

AXBRIDGE PAGEANT AGM. Tuesday 8th March 2011

Present

Pete Harding (chairman), Dave Peakall, Pauline Ham, John Kendall, Janet Homewood, Kevin Browne.

Apologies

John Bailey, Jackie Fowler, Juliet Maclay, Paul Hughes, Sarah Berry, Angela Andrewes..

Public

Mrs Tyte, Janie Gray, Sue Rushworth.

Chairman's report

2010 was the 6th pageant. The steering group was set up following a meeting called by the Town Council with Roy Fisher as the appointed chairman. He later stood down due to ill health to be replaced by the deputy chairman, Pete Harding. The various sub-committees struggled to begin with, taking 18 months to find direction.

The steering group consisted of the chair people of the sub-committees:

- Publicity and Marketing: Kevin Browne
- Fund Raising (grants): Paul Hughes
- Fund Raising (events): Janie Gray
- Additional Events: Sarah Berry
- Operations: Janet Homewood
- Design: Juliet Maclay
- Production: John Bailey/John Kendall
- Costumes: Jackie Fowler
- Chairman: Pete Harding
- Treasurer: Dave Peakall
- Secretary: Pauline Ham

The Pageant was stunning. It was a huge success and a sell out. The weather was superb and the 3 standing ovations speak for themselves.

- The residents involved thought it was the best thing they had ever participated in.
- The evening events were a great success and sell outs.
- The success of the Pageant Festival was due to pre-planning and hard work from many. Particular thanks need to go to:

John Kendall – he was the ‘glue that held the whole production together’. He was involved in all aspects.

John Bailey – his total commitment and creative genius were inspirational. He was always patient, positive and totally professional.

Jackie Fowler – her work on the costumes was immense but through it all she was calm and cheerful, organising her team in a professional and compassionate manner. As a testimony to her outstanding contribution Jackie was 1 of 3 residents of Axbridge to be presented with a Civic Award in recognition of her work at Axbridge's first Civic Ceremony in February.

Barbara Wells – her support to Jackie as her ‘right hand man’ was vital and constant.

But importantly the Pageant was a testimony to the energy of Axbridge.

- All costumes are catalogued. There are 2 copies, 1 in the Town Hall and 1 with John K, both hard copies and electronic.
- Storage cost is £250 a year to the Museum Trust. 2 years have been paid up front.
- There is not enough room for all the props but John Kendall is hoping to discuss possibilities with the Town Trust

Next Meeting:

Proposed to be early in September when we can consider an entry in then Carnival. Date to be confirmed.

Finance report on next page

Axbridge Pageant Festival 2010 Report of the Honourary Treasurer

I have pleasure in presenting the accounts for the 2010 Pageant.

In summary we made £6369 with income at £53742 and expenditure of £47372.

However the biggest contribution came from the unpaid volunteers without whom the Pageant would not have been produced, so many thanks to them all whatever part they played.

The event was sponsored by the Oak House Hotel £3258, and our costumes were housed in the run up to the Pageant By Mr and Mrs Jenkins for which we thank them.

Grants were received from:-

The Big Lottery Fund Awards for All £9544

Somerset Community Foundation £1000

Oak House Hotel £3258

Donations of £6516 were from:-

Bristol Water £3000

Butcombe £500

Progressive supper £2000 and amongst others

Axbridge Carnival

Stopcocks

Choirs

Other events raised funds of £4197 were:-

Eighty Eight Straight

Ax factor

Auction

Wine and cheese and Barbecue

Pamper evening

For the first time evening events were held. Ticket sales were Brass in the Church £525, Sheelangig £2810 and the Choirs £1553 a total of 4888.

Ticket sales, programmes and CDs etc for the main event raised £24337

The main areas of expense were:-

Costumes 11968

Seating 9543

Operational costs 6458

Stage 5120

Production of the programme and video and other events £6799.

As you will realise the costs of putting on the Pageant have risen significantly over the years since the last Pageant. That Pageant left us with a start up fund of £3675. The future Pageant will undoubtedly cost more to put on. The economic picture is not good at the moment and those sources of funds that helped us put on this pageant may not be available for the future. We do have the made up costumes stored for future use but the actual spend on these was quite small in comparison to the hired costumes.

Please bear this in mind in the light of proposals being later in the meeting. We are awaiting confirmation from the Big Lottery Fund that they will not seek to recover any of their grant

Thoughts for the next Pageant

In my opinion we could have increased our income in the following ways:-

Concessionary tickets were the greatest number sold and at £8 were too cheap and should have been £10.

Programme advertising was not brought to a good level because there was no back up in selling at a critical time.

We were too ambitious in the number of fund raising events and because of this we were unable to give them sufficient resources and so a number of events fell by the wayside resulting in the loss of expected income.

Finally whilst we were successful in gaining the big money grants we could have done more to get funding from other local businesses.

At the end of the day we did raise enough to cover our costs and that is the most important point.

Again in my opinion the obtaining of a principal sponsor should be the first objective of the next committee and they(the principal sponsor) should be in place and committed to a funding program very early on. The programme should also be sold well in advance possibly with the tickets.

Both these points would ensure that the Pageant and not money raising would be the focus of everyone's attention in the final 6 months.

It is obvious that if the Pageant is to be put on in 2020 then they will need a significant starting fund