



BRAMSHOTT & LIPHOOK PARISH COUNCIL

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THESE ARE DRAFT MINUTES AND ARE SUBJECT TO APPROVAL AT THE NEXT MEETING

A MEETING OF THE EVENTS AND MARKETING SUB-COMMITTEE WAS HELD ON TUESDAY 12 FEBRUARY 2013 AT 7.00 PM IN THE SOCIETIES ROOM AT LIPHOOK MILLENNIUM CENTRE, ONTARIO WAY, LIPHOOK.

MINUTES

PRESENT: Cllr Mrs B Easton (Chairman), Cllr Mrs D Hoskins, Cllr Mrs J Ives, Cllr P Robinson (Parish Councillors). Mrs G Ring (Deputy Clerk).

1/13 CHAIRPERSON'S ANNOUNCEMENTS **Action**
Discussion was held as to the nature of a sub-committee as opposed to a working party and the need to elect a chairman

RESOLVED that Cllr Mrs Easton be the Chairman of the Marketing and Events Sub-Committee.

Proposed: Cllr Robinson **Seconded:** Cllr Ives **Vote:** Unanimous

2/13 APOLOGIES FOR ABSENCE
None

3/13 DECLARATIONS OF INTEREST
There were no Disclosable Pecuniary Interests to declare.

4/13 TERMS OF REFERENCE
Discussion was held as to the terms of reference required for the committee. The following was unanimously agreed:

- To promote the Liphook Millennium Centre (LMC) on behalf of Bramshott & Liphook Parish Council (BLPC)
- To create, implement, review and update a marketing strategy to include e-marketing, direct mailing, printed materials and publicity
- To manage website content
- To support staff in the implementation of the marketing strategy
- To decide upon a programme of BLPC events to be held at the LMC
- This committee reports to the Liphook Millennium Centre Management Committee

- The Quorum for this committee is 3

It was agreed that regular meetings needed to be held, at least once a month initially.

5/13 LIPHOOK MILLENNIUM CENTRE EVENTS

Discussion was held on the profit and loss at events held at the LMC during this financial year including the LMC Cinema. The Deputy Clerk explained how the Hog The Limelight Scheme operated, and the need for subsidy from this scheme to make performances viable. Discussion was held as to the time scales and framework for booking Hog The Limelight events. Discussion was held on the activities of other venues locally including Haslemere Hall, The Triangle (Liss), The Grange (Midhurst) and The Phoenix (Bordon). Possible future events considered were summer children’s festival, performance workshops, open mic nights, Battle of The Bands, art exhibitions, indoor carboot sales, specialist fairs such as auto-jumble and book fairs, ladies evenings. The implications on staffing and resources for holding events was considered including the use of volunteers.

It was agreed to do further research on the following areas:

Auto Jumble – Cllr Robinson

Music Event – Cllr Ives

Pamper Evening – Cllr Hoskins

Art by local artists for display in the centre – Cllr Easton and Deputy Clerk

PR
JI
DH
BE,GR

6/13 MARKETING PLAN

It was agreed that the centre and events need to be actively marketed. The Deputy Clerk outlined the ways in which marketing was currently carried out and how these have led to new bookings. The use of a website and e-marketing were viewed as important. Discussion was held on a separate LMC website, the ease of finding information, liphook.co.uk, printing of leaflets, fliers and other marketing materials, cinema brochure, information screen in the foyer, use of local shops, information in the Community Magazine, using other events to publicise LMC events, publicity of future events currently done through the pre-film ‘trailer’ and the use of school book bags to promote events.

It was agreed that Cllr Ives would research a tri-fold black and white printed brochure for events such as the cinema. **JI**

The Deputy Clerk would research the costs for an LMC website and the costs for hardware and software for an information screen. **GR**

The meeting closed at 9 pm

Signed:

Chairperson