Notes from a meeting of Wem Town Council Event Liaison Group to be held on 12.11.26 at 17.00 to discuss the 2026 Christmas Festival.

Present

Rev Jukes – St Peter and St Pauls Church, Tom Bateson – Wem Scouts, Anita Thompson, Katie Williams – Sweets and Treats, John Dinsdale – Wem Town Hall, Nathen Burley - Wem Baptist Church, Cathy Rutherford – Wem Jubilee Band, Ross Carter – Wem Library.

Wem Town Council Councillors Broomhall (Chairman), Hudson, Cotterell, Parry and Towers, Penny O'Hagan Town Clerk.

1. Apologies for Absence – to receive.

Claire Glover, Paul Thornhill, Jenny Hegglin.

2. Notes from 10.9.26 – to approve.

Resolved to approve the notes from the meeting held on 10th September 2026.

3. 2026 Festival - to review and update progress report

The progress report was reviewed and updated.

4. Any other matters - to consider.

Road Closures Security – it was agreed that following concerns raised about the management of the road closure during the Remembrance an extra road traffic steward was required at the end of Chapel Street along with an extra vehicle. The Clerk reported that this had been actioned.

Dancing Bean – It was reported that the Dancing Bean Café has requested via the Mayor that the Christmas Festival is extended to cover the section of High Street in front of the Church. All present agreed that the road closure could not be changed this late in the planning but that signage would once again go up to encourage more people to visit the Christmas Tree Festival and shops at this end of the High Street.

Market set up – It was agreed that help is needed from volunteers to help traders unload and set up stalls so that vehicles can be removed as soon as possible from the High Street.

White Horse End of High Street – A discussion took place on how to increase footfall to this end of the High Street. The tractor will be located in this area and illuminated again. Options of locating a food truck here or a fairground ride were considered but the committee felt that the positioning of the right market stalls in this location was essential. Clerk to discuss with Town Council staff.

Event Cancellation –In the event of a forecast amber or red severe weather warning the Event Manager in discussion with Event Liaison Group to consider cancellation of the event.

5 . Next meeting – to agree.

5pm 14th January 2027 Meeting ended 17.55

Progress Report

Item	Update	Action
Timings	Road closure 11.00 • Market start time 13.00 • 14.00 Santa entrance • Stage Entertainment start time 14.30 • Town Blessing 17.25 • Light switch on time 17.30 • Stage Entertainment finish time 18.00 • Market end time 18.00 • Road reopens 21.00	Approved
Marketing / Promotion		
Competition Logo/	logo competition	Complete
Poster / banners	Save the Date post created on social media page Banners on order Posters to go up around town from 12th November	Ongoing **Committee to help promote the event**
Wemian	Save the Date placed in Autumn edition	Complete
Leaflet	Published and distributed	Complete
Town Map	To be updated nearer the time	**Rarity Emporium to action**
Social Media	Date promoted on Social Media, updates to start. Social media posts to start 12th November	Ongoing Town Council
Main Stage		
Stage	Order placed with Affine Resourcing for stage. Awaiting risk assessment	Clerk to check public liability insurance
Stage Entertainers	Several people singing and playing on main stage no performers in the Town Hall Under 18 groups to have their own insurance cover Acts booked on the stage between 2.30 to pm.	**Stage timetable poster to be created** **Cathy to provide Clerk details of Acts**
Town Blessing	Rev Jukes to undertake Town Blessing	Complete
Compere	Darren Harper has confirmed he will act as compere for the event.	Complete
Light Switch on	Mayor and logo competition winner.	Competition winner to be contacted by Town Council
Msc Entertainment		
Character Costumes	Clerk reserved Bluey, Peppa Pig and Chase and Sky . 8 volunteers required 2 per costume. Current volunteers 6	Town Council to ask for 2 more volunteers
Bubble people	Order placed with Tori Art Studios for hiring 2 bubble people for 2 hours to carry out street performances	Confirmed timings 1.30 to 3.30 – Town Council to

		contact company to confirm timings
Santa	Wem Youth Club to organise with Rotary. Decoration of Leek Street was discussed Sleigh to be parked by old Dry Cleaners Signage from High Street in hand Rotary stall to be positioned by Bay Barbers	**Rotary**
Christmas Boards	Currently stored in Wem Library to be used again.	Locations to be agreed on day to fill gaps
Town Hall Entertainment	None	Complete
Wem Library	Craft activities. Library to act as SEN Hub, lost children hub and information hub	Clerk to issue forms to library manager and brief on lost child procedure.
Jubilee Square		
Food Court	5 food stalls provisionally booked on 3 paid all to be located on Jubilee Square Vol benches available Town Council Gazebos to be provided if available.	**Cathy to contact Shropshire Festivals to see if they have any food stall contacts.** **Peter Broomhall to arrange table delivery**
Large Tree	Rotary to provide and install due 21.11.26	**Peter Broomhall**
Security Risk Assessments		
Risk Assessments EMP	1st draft EMP sent to Safety Advisory Group 2nd draft to be sent to Event Management Team for comments before sign off by Council	Clerk to finalise and Town Council to sign off on 26.11.26
Road Closure	Road Closure application submitted and approved. Signs up around town Diversion signs around Lowe Hill, Pyms Road needed for 2026 Requested loan of diversion signs, Road Ahead closed and no waiting cones from Shropshire Council	Clerk to chase SC ref signage loan
Road Closure Security	Order placed with Alpha security 25.9.26 and 1 extra operative requested	Pre meeting held and Clerk to seek confirmation of extra operative and vehicle.
Event Security	Bidvestnoon to provide 4 people inc. Mark Hoffmann	Clerk to contact Mark for update.
Infrastructure		
First Aid	MW Medics Booked	Clerk to contact pre event
Barriers	30 barriers reserved on 19.8.26 from Salop Hire Services Ltd	
Market		
Market	Bookings open - applications being processed 16 commercial booked on provisionally. 4 Community Stalls booked	Deputy Clerk to confirm final numbers
Finance		

Sponsorship	Sponsorship Secured Stage sponsor - Monks Road Closure Security - Persimmon Homes	Complete
Budget	Report tbc	
Msc		
Free Parking	Email request sent 29.10.26 to Shropshire Council for free parking from 11.00	Confirmation not yet received
Decoration	Leek Street and Jubilee Square decoration String lights for Leek Street found but need securing No lights on Jubilee Square	**Leek Street lights fixings to be trialled before event Peter Broomall and Town Council**
Licensing	Event covered by Premises Licence Music Licence will be in place to cover live music. Sale of alcohol – no alcohol to be served outside as this would require performance licences	Complete
Wet Weather venues	Confirmed that the Church Hall and Town Room could be used In event of weather warning event will be cancelled not relocated	Event Manager in discussion with Event Liaison Group to make final decision on cancellation
Church Christmas tree	Delivery due 21.11.26 Peter Broomhall to action Highline to decorate w/c	**Peter Broomhall**
Trees at end of High Street	Update needed	**Scouts to organise**
Volunteers	Volunteers needed to help with road closure at junction with Noble Street and High Street to prevent access during stage construction David Parry to cover pedestrian access during stage set up	Town Council to contact volunteers with timings when they will be needed.