

Minutes of Amber Valley Beer Festival meeting held at the Thorn Tree, Ripley on Monday 8th January 2018

1 Meeting began at 8 pm.

2 **Present & Apologies:**

Present: Phil Marshall, Chris Rogers, Jane & Mick Wallis, Nora & David Harper, Simon Riddington, Mike Hickman, Mick Duffy, Luke Bettison, Chris Perry, Alistair Smith.

Apologies: Sean McKeown

3 **Minutes of Wash Up meeting held at the Strutt Club, Belper on 16th October 2017**

There were no issues arising

4 **Existing Committee and Vacant Positions**

Existing committee consists of:-

Beer Festival Chairman – Phil Marshall

Beer Festival Treasurer – Chris Rogers

Beer Festival Secretary – Mick Wallis

After discussion, a number of vacant posts were filled. The position is now as follows:

Pre-festival:-

Deputy Beer Festival Organiser **VACANT**

Entertainment Co-ordinator Gareth Stead

Health & Safety Officer Mick Duffy

Sponsorship Co-ordinator **VACANT**

Publicity Officer Jane & Mick Wallis

Staffing Officer **VACANT**

Beer Orderer Phil Marshall

Cider Orderer Chris Rogers

Programme Co-ordinator **VACANT**

During the festival:-

Bar managers Jane & Mick Wallis

Cider Bar Manager Luke Bettison

Tombola Co-ordinators Nora & David Harper

Membership Co-ordinator Mike Hickman

Treasurer's Assistant John Truman

Cellar Team Leader David Harper

Overnight security **VACANT**

Site Manager Phil Marshall

Deputy Site Manager Simon Riddington

Set up/take down Supervisor David Harper

Vacant positions to be reviewed on an on-going basis.

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

1) To get more non-members through the door. We need to consider how the event could be promoted more actively. 2) To look at bands more suited to the venue bearing in mind the poor acoustics. 3) To provide more opportunity for customer feedback. All three to be discussed in more detail at future meetings.

6 **Budget & Stock check**

1) Chris reported that admissions were down around 150 from 2016. Consequently beer sales were down (68.2 kils sold) and consumption was slightly less per head. 2) Phil suggested we start this year with 68 + SORs and advertise there being 60+ beers on offer. To reduce this

further may mean having fewer local beers. **3)** The cost of entertainment was under budget last year but it was suggested it be kept the same for this year (£2,000). The budget was pretty well OK otherwise. **4)** We should need little if any new equipment this year. We now have sufficient taps and banners. David said race spiles could be borrowed from Nottingham branch if necessary. **5)** We have 180 glasses left from the 540 ordered last year. Total glass sales were 539. Number and styles to be ordered this year to be discussed at future meetings although it was felt 540 should be about the right number. **6)** **AP Phil** to check on stocks of t-shirts, tokens, and wristbands and report back at a future meeting. **7)** No objection in principle to purchasing a further supply of t-shirts. Numbers and sizes to be discussed at a future meeting. **8)** It was suggested we sell tickets in advance of the event as we did when at the Railway Centre. This could prove financially beneficial to us in the event of bad weather. **AP Phil** to bring information for discussion to the next meeting. **9)** **AP Chris R** to draw up a proposed budget for discussion at the next meeting.

7 Venue/Layout

.1) Phil has written to Strutts to book the venue but has not had a reply to date. **2)** Everything seemed to go well last year. No major changes planned or anticipated. The quiet rooms were well used, particularly Room 20. There were no complaints received regarding lack of seating. **3)** Chris R raised concerns regarding security of the treasurer's room and it was agreed to look for alternatives although any changes would need to be budgeted for. It was suggested some sort of strongbox could be used **AP Nora** to look into possible costs. **4)** Taking cash to the night safe in Alfreton was inconvenient but there was no alternative. Security arrangements worked well.

8 Catering

1) It was agreed to reappoint Steve Mellors as sole caterer for the Festival. We will stipulate that more vegetarian/vegan options must be available. Mick D reported that Steve supplies these through Arkwrights and they are selling well. **AP Chris R** to liaise with Steve on an ongoing basis on catering matters.

9 Security & First Aid

1) It was agreed arrangements would be the same as last year. It was felt that security personnel had proved to be particularly helpful and efficient.

10 Potential Themes

1) 2018 is the centenary of the end of WW1. Jane suggested adopting this as the theme for the Festival and there are events taking place in Belper during the year. **AP Mike H** to make enquiries at the Ritz cinema regarding an event they held there. Luke suggested having something to mark 30 years of CAMRA accepting Real Cider into the campaign. It was agreed it could be possible to include both suggestions in some form but a decision needs to be made fairly soon so that reference could be made in advertising and publicity material.

11 Entertainment

1) It was agreed to have 1 band on Saturday (the band with the biggest following) starting earlier and doing 3 sets. The aim being to bring more people in earlier than in previous years. **2)** Various bands were suggested: Ska Britannia (possible cost around £600-800) for Sat night, Headshrinkas (popular Belper covers band with a good local following), The Business (3 piece from Nottingham/Newark, have appeared at other festivals & have written to Chris R expressing interest in playing), Acorn Roots (7 piece folk/acoustic who we have used before), and Dark

Horses (played Derby last year) although they may be rather loud. **AP All** to forward any further suggestions as soon as possible. **3)** We need to sort out Saturday as soon as possible to ensure we get whichever band we choose as they tend to book up early. Friday is not so urgent. Gareth may have had dealings through Derby with some of the bands suggested. **AP Phil** to speak to Gareth to get things moving. **4)** Simon pointed out that the issue of selecting bands more suited to the venue had already been mentioned (see point 5.2 above). Whatever bands we use, it was agreed that it must be stipulated that drums should not be mic'ed up. This will undoubtedly reduce overall volume.

12 Publicity & Advertising – Provisional Flyers

1) It was agreed that we need to have provisional flyers - with as much info as possible about the bands, opening times, number of beers/ciders on offer etc - ready by Derby Winterfest (21st to 24th February) as this has proved to be effective in promoting early awareness of the Festival. Phil said that proofs need to be with the printers by 14th February. Cost will be around £50 for 5,000. **2)** Cost of glass sponsorship will be 4 barrels. As well as having the logo on the glass, the sponsor will have a page in the programme. **AP David** to approach Pentrich Brewery to ask if they would be interested. **AP Chris P** to contact Littleover Brewery. **3)** It was agreed that we should look at whether to repeat last year's Beer World Cup, or run another competition on similar lines. Although it is not possible to gauge whether or not the competition increased attendance at the Festival, it clearly helped to increase our social media profile throughout the year.

13 Forthcoming Dates

Thursday 18th Jan – Branch/Committee meeting – Cross Keys, Swanwick

Monday 5th Feb – Good Beer Guide selection meeting – Poet & Castle, Codnor

Monday 12th Feb – Beer Festival planning meeting – (Thorn Tree, Belper, TBC **AP Mick D**)

Thursday 1st Mar – Annual General Meeting – Old Oak, Horsley Woodhouse

Monday 12rd Mar – Beer Festival planning meeting – (Thorn Tree, Waingroves, TBC **AP Mick W**)

14 Any other business

1) It was suggested that we could offer a “package” of some sort on entry to the Festival, eg a £10 token would include £3 for a glass (refundable). This could help to solve problems with having sufficient change and make entry to the Festival seem less expensive (rather than charging separately for entry + glass + token). Matters for consideration will include practicalities of having such a system, token design/layout, printing costs, etc. To be discussed at future meetings. **2)** Cider Pub of the Year award to be presented to The Talbot on Thursday 18th January at 7pm. 2nd place award to be presented to Angels bar on a date tba. **3)** **AP Chris R** to liaise with Nigel and Belper Rugby Club regarding concerns over the proposals for the bar at the Belper Goes Green event in June.

Meeting closed at 10pm.

Mick Wallis
Festival Secretary
17/01/18