

**MINUTES OF A MEETING OF THE BURNTWOOD WAKES REVIEW COMMITTEE
HELD AT BURNTWOOD TOWN COUNCIL'S OFFICES
ON WEDNESDAY 28 AUGUST 2013 COMMENCING AT 6.00 P.M.**

PRESENT

Councillors Mrs Fisher, Norman, Mrs Rigby (left the meeting at 7.05 p.m.), Walker MBE and Mrs Woodward

In attendance

Councillors Mrs Evans and Taylor
Mrs M Danby, Town Clerk
B Cooper, Senior Administrative Assistant

1. APOLOGIES FOR ABSENCE

None received.

2. ELECTION OF COMMITTEE CHAIRMAN

RESOLVED That Councillor Norman be elected Chairman of the Burntwood Wakes Review Committee for the remainder of the 2013/14 Municipal year.

3. DECLARATIONS OF INTEREST

None declared.

4. COMMITTEE REMIT

RESOLVED That the Committee's remit as set by the Town Council be received and noted.

5. BURNTWOOD WAKES FESTIVAL 2013

Members received the Town Clerk's report on the 2013 Festival.

It was noted that many of the suppliers/artists had held their 2012 prices for the 2013 Festival or they had agreed a special rate for the 2013 Festival.

It was noted that each of the four elements making up the Festival had been well received though there were issues which should be resolved/investigated prior to any bookings been made for future Festivals. The issues were:

- The possibility of installing lighting the large trade marquee
- Investigate the benefits, if any, of using a digital sound system instead of an analogue system

- Rehearsal arrangements for the orchestra need to involve the Council is as low an outlay as possible
- Thought be given to not hiring a Hospitality marquee but making use of the trade marquee and opening invitations to Festival sponsors as well as Civic dignitaries and Councillors for a much simpler option of, say a fish and chip supper and seating to watch the concert.
- Simple barrier roping to be used in front of the marquee on the Saturday evening
- Better communication to be put into place with regard to external arrangements being made for any element of the Festival
- More publicity to be secured for future events to include taking an advertisement with a local free newspaper and use of social media
- Approaches for sponsorship from local businesses to be made initially from the Council's office and followed up by visits by Members to answer any queries the businesses may have and to encourage them to commit to sponsorship.

The report concluded by asking Members to consider what type of Festival might be offered in 2014 and beyond.

Given the economic pressures and the fact that the expenditure for the 2013 Festival was less than it would have been if performers/suppliers had not held or reduced their prices, Members were advised that the current level of BTC funding was not considered to be sufficient for 2014. If the Council wished to continue with offering a three-day Festival it was estimated that a budget of £50,000 would be required to provide the quality and quantity of entertainment expected by the public together with provision of adequate security for the whole of the Festival and an improved sound system for the stage.

AGREED That the information be noted.

6. 2014 and beyond

Members discussed the sustainability of the Council providing £40,000 per annum for a three day Festival, especially given the need to move projects forward under the Burntwood Town Strategy and the growing interest and popularity of the Burntwood in Bloom competition in conjunction with the town's entry into the Heart of England in Bloom competition.

It was noted that Staffordshire County Council would be taking over the Chasewater Country Park in April 2014 and it had been indicated that they wanted the Country Park to play a part in the Burntwood Wakes Festival.

It was also suggested that LDC should be approached to ascertain the availability of the Burntwood Leisure Centre campus to host the 2014 Festival.

After much discussion, the Members felt that the time had come to revert to the original traditional family fun day only and the remainder of the Festival budget to be used to provide floral displays in the town during the summer months and an

additional event during the year. It was suggested that townspeople should be consulted on this proposal before any arrangements are made and that questionnaires could be put into shops and Members could consult with their neighbours.

Members were of the opinion that the Festival did not meet the town's aspirations as set out in the Burntwood Town Strategy, though value for money was difficult to assess.

RECOMMENDATIONS That:

- a) The Town Council revert back to the original Burntwood Wakes format and offer only a traditional family fun day to be held on the afternoon of Saturday 18 July 2014.
- b) That the Town Council use the residual funds resulting from (a) above to provide floral displays in the town during the summer months and to provide another event during the year.
- c) A questionnaire be drafted to be put into local shops and publicised by Members seeking townspeople's views on (a) and (b) above.
- d) Staffordshire County Council be approached to ascertain how the Chasewater Country Park might be involved in the 2014 Burntwood Wakes.
- e) Lichfield District Council be approached to ascertain the availability of the Burntwood Leisure Centre campus to host the 2014 Burntwood Wakes family fun day.
- f) A maximum budget of £40,000 (plus any sponsorship that can be attracted) should be allocated for the 2014 Burntwood Wakes should the Town Council opt to retain this as a three day Festival, with the hope that this will be significantly reduced should (a) and (b) above be approved.

Members asked that their thanks be recorded for the hard work put into organising the 2013 Festival by the Burntwood Wakes Committee and the staff.

(The Meeting closed at 7.50 p.m.)