

# Worthy's Festival Meeting

Minutes of the Meeting held on 1<sup>st</sup> March 2016 at the King Charles

**Present:**

Chair of the meeting: Sarah White

Secretary: Dorry Hudson

Fred Phillips, Alex Phillips, Rob Fellows, Phil Allen, Paul Blythin, Paul McKenna, Malcom Prince, Robin Fellows, Lorna Murray

**1) Apologies** for absence were received from:  
Jackie Porter, Isabelle Haigh, Pam Fisher, Alison Day, Jane Rutter, Sue Tinkler

**2) Minutes from previous meeting** (AGM – 17<sup>th</sup> November 2015) – these were agreed

**3) Matter Arising:** Sarah expressed thanks to Natalie Newman for the 2 years that she was the secretary for the Festival.

Bill Morrison has volunteered to oversee the Health and Safety side of the Festival

**4) Treasurers Report:** Clarification of credit from previous meeting in November. Laura went through finances and there was an overspend of £49.72

This compared with an apparent overspend last time of £600 and profit from 2011 Festival

Highlights of the last Festival were highlighted, in particular

Income inc. grants from HCC/WCC/HWPC/KWPC totalling £3800

Sponsorship + payments for programme advertisement £4440  
+direct payment for Fireworks(Bacardi) and Marquee(SSE)

Expenditure inc. Programmes £2050 for 5000, £1500 for stage hire, £800 for sound equipment hire, £600 for insurance and £660 for Festival T-shirts

**5) Feedback so far:**

**Flyers** Sarah White asked if the 2,000 small leaflets that were printed for the last festival were deemed useful. The general feeling was that they were. It was suggested that for a small fee to the free weekly newspapers, these leaflets could be put inside those being delivered to postcode SO23.

It was agreed that flyers should not be put out too soon as people tend to dismiss them.

The need for a full programme had previously been raised. It was discussed that most of our income was from local sponsorship and it was thought that the promise of a prominent advert in a programme delivered to all was a big incentive. In conclusion the full programme was thought to be essential

The previous suggestion of putting our Feedback questions what was enjoyed/not enjoyed on flyers in the local shops, in the church Parish Magazine and on Facebook was raised. Having gone out to every household in the Parish Council magazine, it was thought that it was probably too late to re-ask for feedback.

**Food** It had been raised by various people that the lack of promised variety and level of expense was a disappointment on the Friday evening. Sarah White asked if the Worthies Club would be open for food. Alex Phillips (representing WSSC) would investigate. Robin Cook thought that if requested the scouts could put on a foodstall

**T Shirts** Malcom Prince raised the question as to whether so many were necessary, and maybe to just go with one style... polo shirt or crew neck.

**Bands** It was agreed that the Ceilidh band and the Big band should perform at different times. Playing at the same time presents a problem to Festival goers who enjoy listening to both. Options were discussed

**Fun Day** It was suggested that the Fun Day, which is held on the 1<sup>st</sup> weekend of the Festival, could be moved from Church Green to Eversley Park, however other views were that it was important to spread the Festival across the village

**The Sunday Street Parties** were discussed and agreed that the one at the local shop was a big success and hopefully will become a regular event, the individual street parties were also enjoyed.

**The History walk** which was organised by Phil Allen was deemed a huge success and Phil has been asked to organise the same for the next Festival.

**Talent Show** The question was raised as to whether the Talent Show should continue due to flagging numbers of people entering. It was queried as to whether this could be incorporated into the Jazz event on Church Green. Malcom Prince stated that he thinks it should remain as an event during the Festival and continue to take place at Jubilee Hall, where there is a good stage available. Phil Allen agreed suggesting that on the open Green could be more daunting for volunteers and that there had been a good display in Jubilee Hall

**Open Gardens** Sarah White said the question had been raised as to whether the Open Gardens should remain as part of the Festival, but that some garden owners had enjoyed this even with fewer visitors. Attendees agreed it should still be an option for the people who enjoy to open their gardens to the public, ideally to tie in with other events.

### **Length of Festival**

It was agreed that the Festival should continue to be a 9-day event to include all popular events and enable those working in the week to attend as much as possible

**Craft Show** Sue Tinkler is happy to carry on with the organising of the Craft Show

### **Budgeting for individual events**

It was discussed that this had been done differently by each event organiser. Sarah White and Treasurer Lorna Murray asked that for consistency all event organisers should keep their own brief account of income and expenditure, making use of entry funds for prizes etc and

then provide Lorna with the summary and any profit that was made to go into the Festival funds.

Lorna stated that she needs to be asked if money is available prior to purchases being made for the Festival for any events.

## **6) Marketing**

Lucien of Adrienne, the local photographers who covered the last Festival, has suggested a total new branding and logo. This would include design of a new website, Facebook and other Social Media, design of banners and leaflets and photography throughout the Festival for the cost of £2,000.

Suggestions were made by the attendees for other options on the above.

The local college could be approached to ask if students studying photography would be willing to cover the event, which could possibly be incorporated into their coursework. Another option would be to ask a local photography group if they would be willing to cover the Festival, which would give the group members the opportunity to practice their photography skills.

To clarify, it was agreed that the proposal by Lucien was a very good deal on commercial grounds, but out of our budget capabilities, and possibly not appropriate for a voluntary local event. It was agreed that we need to confirm with Jane Rutter the nature of the previous contract with Adrienne, in particular in relation to ownership of the photography for the 2015 Festival and any ongoing contract.

Phil Allen has agreed to take on managing of the Festival website. He pointed out that last year the WorthyFestival2015 website had out of date information on it. The reason was that old websites were top of the Google search. It was discussed that the current website [www.worthyfestival.com](http://www.worthyfestival.com) was set up at a late date and had not risen to the top of search engines prior to the Festival.

Phil has already set up a new email account linked to the website as well as Social media accounts for Facebook and Twitter. He is also looking into setting up an Instagram account for sharing photos. The committee were enthusiastic regarding this approach and agreed that we need to start raising our profile now in readiness for the 2017 Festival, with regular updates on how things were progressing

Alex Phillips asked if the minutes of meetings should be put on Facebook. It was discussed that this was possibly not the best place for these, but a page on the website would be and perhaps just put the highlights on the Facebook page

**Website/Social Media Policy** Phil Allen suggested that we need to develop policies on how we would deal with bad press/inappropriate public postings etc if needed, plus how to deal with email complaints etc. in order to have a consistent approach for whoever is managing these forms of communication

## **Local Press**

Paul McKenna made various suggestions on how to promote the Festival in the press where possible at minimal or no cost. Phil Allen suggested that we find someone willing to act as 'Press Officer'

**7) Dates of 2017 Festival** It was decided that the Festival will be held from Sat 16<sup>th</sup> September – Sunday 24<sup>th</sup> September

**8) Main Events** The main events that were agreed upon included: Music Festival, Jazz, Gardeners Questions, Quiz, Dog Show, Flower and Produce Show, Campfire, Run, Beer Festival, Fireworks, Talent Show, Fun Day.

Sarah White asked what would make the Fun Day more interesting. A children's Gym, Juggling, Face Painting were suggested but other ideas hopefully will be put forward. Sarah also suggested an Ice Cream Van.

The second Sunday afternoon was also raised as a quieter time that perhaps needed more input

**9) Involvement of Groups and Organisations** It was suggested that the new Minister Paul Bradish be invited to become involved.

Other suggestions:

A football Competition be organised by local football teams

A Martial Arts demonstration.

Morris Dancers

Malcom suggested that we focus on young groups.

Robin Fellows asked if anything was coming out of Worthy Down Army Camp. The issue about most of the residential area being In South Wonston was raised, but contact would be made to investigate this further

**10) Grant Applications** Lorna said that applications to local councils are made in April. Sarah White asked when the best time was to approach local businesses, but Lorna had not been involved with this aspect. Jane Rutter to be approached for further information

**11) Frequency of meetings** Quarterly meetings were decided upon for now, with perhaps more frequent but focused meetings ie all Fun Day, all Music, all Garden related issues etc. nearer the event

**12) The next meeting will be held one Tuesday** in early June, the date will be clarified by the Worthies Club.

Meeting ended at approx. 21.15