

Report: No 4 St. Aldhelm's Day Fair 25th May 2015

Marketing

We had 5000 double sided postcards, 100 A 4 Posters, 20 A3 Posters, Road signs, Notices in the Newspapers and advertised the event on Social media, BBC Wiltshire Sound and Heart Radio our Town Council website Malmesbury .com Notice boards in Malmesbury and surrounding villages house and shop windows and Malmesbury Town Council Events booklet

Postcards: These were very successful, because they had all the information and times for the activities and were distributed in a 20 mile radius of the town by people visiting different towns and villages

Posters: These too were distributed to 20 mile radius in appropriate locations.

Road Signs: These were put up instead of banners just before the event, however next year road signs and banners should be arranged earlier for maximum exposure to passers by.

Social Media: This was an excellent and successful method of advertising the event.

Event Organisation

Timing: 10am to 4pm was felt to be the right timing. The timetable for the activities also worked well.

Activities: The Bow Men and the Minstrels were well worth the cost as the main attractions Cloister Gardens was a great location for the event . The craft stalls were very successful including the making of medieval badges, decorating beautifully made wooden swords and the making of medieval purses. Also drawing and general craft materials were available.

Competitions

Riddles: The children's riddle competition was successful although we only had entries from one school. The adult riddle competition was not successful with no entries at all. Feedback is that it was too difficult and too many of them and maybe not enough time given for completion.

Fancy Dress: Whilst some children did dress up, there were not the expected numbers. This will require more focus and publicity if it is to continued next year.

Flower Festival

This was organised by Churches Together in Malmesbury and held at St. Aldhelm's Catholic Church. The St. Aldhelm's Life talk given by Ron Bartholomew, was extremely well attended. Feedback from visitors is that the Flower Festival gave people a lot of pleasure and inspiration. The people setting this up felt it was a really worthwhile addition to the day, and was very much enjoyed by the group

Refreshments

The only refreshments available were at the Flower Festival and food outlets that were open on the day. The Committee considered a beer tent, a hog roast, beef burgers etc .(Scouts) and afternoon teas. However, the beer tent was not pursued, because there was no one prepared to take responsibility for it, either from the Town Council staff or Councillors. In view of this we decided not to provide refreshments this year. We need to consider this more fully next year.

In General

Retailers Feedback: Retailers and restaurants in the High St have advised that the Fair made a positive difference to their takings and would welcome it being staged again next year.

Charity Stalls and Business Stalls: All reported that they were pleased with the level of takings.

Meeters and Greeters: This was the first outing of our tabards. Members of the Wiltshire Council Local Youth Network were happy to take on this role and were popular with visitors. They enjoyed the day.

Donations to Nepal Disaster Fund: Donations from the Flower Festival, after the cost of the flowers were deducted, was £230.83 and £150 from the Activities in Cloister Gardens.

Funding

Funding for the event was appropriate and actually came in under budget. Final amounts still to be confirmed, however outline of accounts is as below :

Community and Town Promotions Committee budget	£1500
Wiltshire Council Local Youth Network (Bowmen)	£285
Stall rental	<u>£145</u>
	£1930
Costs:	£1633.16
	£ 256.84

Marketing	£360
Printing	£99
Bow Men	£250
Minstrels	£575
Morris Dancers	50
Flowers	£166.66
Fancy Dress Prizes	20
Riddles Prizes	18
Thank You Gift for Judges	9
Craft Materials hire of badge machine	50.50
Marquee Hire	£25
Refreshments for Meeters and Greeters	<u>£10</u> £1633.16

Cllr. Amanda Kettlety and Cllr. Catherine Doody
Community and Town Promotions Committee 22nd June 2015