

Artisan Market

As you are aware, we didn't have a January Artisan Market due to the First Saturday falling on 2nd January, so last Saturday was our first of the Year.

We were given notification at the end of December that there was money still available from the Welcome Back Fund which we had to spend immediately, or it would be reallocated.

We have purchased three 3mx3m pop up marquees, 3,000m of Red, White and Blue bunting, a large amount of Art and Craft Materials, a large folding table and 8 folding stools. These are for an Art and Craft Tent which will be used for kids to drop in and enjoy an activity while their parents visit the market. We have also been able to book a face painter and balloon modeler for February and March's Artisan Markets from this money, but were not able to use it past the end of March cut off point. The Lea Hall Brass Band have been paid for 2 performances at Artisan markets from the WBF.

The street trading licenses need to be bought for the next three months at a cost of £105 for the 3 months.

Recommendation

Cllrs to approve the spending of £105 to allow for an application of street trading licenses for March, April and May 2022.

Generator

Since we took over the management of the Artisan Market from Sketts, Alison has been keeping track of promoting stalls to businesses, collecting rents, send receipts and general admin associated with this. When Sketts were managing it, they provided a generator for food stalls when required.

We are still charging stall holders the same fees as were charged by Sketts as we need to cover stall hire and installation and VAT. Cllrs are asked to consider the purchase of a new Town Council generator for use at Artisan Markets and other Town Council events.

The Town Council does have a generator which we used at the Christmas event November 2021. However, it is extremely noisy – to the point that it was difficult to have a conversation in its proximity. We have paid £55 to get it serviced but feel that its usefulness is as a backup generator rather than a main generator used each month as it is also cumbersome and difficult to move requiring at least 2 people to carry it.

Recommendation

Cllrs are asked to consider purchasing a quiet, portable generator to support our outdoor events such as the Monthly Artisan Market and the Jubilee.


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Examples below:

REF: BOH-9000W-e ME14623011

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Community Jubilee Celebrations Proposed Activities

Artisan Market (4th June 2022)

The monthly market is scheduled to go ahead as usual and could go one of two ways – either traders will see it as an opportunity to sell to a lot of people and more come along, or they will be celebrating with their own families. Either scenario is fine, but until we know we will hold off planning where the stalls will be situated. Ideally we will hope to welcome around 30 – 40 stalls for the day.

A street trading license will need to be secured for this event and also a TEN to allow for the consumption of alcohol in certain areas.

Recommendation

Cllrs are asked to approve a spend of £35 for the street trading license and £25 for the TEN for the Jubilee event.

Charter Fair – Elmore Park

Whilst Cllrs have agreed not to hold a separate Charter Fair this year, Cllrs are asked to consider placing some attractions in Elmore Park on the 4th June to compliment the street parties and Artisan Fair in town.

Cllrs are asked to consider filling Elmore Park with inflatable games and activities for kids and adults such as the following:

NB – Costs for all of the following to be obtained once we have confirmed if this is the route we wish to go, but we are looking at a **ballpark of £200 per item + VAT**



Bungee Run – can be used by kids and adults, it is a race against your opponent whilst tied to a bungee cord.



Human Wipeout – Stand on the plinth as an inflatable bar rotates which you have to jump and duck to miss.



Inflatable bucking bronco/camel/sheep!

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Inflatable 'Whack-a-mole'
For both Kids and Adults



Inflatable Softball, basketball and darts



Inflatable golf – hole in one competition

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Inflatable, safe rifle range – Kids and adults



A huge, exciting bouncy castle to end all other bouncy castles! Adults can also have time slots on this.

We have been told by Dave Podmore that there will be no fairground rides on 4th July available as it is the day that everyone will be celebrating the Jubilee... however, I am waiting for confirmation of what William Jones has available, and we will use him if possible with whatever they have. The idea is to place a fairground set up in Iceland Car Park – we are waiting for feedback for CCDC to see if this is possible. If not we can position fairground rides around the town if that is our option.

We are also looking into putting a Traditional Punch and Judy in Elmore Park, awaiting feedback from Cllr Hodgson's contact.

Food and Beverage Options - an ice cream van and possibly someone like Pippa Jims toastie van.

Approval on this set up is being requested of CCDC licensing – Sean O'Meara.

The historical 'community market' element of the Charter Fair can be worked into the Artisan Market set up and if people are keen to take a market stall on that day will be offered the same arrangement as the Artisan traders.

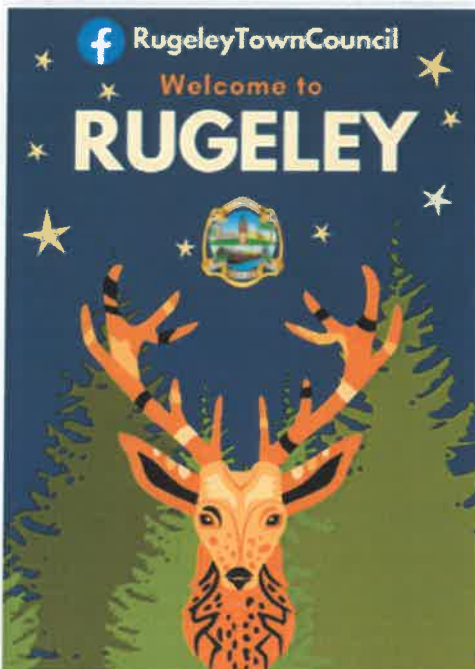
Recommendation

Cllrs are asked to allocated a budget for the rental of inflatables and attractions on

Elmore Park of no more than £1,000 from the Community Initiatives budget to allow for booking of events at Elmore Park.

Photo Opportunities

Cllrs are asked to consider buying an oversized deckchair for use as a photo opportunity. This could be used in the Artisan Markets throughout the year and also at the Jubilee Event.

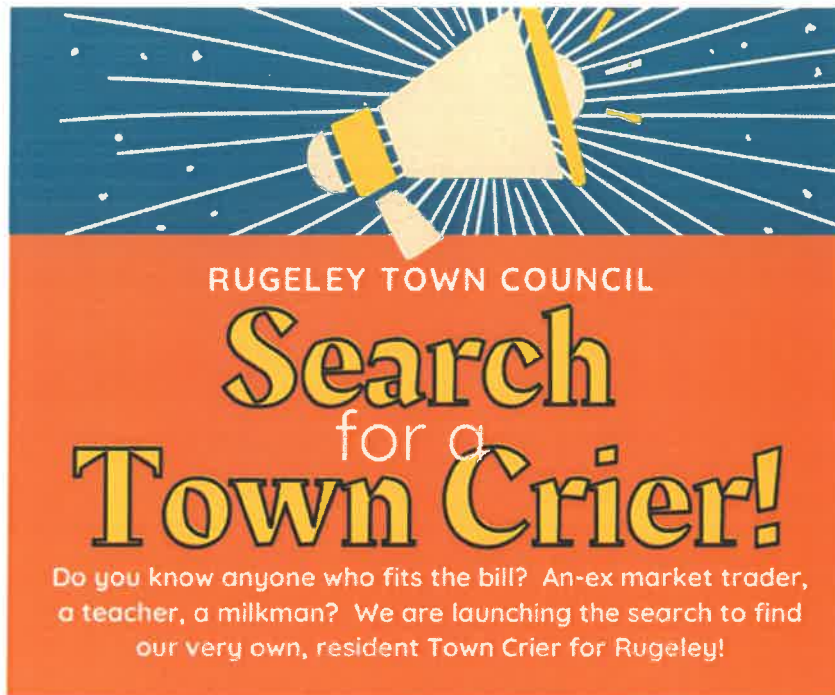


The concept is that people sit in them and take photos which they share on social media, this helping us with organic marketing.

This is from a company called Chunky Chairs – who come in £200 cheaper than their competitors at approx. £475 plus VAT and £55 postage. We design can be anything we provide.

We are also waiting from costs from a local carpenter to see if a bespoke one can be made for less cost.

The design could be something along the lines of the design on the left



Another suggestion is that as we currently 'borrow' a Town Crier on occasion when we need one, that we run a 'Search' for our own Town Crier. We could hold open auditions on Artisan Market days, with the winner 'performing' on the day of the Jubilee.

Cost implications would potentially be the cost of an outfit for the winning candidate, but it may be something that someone might do for minimum payment/expenses?

Recommendation

Cllrs are asked to consider funding the purchase of an oversize deckchair for us to use at promotional events at a cost of no more than £475 + VAT from the Community Initiatives fund.

Cllrs are asked to authorize the Search for a Town Crier competition for Rugeley. If this is agreed, then Cllrs are asked to consider purchasing a uniform for the Crier which would cost around £300.

Market Square Fun

In Market Square it is anticipated that trestle tables and chairs would be placed to allow for groups to hold their street parties. There would also be a big screen and a stage on which entertainers could perform throughout the day for shoppers and diners etc. The staging would need to stay in place for the entire day so that bands could perform into the evening with dancing in the square. This would allow for local restaurants to put out café style tables and chairs around the periphery offer table service to those people.

NB. I have been in discussions with CCDC requesting that the holder of the market license in Market Square is asked not to trade on that day. That's is currently in hand and we are hopeful that we will be able to have full access.

Ballpark of pricing for those items below:

Staging

5ft x 5ft – for solo artists

£78 inc VAT

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8ft x 4ft – duos	£125 inc VAT
16ft x 8ft	£250 inc VAT
32ft x 16ft	£500 inc VAT

PA System

Small one mic set up with 'Stick' Speakers and mixer £300 inc VAT

(Larger acts mostly have their own kit)

Chairs

Lightweight folding plastic chairs	£2 inc VAT
Aluminum Café style chairs	£3.30 inc VAT
Deckchairs	£9.60 inc VAT

Tables

Small Round Aluminum Café Table	£12 inc VAT
Picnic table and Bench style set up	£33.60 inc VAT

(Wooden tops and metal legs)

Performers costs vary considerably, from just expenses for single acts looking to raise their profile, though usually around £250 to in the region of £2500 for a decent 'party band'

Recommendation

Clirs are asked to consider approving a ball park budget to allow for the hire of the trestle tables and chairs and for the booking of a band.

Grant

We have received a grant to the value of £10k for the Queens Jubilee, with a large portion of that going towards a Town Centre Mindfulness Garden to be created for our Community. The remaining funds can be utilized for the entertainment and requirements for the day of celebration itself.

An application has also been made for an additional 10k from the Arts Council.