

Notes from a meeting of Wem Town Council Event Liaison Group to be held on
15.1.26 at 17.00 to review the 2025 Christmas Festival

Present

Kate Williams – Sweets and Treats, Nathan Burley – Wem Baptist Church,
Rev Jukes – St Peter and St Pauls Church , Tom Bateson - Wem Scouts, Cathy
Rutherford – Wem Jubilee Band.

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

1. Apologies for Absence – to note.

Apologies were received from Claire Glover – The Fruitful Deli, Anita Thompson,
Cllr Soul, Helen Arrowsmith.

2. Notes from 13.11.25 – to approve

**It was agreed to approve the meeting notes from 13.11.25 and they were
signed by the meeting chairman.**

3. 2025 Festival to review

Those present discussed the following comments that had been received following
the festival

- Road Closure – It was reported that this went well but extra Road Closed Ahead and arrow diversion signs were needed before the Ellesmere Road junction with Lowe Hill Road and at the junction of Whitchurch Road and Pym's Road.
- Stage Entertainment – A comment was made asking for more upbeat songs to and it was reported that this would be addressed for next year.
- Other Entertainment – The mascots went down well along with the Christmas boards. All felt that the grotto in the florist was excellent.
- Jubilee Square – Those present felt that the entertainment offer on the Jubilee Square was a bit disjointed and thought is needed how to make this area more of an entertainment base. A general discussion took place on the possibility of trying to recreate a winter fair theme with a feature traditional carousel and possibly some traditional stalls
- Market – It was reported that a one way system for access onto and off of The High Street at the beginning and end of the market needed to be created along with better parking controls to ensure that pitches were not blocked by other traders unloading goods. It was suggested that communication beforehand is improved to ensure all gazebos had weights as a condition and were set up and ready to trade at the correct time. It was also suggested that some more popular stalls should be located at the Kings end of the High Street as footfall was perceived to be low in this location and something is needed to draw people up this end of town.
- Anything else -

Access for vehicles in the event of emergency – speed of vehicles needs better control, risk assessment to be adjusted to reflect this.

Barriers - Less barriers are needed and lighter should be used, it was agreed that members of the carnival committee would provide contact for the company they use.

Shop Promotions - more promotion of town shops is needed on social media in the lead up to the event which just focused on the market stalls.

Wem Town Hall - better communication with Wem Town Hall in the lead up to the festival would have been useful. For 2027 all present felt it would be great to have more input into the festival - Cathy agreed to discuss the possibility of introducing some live music into the Town Hall.

Security - It was reported that this was excellent and Clerk was asked to contact the firm to thank them.

4. Budget – to receive report

Report was noted

5. 2026 Festival - to consider date and format for 2026 festival

It was agreed that the next Christmas Festival would be on Saturday 28th November 2026 with a similar format as previous festivals except for the Jubilee Square which would be revamped. The Clerk agreed to seek some quotes to hire some traditional fairground rides and consider options for use of the square.

Katie explained that a Quiz and Chips evening was to be held in The Castle in February with funds raised going to the Christmas Festival and made a request for raffle prizes

6. Next meeting – to agree

Next meeting to be held Thursday 16h April at 5pm.

Meeting ended 18.15