

CTC 750 Working Group – Minutes

Thursday 7 October 2021

Attendees: Cllr David Brown, Cllr Suzy Firkin, Cllr Kay Wesley, Cllr Margaret Gartside, Jenny Unsworth, Jackie MacArthur, Martha Hayes, Jess Imber, Debbie Coxon

1.Apologies: Cllr Rob Moreton, Cllr Suzie Akers Smith, Jo Money

2.Approve minutes of the last meeting: Minutes approved from 2 September 2021

3.Updates and issues on below CTC events:

3a. Mountbatten Way Banners

JMac has costings from Bay Media. Daz has been contacted for the design. Double sided banner, standard design, with space for individual company name and logo.

ACTION: KW to draft a letter inviting businesses to sponsor a MBW Banner.

3b. Ale Taster & Catchpole

Meeting with Beartown Brewery cancelled. **ACTION MH to rearrange.**

SF had a positive meeting with CAMRA who offered guidance on appointing the Ale Taster. They recommend a formal application process to ensure we get the right calibre of people. An application form in the Chronicle, in pubs & online should encourage a diverse range of candidates. A job description outlining expected duties and diary dates was suggested.

CAMRA suggest we appoint an Ale Taster (JU to provide outfit) and two reserve ale tasters (sash not outfit).

Rather than create a 750 ale, breweries have said they can rebadge an existing ale. Open up to local breweries to participate.

JU suggested involving home brewers rather than just commercial to produce an ale/apple juice/cider.

Ale Taster to be unveiled at the Beer Festival proposed for Jan/Feb at the Town Hall. This will be a scaled down, ticketed event.

ACTION: SF to reserve provisional dates for the Beer Festival in the Main Hall.

3c. Beating of the Boundaries

Cllr Suzie Akers Smith provided project update. MG relayed this to the group.

Date set for 10 April. Rotary contacted for volunteers. Three horses organised.

Discussion took place on the route and boundaries. Group agreed that the route should be kept within the town boundaries and not encroach on neighbouring parishes.

ACTION: Use the town boundary map from the Neighbourhood Plan.

The group explored the potential for further fundraising opportunities.

Could the £1 entry fee be increased? It was perceived that many people taking part would seek sponsorship for the main day or completing virtually.

Virtual Walk

Set-up physical check points eg (postcard style affixed to signs/posts) and online check points, so walkers can check in.

ACTION: SAS, MG & JC explore QR codes to link up with Strava and other tracking apps.

Create a Strava Group (there may already be existing groups) so people can share the walk & routes.

List the walk on Ordnance Survey maps.

The group was of the opinion that if we invest now in the structure the route can be used for future events.

3d. Platinum Jubilee

Park booked for Friday 3 June, 12-5pm. Picnic in the park type of event. DB suggested a bar, Beartown could be approached.

ACTION: JMac & MH - work with Friends of Congleton to share resources. Book entertainment.

3e. Town Hall Exhibition

If personnel are available, the schools exhibition can be extended to members of the public in the evening. Information points can be used, to educate on the exhibits to reduce the need for skilled volunteers.

Explore 3D printing and uploading videos on YouTube.

ACTION: JU to focus on the practical exhibits. A separate sub group to be formed to co-ordinate the running, staffing, promotion of the exhibition.

3f. Medieval Festival

Jousting booked and safety forms submitted.

ACTION: DB assigned as project lead.

MH to map out the park to determine available space before booking other acts. See Ruth Burgess for park map. Factor in jousting, first aid, toilets.

Acts suggested: Astbury Mere Archery, Falconry, Morris dancing, Hog roast, refreshments, stalls.

ACTION: KW to supply details of Sandbach Morris dancers. Option to include in the town centre entertainment programme.

3g. Medieval Banquet

Main Hall booked & Peever contacted.

SF contacted Alsager Community Theatre.

ACTION: MG to approach churches as a potential venue for the plays. ACT could also be used for the town centre entertainment.

4. Meeting with the schools

See Jo Money email 'Schools activities folder' dated 30 Sept.

ACTION: Project leads to complete an A4 summary of event for inclusion in the folder. DC to circulate template.

Suggestions put to JM so far:

- Booked visits to two flag painting workshops in January
- Joining the parade for the Elizabeth Statue unveiling –March
- Back to back heraldic themed gardens for In Bloom
- Booked visits to the Living History event in the Town Hall - July
- Hidden Talents Theatre workshops –creating a medieval play TBA
- Act-it-Out drama project –TBA
- Possible schools workshops with Vikings schools workshops – I have attached an email I received from them regarding workshops
- Engagement in the Medieval Party in the Park - August

5. AOB

Merchandise – update from Jess.

The group agreed the objective of merchandise is to promote and raise awareness of the event, not necessarily profit making.

Lots of samples ordered. Jigsaws are too expensive and supply issues. Best option is to source smaller items with cheaper price points.

Issue is minimum order and storage space. The group is confident merchandise will sell via a stall at 750 events, in the CIC and Museum. **ACTION: Jess to place orders.**

Jess has spoke to SVS about a separate budget for merchandise.

Jess looking into online pay as you go models with no outlay.