**Thursday 16th May 2024 10.30am in the George**

**Present:** Sue Bains (SB), Judith Jackson (JJ), Sue Jeffries (SJ), Peter Cowley (PC), Harriet Smith (HS), Tadge Sabatowski (TS), Duncan Cashmore (DC)

**Apologies:** Paul Macpherson (PM)

1. **Admin:**
* Current Income and Expenditure summary and Budget Plan were distributed showing that the food festival is in profit even without further income from Raffle and other activities.
* All pitches are booked with only one to be paid on the day (£70)
* A discussion concerning maintaining the goodwill of local businesses
* We have received £1000 Grant from Shipston Town Council and they are to be declared as our headline sponsor.
* A “proposed” changed budget sheet with potential profit of £5500, was distributed which formed the basis of the discussion in much of the rest of the meeting

**ACTION:** SB to write a letter inviting the new butcher to open on the day and to book a Hog Roast for next year

**ACTION:**SB to write a generic letter to be distributed to all local businesses informing them of what’s happening and asking them to let us know if they are intending opening to take advantage of the additional visitors and that we “will make every attempt” to facilitate access to their shop.

**ACTION:**SB to email a copy of the poster to the Town Council so they see their name as sponsor

**ACTION:**SB to invite Des (Electrician) to a future meeting to ensure he is aware of what’s happening

***Future actions to remember/consider (from previous meeting)***

* *Need to contact and invite local businesses to support the Food Festival (after closure is confirmed)*
* *Need to book next year’s early so don’t coincide with any CJMarket bookings*
1. **Publicity:**
* A first draft of the 2024 Poster/flyer was presented and agreed. The QR code was checked.
* It was agreed that we should order 1000 x A5 flyers and 200 x A4 with a small number of A3
* Last year’s publicity materials can be used again. We have 10 x A1 posters, 4 x large Banners and a few other bits. These need the date and time to be updated, but were agreed as adequate.
* The website is operational and will be populated with Trader information over the coming weeks
* T shirts are required for new members. We have 1 Medium, 1 Large and 1 XL left from last year.
* Other publicity was discussed
	1. The Food Festival 2023 was not mentioned in the Proms programme – needs checking for next year including adding a possible advert for the upcoming festival (2025).
	2. We need to “book” the back page of the August/September Forum
	3. Need to cost Mugs, pens, bags, etc. as possible additional sales.

**ACTION:** SB to contact traders for info for the website

**ACTION:** SB to change the date and time on previous posters.

**ACTION:** SJ and HS to put up posters during the CW market at the end of May.

**ACTION:** HS and TS to take charge of media contact incl. radio and TV.

**ACTION:** SB to contact Lions members to ask who needs a tshirt.

***Future actions to remember/consider (from previous meeting)***

* Agree the script to use for media – based on last years **(At end of these minutes).** Group to discuss at next meeting

**3. Logistics, legalities and H&S:**

* The Road Closure Licence has been agreed. SJ reported that the “obligations” are the same as last year.
* The Lincolnshire Police Event Management Plan as amended for our use and distributed, was discussed and alterations noted. These need presenting at the next meeting and agreeing so we can send it to the Stratford Safety Advisory Group
* The Policies that have been updated appear to cover all that we require.

***Future actions to remember/consider (from previous meeting)***

* *All policies to go to Insurance company and to Stratford Safety Advisory Group asap*
* *Locate stalls away from similar when we do the plan*
1. **Raffle and Lion Stalls:**
	* The Raffle was discussed. So far we have
		1. A Meal for 4 at the George voucher (already received)
		2. We will put together a hamper at approximately £100 (SJ to do)
		3. A voucher for a haircut (from HS)
		4. A voucher for a massage (from HS)
	* A Headline prize was discussed. Possible ideas include
		1. A Gin-making experience (DC to ask Pinnocks for costs/availability)
		2. Sourdough Bread making experience (HS has contact)
		3. Driving experience (PC)
		4. … and more….
	* SB will ask traders for contributions when getting website information
	* We will purchase 4000 Raffle tickets after the next meeting as they take about 3 to 4 weeks to order and we can start selling in July.
	* We agreed not to run a Children’s raffle but to run “Hook a Duck”, “How many things in the jar” and “Name the Rabbit”. Not big profits, but keep children happy!

**ACTION:** Everyone to come to the next meeting with up to 2 BEST headline raffle ideas with costs.

1. AoB
* Buskers:
* PC has looked into the legalities and agreed we can look for some.
* PC to coordinate these

**ACTION:** SB to produce a small “business card” to give contact details to Buskers if we see someone good.

6. Date and time of next meeting: Thursday 13th June 10.30am in the George.

**MEDIA**

Script used last year with changes highlighted

Good morning

 I am contacting you on behalf of the Stour Valley Lions (Charity number: 1191826). Please can you include the following in your “What’s On” section:

 **Shipston Food Festival.  Sunday 8th September from 10am to 3pm.  More than 35 traders providing a wide range of food and drink.**

 If possible, we would like you to include the following copy:

**"Coming off the Fosse Way are signs to Shipston-on-Stour Historic Market Town, and you could be forgiven for assuming you will be able to visit a market. But no! Shipston has a beautiful town centre with a Market Square... but no market!**

**We want this to change! For one day, we are bringing a market to Shipston! On Sunday 8th September, the Stour Valley Lions Club will bring you the Shipston Food Festival 2024! Running from 10am to 3pm you will be able to browse more than 35 stalls selling products ranging from fruit, veg and meat to delicatessen and bakery products to ready to eat savouries and sweets. We've even included goodies for your pets - There's something for everyone!**

**With support from the “Community Grant” from Shipston Town Council and generous sponsorship from local shops helping us to set up the Food Festival, we are looking to attract as many visitors as possible to help us raise money for local causes.  As with all Lion’s events, all profits go to charity.**

**More details about the event, a full list of who will be there and a map to help you locate your favourite stalls, is available at**[**www.shipstonfoodfestival.org**](https://deref-mail.com/mail/client/Oz2mVF0igAQ/dereferrer/?redirectUrl=http%3A%2F%2Fwww.shipstonfoodfestival.org)**.**

**It's going to be a great day for Shipston! See you there!"**

**Brought to you by the Stour Valley Lions (Charity number 1191826)**