

Town Hall Events Manager Report

1st April 2022

Weddings

The month of March is a very quiet month for weddings and viewings as most couples would prefer April onwards due to the hope of better weather and easter holidays giving family members more of an opportunity to be able to attend. We only had 1 wedding take place in the month of March. I am hosting the next wedding open evening in May, this will be another evening event, during the week as these seem very popular. I believe this to be the case as people tend to work weekends or spend with their families. Enquiries are still trickling through, but I expect this to pick up in the next month due to the nicer weather and summer engagements. We have had a further 4 bookings for this year, 3 for 2023 and 1 for 2024.

The mainstream of enquiries is coming from social media, but we are still receiving enquiries from Hitched and Bridebook, both of which I have updated over the last couple of months. They also marketed our wedding events such as the wedding fair, so that if any couple was on our profile, they could see what wedding events we have here that they could attend.

Current Revenue:

Financial Year	Current Revenue	Number of Events	Provisional Revenue
2022/2023	£129,517.50	123	£ 7285.00
2023/2024	£35,085.75	22	£ 4380.00
2024/2025	£1770.00	2	£ 0

Community Fair

The community fair took place on the 26th of March 2022. We had 22 stands showcasing of which 2 were for the council and 1 for the Arundel Town Hall. Everyone enjoyed talking and communicating with each other again since the pandemic. There was also some success in signing people up to their associations, for example the scouts received a new beaver leader, Arundel Festival of the Arts received at least a dozen volunteer sign ups and the community clean up received 6. There was a steady flow of attendees but was quieter than expected which disappointed some exhibitors. Next year we would look to start marketing the event much earlier, asking the businesses of Arundel to potentially put flyers in their window and create a Facebook event. We fundraised for the British Red Cross but supplying tea/coffee, asking for a small donation. Overall, it was a lovely event and a free opportunity for Arundel associations to showcase their opportunities to prospective new attendees/volunteers.

Fire Safety

On the 22nd of March 2022 I completed a fire safety course, ran at the Arundel Lido, and passed. I have received a certificate for the training, which will be kept in the office.

Cinema

Our first cinema night here at Arundel Town Hall is on the 28th of March 2022 and has completely sold out, all 70 tickets for the film 'Belfast'. Everyone who has booked a ticket has said that they are extremely pleased it has come back and looking forward to returning. We will be providing soft drinks, wine, and snacks for the evening. The challenge is still that we are a cash only revenue and I am still in the process of investigating other options.

Christmas

We have managed to secure a new florist to lead our wreath workshops this year, Antonia Hawkins. After discussing last year's workshop and its lack of variety, she has agreed for the same cost, to offer the workshop with many different decorative options. This is answering one of the biggest feedback points that we had from the guests. Same format will be adopted, workshop, followed by Afternoon Tea. One small adaption will be that we will offer a tea/coffee on arrival as that seemed to be an expectation from the last group of guests.

Plans are in full swing for the children's arts and crafts event. I have secured a photographer for the morning, who will be bringing her own Christmas backdrop to offer family Christmas photographs. The next supplier to be secured is a face painter for the morning, which along with the photographer will be an added cost to the ticket price while they are here. I am looking to receive quotes from event companies to set the Holmes Chamber as a festive wonderland, where children can meet Santa, have their photo with Santa and receive a gift. Making the day more of an experience.

New Years Eve

I would like to host a New Years Eve party here at Arundel Town Hall. I have had a quote for catering from Mid-Sussex Hog Roast Company for a buffet at £11.00/per head. This would be on a drop the food and leave basis and we would use our own staff to serve it. I have also reached out to Lucky Bar; she doesn't normally work New Years but considering it for us. She doesn't charge for attendance, but there is a minimum spend of £1000.00 throughout the evening. This I feel for 80 guests would be more than achievable. I am in the process of securing a band and then will put full costings together.

Easter Wreath Workshop

Due to the success of our Christmas Wreath Workshops we decided to host a Easter Wreath Workshop on Saturday 9th April 2022. This has been marketed through social media, Arundel Noticeboards, community fair and leaflets at the Farmers Market. We, sadly due to losing our florist only started marketing a couple of weeks ago and haven't had a huge amount of time to get it out to everyone. Also, the florist and our calendar only matched up on Saturday 9th, which is the first weekend of Easter Holidays and people could potentially be away or seeing family. I feel weekdays may potentially work best when children are at school. We haven't currently had any bookings and the likelihood is the event will cancel but would potentially like to look at this for next year but potentially for a weekday.

Meetings & Other Events

We are still very quiet on the meetings front; we have had the last of the GP Surgery training sessions in March. They said they enjoyed their meetings here with us and will look to book the next set with us. We also have an exhibition booked here with us in May and some AGMS for local organisations. The Atherely Chamber seems to be the most popular of spaces to host a meeting, but

the blinds don't block out all the light and can be difficult to be able to see the screen with projection. We will also be looking to upgrade the tea/coffee cups as they don't all match and need replacing. We have ordered some new sample chairs to replace the chairs in the Holmes Chamber, we will also order a sample of a different style to be able to compare.

Maintenance

We are very busy improving the Arundel Town Hall, ready for our busy wedding and events season. We are painting the terrace, Atherly Chamber, and public areas. We have also just secured new window cleaners for the entire building. We have had our fire alarms, emergency lights and disabled doors all serviced over the last couple of months. We are in the process of obtaining quotations to freshen the Holmes Chamber by replacing the chairs, which for many are broken.

Increase in Wedding Package Prices Proposal

Ceremony & Drinks Reception Package

This is our most popular package here at the Arundel Town Hall. The wedding couples will pay for their registrar fees on top of these prices, ranging from £450.00-£625.00. It's a unique package as not many venues will offer a ceremony package and therefore, we bridge the gap for couples who don't want to get married in a church but who also would prefer something different to a registry office. This package sells well, and I believe a small increase is all that is required.

<u>Day</u>	<u>Timings</u>	<u>Cost of Package</u>	<u>Cost per hour</u>	<u>Proposed Increase</u>	<u>Cost per hour</u>
Sun-Thurs	9.30-11.30am	£450.00	£180.00	£475.00	£190.00
Sun-Thurs	12.00 -2.30pm	£600.00	£240.00	£625.00	£250.00
Sun-Thurs	3.00-5.30pm	£600.00	£240.00	£625.00	£250.00

<u>Day</u>	<u>Timings</u>	<u>Cost of Package</u>	<u>Cost per hour</u>	<u>Proposed Increase</u>	<u>Cost per hour</u>
Fri-Sat	9.30-11.30am	£600.00	£240.00	£625.00	£250.00
Fri-Sat	12.00 -2.30pm	£885.00	£354.00	£900.00	£360.00
Fri-Sat	3.00-5.30pm	£885.00	£354.00	£900.00	£360.00

Evening Package

The current evening package includes 5 and a half hours hire of our Atherly Chamber, with use of the terrace for drinks and our sound system for light background music. This package has seemed to have evolved over time and is now being used as not only as a ceremony space, with drinks but for caterers to provide a full sit-down meal. Turning our Atherly Chamber into a private dining space for the wedding couple and their guests.

Comparing our hourly rates with the ceremony only and our fully exclusive, I feel that these need to come more into line as currently this is a lot cheaper than a ceremony only on a Saturday. The below prices reflect a per hourly rate in similar line of a fully exclusive but considering that they don't have use of the entire building.

<u>Day</u>	<u>Timings</u>	<u>Cost of Package</u>	<u>Cost per hour</u>	<u>Proposed Increase</u>	<u>Cost per hour</u>
Sun-Thurs	5.30-11.00pm	£650.00	£118.00	£950.00	£172.00

<u>Day</u>	<u>Timings</u>	<u>Cost of Package</u>	<u>Cost per hour</u>	<u>Proposed Increase</u>	<u>Cost per hour</u>
Fri-Sat	5.30-11.00pm	£650.00	£118.00	£1400.00	£254.00

Fully Exclusive

We have seen a wonderful increase in fully exclusive and the feedback has been that this is because it's a wonderful building, that they didn't know previously that we offered entire hire of the building and that we are reasonably priced. The barns in the local area are charging anywhere from between £6000 -£8000 in prime wedding season. I feel that the more couples we receive through the door, who have wonderful weddings with us, will promote us to others who are looking. I don't believe we need to increase by much currently.

<u>Day</u>	<u>Timings</u>	<u>Cost of Package</u>	<u>Cost per hour</u>	<u>Proposed Increase</u>	<u>Cost per hour</u>
Sun-Thurs	12.00 -11.00pm	£1895.00	£172.00	£1995.00	£181.00

<u>Day</u>	<u>Timings</u>	<u>Cost of Package</u>	<u>Cost per hour</u>	<u>Proposed Increase</u>	<u>Cost per hour</u>
Fri-Sat	12.00-11.00pm	£2895.00	£263.00	£2995.00	£272.00