

**Bromyard & District Chamber of Commerce and Industry**  
**Minutes of Meeting held at the Falcon Hotel, Broad Street, Bromyard**  
**Held on 4th April 2018**

David James (Chairman) welcomed all to the meeting and introduced the speaker, Lynne Barker, from the Bromyard Folk Festival.

**Bromyard Folk Festival**

Lynne said that the festival was now in its 51<sup>st</sup> year. Lynne had been involved since 1997 and her responsibilities include being the public face of the festival, involvement in its promotion, liaison with local stakeholders and management of ticket sales.

The festival originally started as a one day event in the Old Station Yard and Public Hall in Bromyard and tickets were great value at £1!

It is now an internationally recognised festival, held over 4 days, acknowledged as promoting young singers and dancers as well as featuring well known established acts.

Tickets are currently sold via the Courtyard Theatre in Hereford, who also manage on-line sales. Other avenues for tickets sales are being actively evaluated and it is expected that specific retailers within Bromyard will be approached in the near future. Unfortunately, The Conquest Theatre in Bromyard have been unable to sell tickets due to limited opening hours of their own Box Office and the anticipated volume of online sales.

It should be noted that it is possible to buy tickets at the festival itself and local people are entitled to receive a 20% reduction on ticket prices.

The festival is registered as a charity and apart from a few sponsors has to cover costs from ticket sales. Although the festival is run by volunteers, there is considerable cost involved to cover security, insurance, artist fees, the staging of the event itself and ensuring the festival complies with Health and Safety requirements.

Feedback from festival visitors is overwhelmingly positive and the consistent message was that they liked Bromyard and the beautiful area it was set in. As well as visiting the town during the festival, they often came back just to explore the area.

The event without doubt brings visitors and valuable revenue to the Town.

Following the talk Lynne answered questions from Chamber members.

Finally, Chairman, David James thanked Lynne for a most enjoyable and interesting presentation and said that he, like a lot of local residents, was looking forward to this year's festival.

## **Chamber General Business**

**Treasurers Report** – Clare reported that the funds for the Christmas Lights account had now been transferred to their new bank account. Any further income received for the lighting would be also be transferred.

Clare to arrange for two new signatories for the Chamber bank accounts. This was agreed by Chamber members at the meeting.

**Membership Secretary** – Sylvia reported that she had been contacting traders to chase-up outstanding subscriptions and attract new membership.

**Mission Statement** – Phil would put this on the Chamber website and asked members to comment on this and also the work he had been doing to develop the website.

## **Other business**

**Traffic routes and parking in Bromyard** - Helen Pettitt reported that a working group had been set up by Bromyard Council to consider traffic management. She would ask the Council to express our wish to be included in consultations and for an update on progress so far.

**New permanent signage** – signs were now ready for the by-pass and would be put up shortly.

## **Items for next meeting.**

Outstanding items from the agenda to be discussed at the next meeting, which would also include the proposed Art Walk and the Speed Festival, now postponed to a later date as the ground was considered too wet to hold the event safely.

**Date of next meeting** - the next meeting would be held on Wednesday 2<sup>nd</sup> May, starting at 7.30 p.m. at the Falcon Hotel, Bromyard.