

Artisan Market

You will have noticed that we changed the configuration of the Artisan Market for October. This is due to several reasons: The stall holders do not like being situated right up Upper Brook Street as the feedback is that they get less businesses the higher up they go, the majority want to be closer to Brook Square and feel that business has dropped for them since we have moved to Upper Brook Street.

We have looked to place the stalls back in that vicinity, with a smaller number on Upper Brook Street, on a rotational basis.

In terms of entertainment, we have been able to use a face painter for our budgeted entertainment allocation of £60 at each Artisan Market – and we feel that the face painter does draw in a lot of people. However, the fee of £60 was a trial fee, and is not sustainable for the lady concerned and she will be charging £100 moving forwards – which is still the cheapest facepainting option available. We are also aware that the ambiance of the market improves when there is a busker present.

Recommendation

Cllrs are asked to consider looking to increase the entertainment budget for Artisan Markets, as both the Face painter and the busker attract more visitors to town and help to create an ambience. Both activities are weather dependent and are not appropriate if it is raining. A total budget of £160 per month would allow us to have both options.

Remembrance Service

The Town Council wreath has been ordered for the Remembrance Service.

The road closure has been applied for and the formal notice has been sent back. We are in discussion around cost as they are currently trying to charge us for it – but as a charity this shouldn't be applicable.

As usual Richard Bates will be organizing all other elements of the event.

Residents' letters have been sent to home owners in the relevant streets.

We will need marshalls for the event – is anyone available? Sunday 13th November, around 10.30am – 12noon

We have had costs for the installing of the poppies and poppy waterfall from both Estate Signs and Midland Signz:

Estate Signs - £1,410

Midland Signz - £2,820

We felt that these quotes are a lot of outlay for something so temporary – so we have asked Craig Mantle to quote to put up all of the poppies and take them down again for us at a greatly reduced cost of £300, and following a conversation with Festive Lights they will put up the Poppy Waterfall Banner on the clock tower and remove it when they do the Christmas lights.

Wedding Fair

Following feedback from several local businesses, who have expressed interest in being involved with our Wedding Fair, but have an issue with having the fair on a Saturday - we have taken the decision to postpone the Wedding Fair in the Rose Theatre until the Springtime on a Sunday date. The issue with a Saturday is obviously that most wedding related businesses are working on a Saturday or are already involved with weddings. They have also advised that Spring is a much more responsive season for wedding fair's, so we are amending our plans to a Spring date accordingly.

Rose Theatre upgrade

This is ongoing, and obviously taking place alongside our normal workload, so is slower than we would like, but the changes are looking great.

Newsletter Questionnaire feedback

You will have seen that the Questionnaire for feedback on Town Events was on the back page of the latest edition of the newsletter. We have had some questionnaires returned – but not many. I have added the questionnaire to Facebook to encourage more people to either fill theirs in, or message us with their responses.

Christmas Trees

We have reserved two Christmas Trees – a 20ft tree to be located on Eaton Lodge roundabout at a cost of £450 +VAT, and the main Christmas Tree for Market Square at 25ft and a cost of £700 + VAT.

Christmas Lights Extravaganza

We have been made aware of a new fund by CCDC that we are looking to access for some of our Christmas expenditure, which we will keep you updated on. They are reticent to share any details of criteria, but we are hopeful that we will be able to use it for some of our activities.

Confirmation in bullet points of where we are to date:

- Street license application has been submitted along with the licensed land application. We have also applied for the road closure for the fireworks.
- We currently have 42 stalls (of a maximum of 50) signed up for the Christmas Market (we are at our maximum capacity for cakes which we are being overrun with this year)
- We have managed to secure some excellent renowned street food options – ‘What the Cluck’, ‘Patty Freaks’, ‘Pizza Bella Uk’ – (who are also doing Vegan Pizza’s), ‘Sweet and Savory Crepes’ – (who are also doing Vegan Pancakes)
- The Finishing Post Bar will be joining us selling all alcohol
- Due to the popularity of the Tea Tent at the Jubilee event, we will have the Town Council Tea tent in the Market Square area selling affordable Tea, Coffee, Baileys Hot Chocolate and Mince Pies, giving us a Town Council visual awareness and central meeting point next to the stage.
- Giant Snow Globe has been booked
- Sheradon the Dog has been booked
- 2 x Snow Machines have been booked
- 6 security guard have been booked with 2 SIA officers.
 - 2 security at 10am, 4(2 SIA) at 4pm until 7.30pm and 2 First Aiders from 10am – 7.30pm.
- We have had a quote for a smaller version of the wonderful stage set up that we used for the Jubilee. This will have full cover and sides, making it safer for the school choirs and additional performers which we are looking at this year. Last year the stage became very slippery, and the Gazebo cover was very low over it. The reduced cost for us would be £900 which we are hoping could come out of the CCDC funding, and would be entirely managed by the company, reducing the need for us to borrow and organize delivery and install and dismantle it on the day.
- Along with our new generator, ACE LINE have offered us 3 additional generators free of charge for the Christmas Lights event on 25th November. Which should cover us for all aspects of the event.
- Santa’s Grotto will this year be in Angi’s office at C Residential. This is due to the old Grotto literally being on its last legs and held together with glitter and prayers and it was extremely cold last year for Santa and his helpers. Craig Mantle has visited C Res already and will be making us a Fireplace out of MDF that can be used annually, and creating a ‘grotto entrance’ around the doorway from the old Grotto, which is being delivered back to us imminently.
- We are looking at changing the layout slightly this year to give us a central area for entertainment. We are meeting with the Stall Hire Company and William Jones on 1st November to go over our options.

Development Managers Report

- As you may be aware this years event clashes with England V USA in the Football World Cup. Unfortunately we have a pre-sold event at the Rose Theatre, as we had hoped to open the bar and show the match in the Theatre, encouraging people to make their way over after the fireworks, but this will not be possible. We suggest having the fireworks at 6.30 rather than 7pm to allow people to get home for the match? – *Discuss*
- We are putting together an additional list of add-on entertainment to submit to CCDC for the additional funding to discover what can come through that revenue stream and what will need to come through our own event budget.