

## Minutes of Amber Valley Beer Festival meeting held at the Thorn Tree, Waingroves on Monday 12<sup>th</sup> March 2018

1 Meeting began at 8.10 pm.

### 2 **Present & Apologies:**

Present: Phil Marshall, Jane & Mick Wallis, Simon Riddington, Mike Hickman, Chris Perry, Mick Hanson.

Apologies: Chris Rogers, Nora & David Harper, Mick Duffy, Pauline Finnie, Lynne Tomlinson

### 3 **Minutes of Festival meeting held at Thorn Tree, Belper on 12<sup>th</sup> February**

There were no 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

1) Vacant positions as last month. 2) 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. 3) The job description for Staffing Officer was sent out with the minutes of the February meeting. There have been no expressions of interest to date. To be reviewed after the Belper Goes Green event in June. 4) Phil has not yet spoken to Gareth to discuss the entertainment co-ordinator role.

### 5 **This year's goals and focus**

1) To get more non-members through the door. (a) Reduced attendance by non-members may be as a consequence of having successfully recruited a good number of new members at our previous festivals as well as at the Derby festivals. From a membership point of view it is unfortunate that there will be no Derby summer festival this year but it may encourage people who might not otherwise have done so to come to ours instead. (b) We need to consider whether there is any way that we can target the Derby area more effectively. It was suggested that Derby branch be approached to ask whether there is any possibility of having reference to our festival on the cover of the Derby Drinker. To be followed up at a later date. 2) To look at bands more suited to the venue. This is not something we can look at this this year as bands have already been agreed and booked. As discussed at the February meeting we need to think earlier about entertainment possibilities for next year. 3) To provide more opportunity for customer feedback. The suggestion of devising a questionnaire of some sort is still thought to be the best option. Whether to leave them around the venue and/or putting a slip into the programme is for further discussion. The format also to be discussed further. An initial suggestion was to have an A5 slip listing various categories such as quality of entertainment, facilities, entrance arrangements, beer choice etc, with a grading of 1 to 5 to ring/tick as appropriate with space for comments.

## 6 Budget & Stock check

1) Nothing to report on stock-check. No urgency to do this at present. 2) Phil reported that Chris has submitted the Budget/Business Plan to HQ but nothing has come back yet. 3) HQ have in place a contract for supplying tokens but these would be more expensive and would not suit the needs of our relatively small festival. Chris P said that Hucknall Festival, like Nottingham, used individual tokens. Whilst it may be easier for bar staff to operate, ie not having to calculate/cross off the appropriate amount, pricing of different strength beers would be problematic, and printing costs would probably be higher. Although OK in principle, our established token system still seems the best option.

## 7 Venue/Layout

1) Phil reported that Strutts have still not confirmed our booking. Mick W offered to follow this up if we hear nothing by next Monday. **(Phil has since been contacted by Strutts and the booking confirmed)**

## 8 Themes

1) The centenary of the WW1 armistice was confirmed as the theme for the Festival. Mike H said that he has been in touch with the Belper At War group. Somebody from the group hoped to attend the meeting but was unable to do so. They are interested in doing a display of some sort, possibly along the lines of the one staged by the Pentrich Revolution group last year. Specifics to be discussed at some stage. Another group based in Derby are also interested in getting involved (Jane & Paul Whittaker from Derby CAMRA). We need to consider whether this would be practical and, if so, how to take it forward. 2) We need to decide whether it would be appropriate to adopt the group as our charity this year, if in fact they are a registered charity.

## 9 Entertainment

1) Jane reported that the lead singer of Headshrinka has left. This happens with bands and is unlikely to cause a problem with the booking but the situation needs to be kept under review. 2) Phil reported that The Fab Two and Crossroads have not confirmed their prices yet. **AP Phil** to follow up with them.

## 10 Publicity & Advertising – Provisional Flyers

1) A supply of flyers was taken to Derby Winterfest. We will take a supply to Burton Festival which takes place during w/c 19<sup>th</sup> March. It was agreed that it was a little early to take flyers around pubs unless out of the area and so unlikely to be visited regularly, but we will leave them with festivals as and when we can. 2) Chris P reported that he is following up glass sponsorship with Littleover brewery. Chris suggested that we could ask them to brew a WW1 related festival special. It was agreed that this was a good idea but Phil would need to speak to them about this nearer the time. 3) Costs for advertising on local radio not yet followed up. It was decided there was no urgency to do so. **AP Jane** to look into at some point.

## 11 Advance Ticket Sales & Entry Packages

1) It was agreed that we would sell advance tickets only on line rather than offer entrance packages. **AP Phil** to look into setting up facilities with Eventbrite via HQ once we have this year's logo. 2) Rather than have customers pay separately for glasses and tokens, we will charge £10 comprising £3 for the glass and a token to the value of £7. Psychologically this may

seem better value for money. The tokens can be prepared in advance, and as in previous years, we will give a refund on returned glasses and unused tokens.

## **12 Beer Suggestions & New Breweries**

1) A number of breweries and individual beers were suggested. These included Lenton Lane (Atlas Cherry Vanilla Stout), Wylam (Machiatto), Black Iris (Better the Devil You Know), Pentrich (Brun Baby Brun), Thornbridge (Ena Milk Stout), Bristol Beer Factory (El Choco). It was agreed that we should avoid as far as possible having beers which will be available at Belper Goes Green. **AP All** to continue to let Phil have suggestions. 2) The issue of Key Keg beers was discussed. It was suggested that this may appeal to younger people and could increase attendance from a younger age group. Whilst it is something we need to consider it was decided that it is probably not something we could incorporate this year because of a) space constraints, b) the budget has already been submitted and there may be financial implications, c) we would have to reduce the number of "real" beers on offer. Tom (from the Talbot) has tentatively offered to be involved in making whatever arrangements may be necessary but he has not yet contacted Phil about this 3) It was agreed that we should give consideration to offering bottles/cans in the future. As with key keg it would probably have an effect on the beer order. 4) Having a brewery bar was suggested. It was decided that this would be difficult to administer if we do not have a cash bar. As this is unlikely to happen, this idea is probably a non-starter.

## **13 Forthcoming Dates**

Thursday 22<sup>nd</sup> March – Annual General Meeting – Old Oak, Horsley Woodhouse

Monday 9<sup>th</sup> April - Beer Festival Meeting – Hunters Arms, Kilburn (**TBC**)

Thursday 26<sup>th</sup> April - Branch Meeting – The George, Lowes Hill, Ripley

Monday 14<sup>th</sup> May - Beer Festival Meeting – George & Dragon, Belper (**TBC**)

The following were suggested as venues for future Beer Festival planning meetings. Dates and venues to be confirmed in due course:

June – White Hart, Bargate

July – Beehive, Ripley

August – Spotted Cow, Holbrook

September – Strutt Club, Belper

## **14 Any other business**

None

Meeting closed at 10.05pm.

Mick Wallis

Festival Secretary

22/03/18