

## Development/Theatre Director's Report

### September 2023

As there is a cross-over in activity for both Community and Rose, I have included this report for both committees.

#### Artisan Market

- Our first Artisan Market with Bescot Promotions took place at the start of August. The weather was abysmal which unfortunately did reflect on the number of people who were in town.
- We had an issue with one retailer who wasn't happy about the positioning of stalls outside their shop, but didn't speak to anyone about it, which is disappointing as it could have been rectified, and they did post negatively on FB. We have addressed this and will ensure, moving forwards that there is a space in front of their building.
- Our September Artisan Market took place last week with Bescot taking over all aspects of the administration. We had 16 stalls, and we were pleased with the management and organisation.
- We have had some feedback that emails take a long time to be answered, which we have raised with them, and does seem to be 'standard practice' in the market industry. We will meet regularly with Bescot to keep lines of communication open and effective.

#### Promotion

We will need to have Artisan Market/Thursday Market promotional banners produced to raise awareness of the new Thursday Market and ongoing Artisan.

- *Councillors to discuss what budget is available for production of banners*

#### Car Boot Sale

As a starting point and first time running a Car Boot, there was a nice atmosphere, and the location was perfect.

- It was quiet from 1pm, and so we wonder whether to run from 9am – 1pm for future events, as most stall holders were packing away by 1pm. From a reputational perspective I don't think we can advertise that we are open until 2pm and have people turn up in the last hour to find that we have packed away.
- If we operated from 9am – 1pm I wonder if we could offer bacon rolls at the door, we could make them and wrap them up in foil and have them to purchase as people come in? Even with a warming plate set up outside. The car boots that I have been to in the past do seem to start early and breakfasts seem to be very popular. Should the next Car Boot be

inside – they can obviously be sold from the bar. (We are scheduling a date for staff to do a food hygiene course)

- As we know – the reason that we charged a 50p entrance fee was to get around the need for a trading licence. The majority had no issue with this at all – so do we continue to charge 50p for adults, or do we go down the licence issue? Or reduce the entrance fee to 20p per adult?
- We have provisionally pencilled in Sunday 29th October for a second Car Boot which can take place inside the theatre if the weather is poor.
  - *Councillors to share thoughts*

### **Business Survey**

Thank you to Councillors who volunteered to distribute the Business Survey to the Town Centre retailers.

As we stand we have received 4 completed forms. Unfortunately, this is the apathy which we have historically been dealing with.

In the survey I offered to facilitate a ‘Town Team’, inviting members of the retail community and other stakeholders such as CCDC, to join a proactive, positive group to share ideas, best practice and look at other successful high street campaigns that we could trial in Rugeley.

- *I am happy to attempt to continue with this if councillors would like that to happen.*

### **Buskers/Performance Pitches**

Given the sudden change in weather, I am looking to produce the painted ‘Performance Pitch’ in the Mindfulness Garden this week, as the poor weather has prevented that from happening. Specialist paint is being purchased from B&Q.

### **Pop Up Cinemas**

We are looking to change the way that the Pop-Up Cinemas work during the holidays. We feel that holding a full day of viewings isn’t used as well as potentially doing morning shows on consecutive days – we will trial this in the October Half Term Holidays.

We also get more footfall when the cinemas are promoted with flyers to the primary schools – which we will do, but this will increase our in-house stationary expenditure.

### **AOB**

Any other updates will be shared verbally.