

CTC 750 Working Group

Thursday 1 September 2022 -11am-12.30pm In person & Zoom

Attendees: Cllr Suzy Firkin, Cllr Kay Wesley, Jenny Unsworth, Jackie MacArthur, Debbie Coxon

1. **Apologies:** Cllr Margaret Gartside, Jo Money, Rachel McCarthy
2. **Notes of the 4 August meeting:** Approved
3. Update & issues on below CTC events:

a.) Medieval Banquet

Ticket sales to date x68 allocated. Breakdown: x32 sold, x4 reserved, x10 reserved (Cllr SAS), x7 reserved (Cllr SF), x15 FOC. Need to sell x75-80 to make the event viable. Promotional activity continues via social media, local press, 750 leaflet, posters.

Promote to local businesses likely to take a table, plus the Chamber and community groups e.g. Rotary, Lions, U3A, History Society, Congleton Players.

ACTION: DC to draft an invitation email for councillors to forward to contacts. L.Minshull to circulate to Mayors & civic guests.

DC create a dedicated web page from the news post.

JU lending Mark Bailey items for the banquet. **Separate meeting required with MB.**

b.) Ale Trail

Launched on 22 Aug at Beartown Brewery. Good press coverage and interview on BBC Radio Stoke. Promo packs have been distributed to participating pubs. Three pubs appreciated a visit from Benedict with SF, JMAC & D.Seddon (CAMRA) on 31 August. Plans for a 'Spot the Ale Taster' on 3 Sept in town centre pubs and future dates to keep momentum running. KW happy to join the promotional group.

ACTION: set tour dates and circulate to the group.

14 Ale Trail T-Shirts sold. Discussion centred on finding a mechanism to encourage pubs to buy and sell the T-Shirts from council stock. T-shirts are expected to sell well in the build up to the Beer Festival.

ACTION: cherry pick the pubs more likely to take stock. Send an email including the BACS details.

The Heritage and Antiques Festival starts with a launch event on 10 Sept on the outdoor area behind the Town Hall. The group discussed ways in which it could offer support on the day and opportunities for promoting 750 events e.g. banquet ticket sales, ale trail/merch.

ACTIONS:

JU: contact Nino to identify his requirements and any gaps. JU suggested the provision of costumes, games & flags/bunting.

SF: contact Benedict and P.Duffy to check availability. D.Parker is on standby for Town Crier duties if PD is unavailable. Update Ian to ensure the museum is briefed & have adequate staffing for a possible increase in visitor numbers on the 10th.

JMAC: contact the fire station to see if we can borrow the stocks. Follow up on funds raised at Medieval.

c.) Beer Festival

RMC will pick up on return from annual leave.

d.) Medieval council meeting

ACTION: DC contact 750 characters and key people to confirm availability and input.
KW & SF offered to help with the script.

4. AOB:

Date of next meeting: Thursday 6 October or Thursday 13 October (tbc) at 11am, Spencer Suite, Town Hall.