

## MAESTEG TOWN COUNCIL

Minutes of a **HYBRID** meeting of the **EVENTS committee** held remotely via Microsoft Teams and at the Council Chamber, Council Offices, Talbot Street, Maesteg, on **Wednesday, 20<sup>th</sup> March 2024**.

### COUNCILLORS

**IN PERSON:** **R Martin (Chair)**  
P Davies, P Jenkins, L Thomas, and I Williams

**APOLOGIES:** Cllrs C Davies & C Knight

**DECLARATION OF INTEREST:** None received.

### **508. TO WELCOME EPM TO THE MEETING TO DISCUSS PROPOSED EVENTS**

The Mayor welcomed EPM Events to the meeting and advised that in the recent Full Council meeting it was agreed to stay with EPM for 3 years in order for the majority of events to be developed. This will be for Fun run, summer events and Christmas Parade. Santa's Grotto is to be tendered each year to multiple companies, however that said all events must be tendered, discussed, and offer value for money before being accepted.

Prior to the meeting EPM had provided tender documents for the following events:

Please see attached event proposals from EPM for 2024.

Proposal Number	Event	Proposed dates	Cost £
MTC4892	Christmas Parade	7 December 2024	£16,715.00
MTC4893	Keepers run and family fun day	July 2024	£14,865.00
MTC4894	Ward Family Fun days	20 & 21 or 27 & 28 August 2024	£22,133.00
MTC4895	Maesteg Food & Drink festival	August / September 2024	£26,598.00

Budgets for 2024-25 for events:

Maesteg Festival - Keeper run	£15,000.00
Maesteg Festival - Summer festival	£20,000.00
Maesteg Festival - Christmas	£35,000.00

N.B the Christmas Grotto & Parade events do not include other spends that Council make during Christmas:

### **Christmas costs excluding lights**

	<b>2022</b>	<b>2023</b>
Grotto	8,688.90	12,076.42
Parade	17,355.00	£ 20,924.98
Selection boxes - schools & grotto	2,023.45	3,001.01
Care Homes gifts	529.42	543.54
performances in market	180.00	300.00
mince pies / hot drinks	1,183.05	290.40
portaloos hire for parade day	0	265.00
<b>TOTAL</b>	<b>29,959.82</b>	<b>37,401.35</b>

Members went through each tender document with the following discussions:

#### **MTC4892 Christmas Parade: £16,715 (2023 cost was £17,480)**

Members raised some questions in regard to the spilling of the public into the main route that the lorries take, fireworks, Police matters, crowd breakers, barriers etc. EPM advised that the quote itself is a working document and noted that in the 2 years he has been involved has given him the opportunity to figure out how the event works and also to meet the standards set by all relevant stakeholders such as BCBC, ESAG, South Wales Police and the public. Members commented on the continued success of the parade and highlighted the double decker bus that was a great success in the previous year.

Members asked if EPM believe the bus station will be empty of works vehicles this year allowing for easier clearing of the parade floats. EPM advised that they are hoping this is the case as the Town Hall comes closer to opening, he also advised that this year, the larger lorries may drop off their users near the stage and drive onto the main road and back to their depots leaving the bus station open for the smaller vehicles and walking groups.

Members agreed with the majority of the quote but would like full council ratification on the acts such as elves, micky mouse, the grinch etc and other negotiable costings that would reduce the overall cost of the event.

#### **MTC4893 – Keepers Run & Family Fun Day £14,865**

Members commented on the continued success of the fun run in its short lifespan. They asked EPM if there were any improvements they feel there should be to improve on the event. EPM advised that moving the start of the race would be one change since there is a sink hole near the current start point. The other change would be the introduction of at least 3 porta loos, whilst the school is open for toilet usage, it is far away from the race start and there were large queues last year with some people missing the start of their races.

A member raised the issue of the medal costings and advised that the Council could likely find cheaper alternatives whilst maintaining the custom-made aspect. EPM commented on the number of attendees to the event with over 500 registered and 300 attendees this could be an issue in the years to come as we can only register a certain number of runners for the chip timer system – he recommended a refundable deposit of £3 to encourage people who register to attend.

Members queried the advance race with a winners trophy for those who wish to take the event seriously such as running clubs and enthusiasts alike. It was agreed to look into adding this additional race and perhaps issue a nominal charge, around £5 - £10, which is still far below what running clubs are used to paying for an average race and our route offers a lot more than average.

Members also queried obtaining further funds for events through sponsorships or funds that may be available through WEPA etc. The deputy clerk advised that we would have to check with the promotional aspect in the first instance as there are certain rules around promoting private enterprises in the public domain. If approval is granted through One Voice Wales, then we can approach companies who may wish to sponsor the event(s).

#### **MTC4894 - Ward Family Fun days: £22,133**

Members agreed that there was little use for this event in its current setup. Although it was mentioned that the Friends of Maesteg Welfare Park (FMWP) are attempting to setup their centenary event for next year so a collaborative effort between the Council, EPM and the FMWP may be the better and more cost effective approach. In addition, policing people by asking which ward they live in would be very difficult and offer barriers to entry that would dissuade people from attending.

#### **MTC4895 - Maesteg Food & Drink festival £26,598**

Members questioned the demand for such an event in Maesteg, a better approach would be to start a small version perhaps in the Market square and scale from there if it is well received. Members asked if they could setup on Commercial Street and ask local food places to have a stall as well as some from out of town. The deputy clerk advised that this was queried previously and BCBC declined permission to use Commercial Street on the grounds of safety and traffic use. They were also not keen on a road closure for such an event.

The Mayor thanked EPM for attending the meeting and members then discussed the proposed events and it was **agreed** to recommend that the following events are accepted for 2024 from EPM.

- a. Christmas Parade 2024
- b. Keepers Fun Run 2024

**509. TO REVIEW THE TENDERS FOR SANTAS GROTTO**

Members were provided with the following tenders for Santas Grotto in 2024:

Proposal Number	Event	Proposed dates	Cost £
MTC4891	Santa Selfie Grotto	23, 24, 30 November & 1, 7, 8. 14, 15, 21 & 22 December 2024	£12,200.00
Q2420064	Santa’s Grotto 2024	30 November & 1, 7, 8. 14, 15, 21 & 22 December 2024	£10,456.10

Members discussed the tenders and **agreed** to recommend that tender Q2420064 is accepted for 2024.

**510. TO ADVISE GRANT FUNDING AVAILABLE TOWARDS EVENTS IN 2024-25**

Members were advised that the Town Centre Manager advised the Clerk that there may be grants available towards events in 2024-25.

Email was sent to BCBC Events team requesting the following:  
Please can you send me the grant application forms when they are available in order for the Town Council to apply.

05/02/2024: BCBC Events replied:  
Yes, there is an events grant about to come out. We are hoping to launch it this week or next.  
There will be an expression of interest first, then a full application.  
There are two grants to apply for first up to £2,500 and second up to £10,000.  
I will send the link out when we are ready to launch.

The deputy clerk advised that an expression of interest has already been completed for the parade and the fun run as we were advised to submit these as soon as possible. The deputy clerk further advised that the grant funding is subject to bringing in people from outside of Bridgend County Borough so, events in previous years where we have deducted advertising costs may need to be reviewed if grant funding is approved.

Following this information, members discussed the purchasing of a camera for the office that the clerks can use for photos and video recording of our events. It was noted that the Councils average monthly engagement on social media is between 100 – 300 users. Following the pictures the clerks took on parade day, this engagement was nearly 20,000 users for December 2023 and the page doubled in followers as a result. The photography ‘frames’ that the Clerk made on the day of the parade were a hit with attendees and members agree that professionally made ones should be purchased for the Christmas parade in 2024.

## **511. RECOMMENDATIONS**

1. To accept the following events with EPM:
  - a. Christmas Parade.
  - b. Keeper of the Colliery Run & family fun day with trophies awarded to winners of 5k and 10k.
2. To review a food & drink festival proposal when submitted, the event will be for the market square and be on a far smaller scale than originally proposed.
3. To accept tender Q2420064 for Santa's Grotto in 2024 to the cost of £10,456.10.
4. To complete expression of interest form for the Christmas grotto.
5. Clerks to investigate the legislation for sponsorships of events from private companies. If deemed legal, Council to determine the scope of company involvement.
6. Clerks to investigate costings for a suitable camera that is able to take pictures and record video of our events to reduce costs and provide more online engagement.
7. Clerks to obtain costings of portable 'picture frames' with Maesteg Town Council branding to be used for photo opportunities at events.

\*\* Copies of the tenders are available in the office if Councillors wish to view the breakdown of costs.

**Minutes emailed to all Councillors to Read on 21<sup>st</sup> March 2024**  
**Minutes accepted at a hybrid meeting of the Council held on 2<sup>nd</sup> April 2024**

**Signed**

**Mayor**