

**RINGWOOD FESTIVAL STEERING COMMITTEE
MINUTES OF MEETING
HELD ON MONDAY 5th OCTOBER 2009 AT GREENWAYS**

PRESENT: Cllr B Terry (Chairman), Cllr N Chard, C Polton, J Stride, P Allis, P Alvis, C Lockyer, N Guy, H Wardle, J Muir-Webb, L Wickens, J Wickens

IN ATTENDANCE : T Simpson, Town Clerk, S Godwin, PA to Town Clerk/Mayor

1. **APOLOGIES:** Cllr C Ford, D Cracknell, A Osborne, H Cox, K Morrison, K Davis (Forest Forge)

The Chairman welcomed the new members present and brief introductions were made.

Cllr Woodfield had notified her intention to resign from the Committee due to pressure of work. The Town Clerk would seek a replacement for her at the next Full Council meeting.

ACTION: Terry Simpson

2. **MINUTES OF PREVIOUS MEETING:**

The Minutes of the 8th June, having been circulated, were agreed.

3. **ELECTION OF CHAIRMAN:**

Cllr Brian Terry was elected Chairman.

4. **ELECTION OF VICE-CHAIRMAN**

Cllr Neville Chard was elected Vice-Chairman.

5. **FINANCIAL REPORT:**

The financial statement dated 8th September 2009 was received and noted. Terry Simpson confirmed that a deficit had been made this year, and suggested that this was partly due to less donations being received in a difficult economic climate, coupled with increased expenditure.

AGREED that the financial report be approved.

6. **DONATION TO CHARITIES**

The Committee had previously agreed that any surplus from the Festival should be allocated to its two chosen charities, Ringwood Day Care Centre and 2515 ATC (Ringwood & Fordingbridge). Unfortunately, the Festival this year had made a loss of £1,511 despite one or two events recording a profit. However, when the financial situation had been reported to the Town Council's Policy & Finance Committee, that Committee had agreed to meet certain items of expenditure which would allow the sum of £789 to be allocated to Festival Committee to divide between its chosen charities.

AGREED that £789 be divided between Ringwood Day Care Centre and 2515 ATC (Ringwood & Fordingbridge)

ACTION: Sue Godwin

7. REVIEW OF FESTIVAL EVENTS

a) Golf

It was noted that a surplus of almost £1,700 had been achieved by the golf tournaments in May and July. Terry Simpson explained that the May golf tournament had traditionally started in order to provide a donation to one of Danny Cracknell's chosen local charities. It was now called the Danny Cracknell Memorial tournament and his family may wish to take this event over which would enable them to allocate any profit to one of the charities Danny had sought to support. It was noted that this would result in a significant reduction of income to the Festival funds.

ACTION: Committee for further discussion

b) Rock Concert

Pete Alvis reported that only a few people turned out for the concert due to the persistent rain. He suggested that the better venue would have been the Market Place where some traders had pledged to support it. However, he had encountered too many obstacles for this to be achieved. Subsequently, he had carried out a survey in Ringwood regarding future rock concert events which resulted in the majority stating that they did not approve of the financial cost of the Rock Concert and were not interested in supporting it in any way. The student advisors said that they thought young people would go to the event as long as it wasn't raining and if it was the best attraction that evening.

It was noted that members thought that the Rock Concert was a worthwhile event and Pete was thanked by the Chairman for all the hard work he had put into organising it again. After some discussion, Pete confirmed that he would be prepared to organise a concert next year if certain criteria could be met.

ACTION: Committee for further discussion

c) It's a Knockout. It was generally felt that the expenditure and the amount of effort put into organising this was not justified due to the small number of spectators, although it was agreed that those taking part seemed to enjoy it. This scenario had also been noted in previous years.

d) Concours d'Elegance. Cliff Polton reported that this had been a success, with more interest being generated from new entrants wishing to take part in the PCGP and he was pleased to note a good deal of enthusiasm in general.

e) Classical Concert. The Chairman drew the Committee's attention to Cllr Thierry's note. A discussion ensued and it was generally felt that the two musical events were of such differing natures to not cause a problem. Members were informed that Ringwood & Burley Band were performing at a town centre venue on the same evening. Subsequently, Terry Simpson had spoken to a band member who assured

him that they would not book a similar event next year in the town on Festival evening.

f) Catering. Unfortunately, due to the very inclement weather, the caterers had very poor trade compared to the previous year. It was noted that the caterers had made a monetary contribution towards Festival for the benefit of having an outlet on Festival Day.

g) Crowning of Princesses. It was reported that the two Princesses looked lovely and were not perturbed by the rain in having photographs taken with the Town Mayor.

h) Charity Stalls. It was noted that some twenty nine stalls had taken part, despite the inclement weather, and although they were down on takings this year, overall they still raised £1,591 jointly. No adverse comments had been received by the Town Council and all seemed to take part in good spirit, making the most of it.

i) Festival Entertainment. Members made positive comments regarding the entertainment, although it was noted that the childrens' rides were only used by a few children due to the rain and very few children were in fact in the Market Place where the rides were located.

j) Publicity.

AGREED that publicity needed to be improved next year, although the event had been publicised fairly widely in the town itself, particularly in the local press, it needed to reach a wider audience. Both the day events and Rock Concert in the evening were badly affected by the wet weather and it was felt that this greatly contributed to the lack of support of the events.

8. **2010 FESTIVAL**

Discussion took place about the focus of the 2010 Festival, which centred around whether to include the Festival Day entertainment at all or just have the charity stalls, perhaps located elsewhere such as Southampton Road near Mansfield Road or on the Bickerley instead of the Market Place; proposals for the May and July golf tournaments; 'It's a Knockout', the Classical Concert and the Rock Concert. Various locations including The Bickerley, the Market Square and Carvers were discussed.

Cliff reported that he had already started the publicity campaign for the PCGP, as they had entered a float into Carnival last month launching the 2010 event. Ways of obtaining sponsorship and marketing were discussed, including selling advertising, bringing radio and t.v. into the equation and using various internet media to promote the event. It was suggested that a much wider area be included in the marketing of the Festival. Bearing this in mind, the Committee were reminded that this would mean all Members volunteering for a task.

Paul Aliss and Jim Stride discussed a plan of action, which included raising the profile of the Festival. Amongst suggestions put forward were to invite a person from each of the charities taking part in the street market to serve on the Committee, to make maximum use of local radio media such as Wave 105 and even local television. He said that PCGP had made a donation to Wave's charity 'Cash for Kids' last year. Jim suggested that once decisions on these various items had been

reached, the Committee then needed to produce packages to bring them to fruition as quickly as possible. Also, it was suggested that we have inputs to the school committees and obtain feedback from the student advisors.

Jeff Wickens pointed out that in the past Ringwood Rocks only required a Temporary Event Licence as no more than 500 people at any one time would be present, but a full Entertainment Licence would be required if that changed.

Cllr Brian Terry left the meeting at 19.10 hrs and Cllr Neville Chard took the Chair.

Further discussion took place about whether the Festival in 2010 should just be a PCGP and a charity market, the latter which may benefit from being as near to the main car park as possible. It was noted that a full road closure would be required in any case for the PCGP.

In order that further consideration could be given to the Ringwood Rocks event, Pete Alvis offered to bring a powerpoint presentation to the next meeting.

9. **A.O.B.** – nothing further.

10. **Date of Next Meeting**

Monday 2nd November.

07.10.09