatre Manager  
Cllr I Hodgson  
Cllr C Green  
1 member of public

Min	Item	Action
<b>81</b> 81.1	<b>Apologies</b> Apologies were received from Councillors Pyke and Szklarczyk.	
<b>82</b> 82.1	<b>Declarations of Person &amp; Prejudicial interest</b> No Declarations of Interest were made.	
<b>83</b> 83.1	<b>To receive any requests for dispensation</b> None were received	
<b>84.</b> 84.1	<b>Chair to close the meeting for the public session.</b> No members of public were in attendance.	
<b>85</b>	<b>Chair to reopen meeting</b>	
<b>86.</b> 86.1	<b>Minutes</b> It was proposed to approve the minutes of the Rose Committee meeting held on 13 <sup>th</sup> October 2021. <i>Proposed: Cllr Dipple; Seconded: Cllr Gaye</i> <b>The minutes of the Rose Committee held 13<sup>th</sup> October 2021 were approved as a true record and signed by the Chair.</b>	
<b>87</b> 87.1	<b>Matters Arising</b> All matters arising had been dealt with or were on the agenda.	

Signed:

Rose Theatre Committee

Date: 8<sup>th</sup> December 2021

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<p><b>88</b> 88.1</p>	<p><b>Income and Expenditure</b> Councillors considered and noted the October 2021 Income and Expenditure report for the committee.</p>	
<p><b>89</b> 89.1  89.2</p>	<p><b>Theatre Manager Report</b> Cllrs had received a detailed list of all theatre bookings for the remainder of 2021. The Theatre Manager was happy with the number of bookings as we emerge from the pandemic, and bookings are being taken for next year from new clients which is encouraging. Staff are looking at new ways of advertising and promoting events at the theatre to increase the audience base that we have – possibility of looking at Rugeley Advertiser and What's On magazine which goes into other theatres. Current bookings tend to be reactionary rather than proactively achieved. Staff are looking at how this can change.</p> <p>Concerns were raised over the linking of the payment machine to Wi-Fi. The Town Clerk advised that an engineer had been out since the weekend, and it was hoped that the works would mean better signal.</p>	
<p><b>90</b> 90.1  90.2  90.3</p>	<p><b>Amazon</b> Cllr had received details of a meeting between Amazon, Cllr Mahon, Cllr Martin (in part) and the Town Clerk. Several promotional activities and ideas had been discussed which would benefit the Rose Theatre. Discussion was also had around the possible establishment of a Rose Theatre Management Group which could oversee day to day advertising and events.</p> <p>It was proposed that Terms of Reference for this potential group be drafted and brought to Decembers Committee for consideration. <i>Proposed: Cllr Dipple; Seconded: Cllr Gaye</i> <b>It was agreed that Terms of Reference be drafted for a possible management group.</b></p> <p>It was proposed to accept the support from Amazon to pay for flyers, posters and prizes which would help promote the pantomime. <i>Proposed: Cllr Dipple; Seconded; Cllr Ansell</i> <b>It was agreed to accept support from Amazon for the promotion of the pantomime.</b></p>	<p>Town Clerk to draft TOR for December Committee</p> <p>Town Clerk to liaise with Amazon re printing of promotional material.</p>
<p><b>91</b> 91.1  91.2</p>	<p><b>Budget</b> Cllrs consider the need for more informed promotion of the theatre to increase ticket sales and increase the variety of performances on offer to the public. Cllrs then considered the possibility of creating a grant fund that would offer financial support to visiting theatre groups / performers to cover costs associated with booking the theatre with repayments being made from ticket sales share.</p> <p>It was proposed that a request be made to Full Council for £10,000 to come from General Reserves for promotion in 2022/2023. It was further proposed that a grant scheme be developed and funded from General Reserves with a budget of £10,000. <i>Proposed: Cllr Ansell; Seconded: Cllr Mahon</i></p>	

Signed:

Rose Theatre Committee

	<b>It was agreed that a request for a budget increase of £20,000 be sought in 2022/2023 to cover additional promotion and the creation of a grant to subsidise certain theatre groups.</b>	Town Clerk to put request to Council
<b>92</b> 92.1	<b>Energy Arts Project Update</b> Cllrs had received a report on the progress of the Energy Arts Project and a display was on show during the meeting. The cultural and monetary value of the towers has increased and the vulnerability of the towers to vandalism was considered should they be placed in their originally proposed outdoor locations.	
92.2	It was proposed that the finished cooling towers form a public exhibition at the Rose Theatre with the intention that the exhibition be offered to partners around Staffordshire. The final locations for the towers could then form a trail around the town at indoor locations including possible placement in libraries, Cannock Museum, schools, doctors, shop windows etc. <i>Proposed: Cllr Mahon; Seconded: Cllr Gaye</i> <b>It was agreed that the towers be used as an exhibition, initially at the Rose Theatre and then tour the area and then go on permanent display at indoor locations to be agreed.</b>	Town Clerk to co-ordinate a touring exhibition when the towers are completed.
<b>93</b> 93.1	<b>Exclusion of the Public</b> The public were excluded because of the likely disclosure of exempt information as defined in Public Bodies (Admissions to meetings) Act 1960 Section 2.	
<b>94</b> 94.1	<b>Staffing Matters</b> Cllrs considered the creation of a new staffing post in the Rose Theatre. It was agreed that this would be put to November Finance and Management Committee for consideration. <i>Proposed: Cllr Ansell; Seconded: Cllr Dipple</i> <b>It was agreed that the details of a new position be put to Finance and Management Committee for consideration.</b>	Item to be placed on November F and M agenda.
<b>95</b> 95.1	<b>Date of Next Meeting</b> The next meeting would be held on Wednesday 8 <sup>th</sup> December 2021 at 7pm.	

The meeting closed at 7.58pm

Signed:

Rose Theatre Committee

Date: 8<sup>th</sup> December 2021

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