

Notes from a meeting of the Events Liaison Group held on 4.9.25 at 17.00 in Wem Library to discuss the 2025 Christmas Festival.

### **Present**

Kate Williams, Anita Thompson – Sweets and Treats, Helen Arrowsmith – Seasons Florist, Cathy Rutherford - Wem Jubilee Band, Nathan Burley – Wem Baptist Church, Tom Bateson - Wem Scouts.

Wem Town Council Councillors, Towers, Hudson, Broomhall (Chairman), Cotterell.

Town Clerk

1. Apologies for Absence – to note.

Sarah Kynaston – St Peters School, Claire Glover - The Fruitful Deli. Jenny Hegglin – Wem Scouts, Pam King – Wem Town Hall. Absent Cllrs Soul and Hoffmann.

2. Notes from 12.6.25 – to approve.

**Resolved to approve the notes from the meeting held on 12.6.25 and these were signed by the meeting chairman.**

3. 2025 Festival progress report - to discuss and receive updates.

The progress report (attached) was updated and reviewed with one recommendation for full council.

4. To discuss any other matters not covered under progress report.

**Large Christmas trees** - Cllr Broomhall agreed to organise the supply and installation of 2 trees for the town.

**Town Blessing** – it was agreed that this would take place before the light switch on and Nathan would organise this in partnership with The Methodist Church and St Peters Church.

**Trees at end of High Street** – These trees are to be decorated. Helen offered to provide lighting, Matt agreed to provide the power for the lights.

**Town map** – This will need to be added to for the festival, Penny to contact Stacy.

All the above items to be added to the progress report.

5. Midsummer in Wem – for review.

A discussion took place on this event and it was reported that there was some mixed feedback but the High Street was busier and those traders who put on activities reported increased footfall.

All present felt it was worth considering the event running again as long as more people were involved with the organisation.

**Agreed to consider at the January meeting**

6. Next meeting – to agree.

The following meeting dates were set

9.10.25 5pm, 13.11.25 5pm, 15.1.26 5pm

Meeting ended 18.15

## Christmas Festival Progress Report

This list is not exhaustive and will be updated / amended at each meeting and between meetings.

### Actions in bold to be approved by Full Council on 25.9.25

Item	Agreed June 2025	Action Agreed 4.9.25
Timings	<ul style="list-style-type: none"> <li>Road closure 11.00</li> <li>Market start time 13.00</li> <li>Stage Entertainment start time 14.30</li> <li>Stage Entertainment finish time 18.00</li> <li>Other activities start times tbc</li> <li>Other activities finish times tbc</li> <li>Town Blessing</li> <li>Light switch on time 17.30</li> <li>Market end time 18.00</li> <li>Road reopens 21.00</li> </ul>	Timings for Jubilee Square activities to be determined.
<b>Marketing</b>		
Competition Logo/	Sweets and Treats to sponsor Run logo competition from September, judged by Mayor.	Competition restricted to pupils at St Peters School – theme decorate a star. Entries in by 30.9.25.
Poster / banners	Save the Date poster created Town Council to purchase banners once logo competition completed	To be created once logo judged.
Wemian	Autumn Edition to feature advert	Deadline for advert / event info submission 24 <sup>th</sup> October .
Leaflet	Town Council need to ensure that the leaflet has the correct start times for the market.	Town Council to design leaflet by 13.10.25.
Social Media	Date to be promoted on Social Media.	Cerion to update page with 2025 date and new page admin Helen McCabe to be added .
<b>Entertainment</b>		
Stage	Order placed with Affine Resourcing for stage.	Town Clerk to request inclusion of fixed snow machine. Option to mount snow machine from old post office
Stage Entertainers	Cathy Rutherford to book stage entertainers Cathy Rutherford and Amanda Roberts to be stage managers.	All stage entertainment booked Agreed to utilise the Jubilee Square as an acoustic stage for overflow acts - Cathy to progress.
Character Costumes	Woody, Buzz, Olaf and one other to be booked.	Tracy Fletcher willing to be she would accompany Olaf as Elsa.

	Volunteers needed 2 per costume 1 inside and 1 guide.	Edward Towers to provide contact details Penny to ask for volunteers to go in mascots and act as guides.
Jubilee Square / car park activities	Inflatables Booked Rodeo Reindeer and Snow Globe booked - both items can go indoors – Church Hall provisionally reserved.  Other activities – Methodist trailer MeMo booked Town Clerk to investigate other attractions for the square subject to budget.	Agreed no additional entertainment required.
Wet Weather venue	Town Clerk has reserved use of following wet weather venues Youth Club – permission given Church Hall – permission given United Services Club Senior Club	Town Room and Baptist Church also available.
Santa	Rotary to organise.	Library small meeting room to be used as grotto. Helen Arrowsmith to decorate.
Town Blessing		to take place before the light switch on and Nathan would organise this in partnership with The Methodist Church and St Peters Church.
Light Switch on	Who to switch lights on.	Mayor and star competition winner.
Christmas Boards	Currently stored in Wem library to be used again.	Location of boards to be agreed.
<b>Msc. Infrastructure</b>		
Road Closure	Signage needs to be purchased for Traffic management plan for Chapel Street / Drawwell Lane developed with Shropshire Council,  Road Closure application to be submitted in July.	Large metal signs on order.  Agreed that more advance notice of road closure boards similar to carnival notices to be used in the run up to the event. Penny to discuss with Stacy.  Submitted and application approved.
First Aid	Clerk to book same company as last year.	Booked.
Security	Lower Lacon to be asked if we could borrow the radios for the festival so security have access to radios.  Security needs booking	No needed as should be sufficient radios.  Penny to discuss with Cllr Hoffmann.
Barriers	Town Council to reserve same amount as for 2024. Barriers need reserving .	Penny to action.

Market	Market to be managed under Town Council market licence on High Street location Town Council have promoted the date to potential stall holders.  Prevention of parking in Kings Layby.	Bookings are going well <b>Agreed charity stalls can be located on car park at a lower charge. Suggested Wem charities are charged 50% of current fee.</b> To be discussed nearer the event.
Risk Assessments EMP	Town Council to develop.	
Parking	Town Council to contact Shropshire Council ref free parking.	Clerk to action nearer the date.
Bus Transport	Not to be progressed 12/6/25	
Volunteer Stewards	More stewards are needed at the end of the evening between 18.30 and 21.00 to help with litter picking and re-opening the road/ removal of barriers .	Call for evening volunteers to be made.
Large Christmas trees		Cllr Broomhall agreed to organise the supply and installation of 2 trees for the town.
Trees at end of High Street		These trees are to be provided by Matt and Wem Scouts. Trees to be decorated. Helen offered to provide lighting, Matt agreed to provide the power for the lights.
Town map		This will need to be added to for the festival, Penny to contact Stacy.
<b>Msc</b>		
Cancellation insurance	Not to pursue.	
Extension of event beyond road closure	Not to progress .	