

What 2018 cost and income generated

ITEM	Expenditure £	Income £	Balance
Poster redesign by Square Duck	80.00		
A4 posters from Octoprint	30.00		
Malmesbury Morris	50.00		
Companions of the Long Bow	300.00		
Mark Wilcocks Musician	150.00		
The flower festival in the church	100.00		
Trader's Market stalls x 2 @ £25		50.00	
Charity stalls x 5 @ £10		50.00	
Donations for the Longbow activity & children's art and craft activity		69.50	
Tony McAleavy's talk		410.00	
Contribution to Film Society for sound and vision	50.00		
Contribution to Flying Monk Community Projects	82.00		
Bar takings at Tony's talk		*102.00	
Sub total	£842.00	£681.50	-£160.50

* less amount to go back into bar stock

Comments, feedback and ideas that we got on the day suggest that:

- The directional signage to point people to the cloister garden should have been bigger.
- There should have been a directional sign to the birdcage walk.
- We could revise the format and have half a day's fair and then a public picnic.
- If we have half a day, it should be the morning.
- The two traders that paid for stalls said that if we do half a day on a Saturday, it should be the afternoon because of people's behaviour on a Saturday morning.
- We shouldn't rely on shops/businesses to put our posters up – some of the people that took them didn't put them up, even though they said they would. Could we ask for planning permission to have a few notice frames on some lamp posts on the high street and we can advertise all of our events there.
- Doing it on a Saturday meant that Leonard Walker couldn't do the BBQ.
- We should never allow an alternative group to be using the Market Cross at the same time if they're not part of the fair.
- Using the 'what's on' websites worked because we got enquiries from people who had never heard of Malmesbury
- We should have a vetting process for the wording on our website when we post events information.
- Don't open The Old White Lion, save this for historical events only.
- A food and drink outlet in the cloisters would be beneficial.

For information:

St Aldhelm's Fair 2018 Report for C&TP 5th July 2108 Agenda Item 9

Royal Wedding Day affected all businesses in the town. They were busy early on in the morning however around the wedding time everywhere went quiet. The Whole Hog had 8 customers at lunchtime! Life did pick up slightly after lunch but overall was very quiet. Avoiding the Bank Holiday Weekend meant other clashes with school events. Weather was good however.

Suggestions for 2019

Back to May Bank Holiday Monday as per tradition. (St Aldhems day is 25th May). Accept clashes with Chippenham Folk festival etc.

Morning event with activities and stalls

Community Lunch / Picnic in the Cloisters (possibly need backup venue if wet)

Music and entertainment in Cloisters over lunchtime (or dry venue)

Key decision for C&TP in July 2018 is to note report comments and decided if we do an event next year. If so set up a project team and start planning it now.