

Minutes of Amber Valley Beer Festival meeting held at the Tuesday 8th May 2018

1 Meeting began at 8.00 pm.

2 Present & Apologies:

Present: Phil Marshall, Jane & Mick Wallis, Nora & David Harper, Mike Hickman, Mike Hanson, Lynne Tomlinson, Simon Riddington, Mick Duffy, Konrad Machej. Also in attendance from the Belper in Wartime group George Gunby, Lynne Beardmore, and Kath Woodward.

Apologies: Chris Rogers, Chris Perry

3 Minutes of Festival meeting held at Hunter Arms, Kilburn on 9th April

Lynne Tomlinson's name was incorrectly spelt (Lynne with an "e"). Duly corrected. There were no other issues arising

4 Vacant Positions

Pre-festival:-

Deputy Beer Festival Organiser
Entertainment Co-ordinator
Sponsorship & Programme Co-ordinator
Staffing Officer

During the festival:-

Cellar Team Members
Overnight security

(a) Vacant positions as last month. No expressions of interest received to date. (b) Although overnight security has not been finalised, we will book the same amount of space in the car park as last year to accommodate 3 caravans. Lynne said she was prepared to park outside the fencing if necessary. (c) Gareth has confirmed that he will deal with the bands during the festival. Phil said that the full role (ie booking bands and dealing with matters arising pre-festival needs to be sorted out well in advance for next year).

5 This year's goals and focus

1) To get more non-members through the door. (a) Need to consider ways of getting feedback on why non-members don't come to festivals. It was pointed out that the fact that many pubs regularly stage mini festivals might make drinkers less inclined to attend larger events such as ours. (b) Although we publicise the festival as much as possible with posters, flyers etc, word of mouth from previous customers and our branch members is very important. (c) As there is no Derby summer festival this year, we can't advertise there as usual, so we must make more of an effort to publicise our festival around the city. We are hoping the lack of a summer festival may help to boost attendance at our from the Derby area. 2) To look at bands more suited to the venue. As said at previous meeting, this is not something we can look at this this year as bands have already been agreed and booked. We need to start thinking about this much earlier for next year. The role of entertainment co-ordinator also needs to be filled as soon as possible ((see point 4.3 above). 3) To provide more opportunity for customer feedback. (a) As agreed at

the last meeting, Mike Hickman produced a draft survey form for discussion. Those present made a few suggestions/alterations and Mike asked for any other comments to be sent to him as soon as possible. **AP All. (b)** As previously discussed we need to give consideration to offering an incentive for people to give feedback eg a prize draw after the Festival. To be discussed at a future meeting.

6 Budget & Stock check

(a) Nothing to report on the budget. **(b)** Phil reported that we still have a supply of 2016 tokens but we will need to order more as well as more wristbands. It is not cost effective to order less than 2,000 tokens. It was agreed that we should order initial entry tokens costing £10 but including a £3 glass and £7 worth of beer/cider as well as the usual £10 beer/cider tokens. Specific details to be decided at a future date. **(c)** The number of glasses to be ordered was decided at a previous meeting. Chris P has met with Littleover brewery regarding their sponsorship. Phil said the lead-in time to get glasses printed is around 8 weeks. He will follow up specifics with the brewery in June and also discuss Festival Specials and wholesale facilities.

7 Venue/Layout

(a) Nothing from Strutts yet regarding pricing. As mentioned at the April meeting a significant increase in charges (if any at all) is not expected. **(b)** We have not discussed arrangements for cleaning (which was extremely good last year), or waste disposal. Mike Hickman suggested that we look into the possibility of a local company who collect and re-cycle cardboard free of charge which could help to reduce costs. He undertook to follow this up and to report back at a future meeting. **AP Mike H. (c) AP Phil** to contact Strutts regarding a permanent off-sales licence. This would avoid the hassle of obtaining one every year.

8 World War One Theme

(a) Phil confirmed that space would be left in the programme for an outline of the Belper in Wartime events. We do not need specific information until end of August/beginning of September. **(b)** Throughout the event, customers will be given the opportunity to share any stories they may have about Belper relatives during the war years. **(c)** Talks will deal with events locally as well as the war itself. Suggested start times for talks are 1pm Friday and 1.30pm Saturday. This should give customers ample time to get drinks/food. The first talk on Saturday will probably be about local VC winner Charlie Stone and should last for about an hour. Events ending around 4pm. The Group is investigating the possibility of putting the talks out live over social media. **(d)** The group will have "Trench cake" for sale in the room where the static display will be set up. This cake was sent out to servicemen by families. Ingredients include vinegar, raisins, and bicarbonate of soda but no egg. Apparently very tasty nonetheless! **(e)** Signage always seems to be a problem for some people (can't find toilets/food/beer). Need to think about how to make the location of the room as clear as possible. **(f)** Can't be specific at this stage regarding which musicians/actors will be performing. Agreed it is OK to leave things flexible at least until nearer the event. **(g)** An artwork entitled Sacrifice was produced for a play about the 14 local men who died on the first day of the battle of the Somme. The group are planning to have Sacrifice on permanent display in the Memorial Gardens and are raising funds to enable this to happen. It was agreed that donations of cash or unused beer tokens we receive during the Festival will go to the group to contribute to the cost of the installation. The group will provide collection buckets if required. **(h)** The group will distribute flyers and advertise the Festival at any events they have during the

Summer. Phil advised that the tri-fold flyers should be available from early June and asked that the group lets him have any suggested artwork for Steve to incorporate in the design as soon

9 Entertainment

(a) Phil said that he has still not heard from The Fab Two or Crossroads regarding their prices yet. That said, he doesn't anticipate a problem with either.

10 Publicity & Advertising – Provisional Flyers

(a) Phil was not sure of the lead-in time for getting banners. We need these in time for display at Belper Goes Green and so will look into this. If necessary we would pay extra for express delivery. **AP Phil.** (b) Mick D confirmed that he is happy to deal with local pubs in connection with the programme as he has done in previous years. Phil said he has not yet been in touch with Jok Arguile regarding possible assistance in the Derby area. **AP Mike Hickman** to check the cost of printing the programme. (c) We will be using the same timetable as last year for sending information to publications. Jane said that nothing is due until June. (d) Phil is waiting for artwork from bands which he will then send to Steve. We will need to draft a paragraph for Headshrinka if they don't provide anything.

11 Advance Ticket Sales

(a) Phil is waiting to hear back from HQ regarding their online ticketing system. He will then discuss with Sean how best to put this out on social media. (b) It was agreed that we should offer the facility of advance sales for all sessions and not just Friday and Saturday nights as previously suggested.

12 Beer Suggestions & New Breweries

(a) Phil is putting together a draft list of local breweries to consider which he hopes to present to the next meeting but he would welcome further suggestions in the meantime. Those mentioned at the meeting as worthy of consideration included Old Sawley, Headstocks, and Box (not local). **AP All** to continue to let Phil have suggestions.

13 Membership

(a) Mike H had no issues to report at the moment. (b) A couple of new volunteers have offered to help out on membership at Belper Goes Green. Post-event it was suggested they be could approached and asked if they would like to help out at the September Festival.

14 Forthcoming Dates

Thursday 24th May – Committee & Branch Meeting, The George, Lower Hartshay

Monday 4th June – Beer Festival Meeting White Hart, Bargate

Thursday 28th June – Branch Meeting, Milford Social Club

Monday 9th July – Beehive, Ripley (TBC)

Thursday 26th July – Committee & Branch Meeting, Queens Head, Belper

Monday 6th August – Spotted Cow, Holbrook (TBC)

15 Belper Goes Green

(a) Lynne reported that staffing is coming together but there are still slots available. (b) Stillage etc. is to be borrowed from Mansfield & Ashfield branch. Arrangements will be made for collection and for the collection of the cooling equipment in due course. (c) The beer list is rumoured to include Oakham favourites Attila, Citra, and Green Devil. (d) **AP Phil** to chase Nigel for the relevant insurance forms.

16 Any other business

None

Meeting closed at 10.05pm.

Mick Wallis
Festival Secretary
22/05/18