

TENBURY TOWN COUNCIL 2012/13 – RE01

Minutes of the meeting of the **REGAL, ENTERTAINMENTS AND PUMP ROOMS COMMITTEE** held on **Monday 18th June 2012 at 7.15 pm** in the **Pump Rooms, off Teme Street**, Tenbury Wells.

PRESENT: Cllr E. Weston (Chairman), Cllrs, E. Hudson, D. Ingram, J. Morgan, J. Watson
IN ATTENDANCE: Town Clerk, 2 members of the public
APOLOGIES: Cllr M. Drummond

1.1 To Elect a Chairman

Cllr.Weston elected. Proposed Cllr.Morgan seconded Cllr.Hudson

1.2 Apologies. To consider the acceptance of apologies for absence from Councillors

Reason for absence accepted. Proposed Cllr.Morgan seconded Cllr.Ingram.

1.3 Declarations of Interest.

None.

1.4 To approve as a true and accurate record the resolutions and Minutes of the previous meeting held on 16th April 2012.

Approved. Proposed Cllr.Ingram seconded Cllr.Morgan.

1.5 To elect a Deputy Chairman

Cllr.Hudson elected. Proposed Cllr.Morgan seconded Cllr.Ingram.

1.6 Section Reports

- Regal HLF Project Update – The Clerk reported that the Architects had signed off Practical Completion
- Pump Rooms – Cllr Ingram

1.7 To receive a report from the Heritage Access Officer

Attached Appendix A

1.8 Digital Funding Partnership – To be updated on purchase and installation of equipment

The Clerk reported that the digital equipment would be installed on 02.07.12

1.9 To review Actuals v. Budget to date

Attached Appendix B. Budget details approved. Proposed Cllr.Morgan seconded Cllr.Ingram.

1.10 To consider revisions to budget to accommodate works to the Community Centre and take account of arrangements for the Regal Trust.

Budget revisions approved. Proposed Cllr.Morgan seconded Cllr.Ingram. Cllr. Watson suggested that more revenue be generated from the Pump Rooms.

1.11 Correspondence for Information

None.

1.12 Clerk's report including any Urgent Decisions since the last meeting

The Clerk reported that the order for the community Centre heating system had been placed

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1.13 Councillors' reports and items for future agenda

Ideas to celebrate Pump Rooms 150th anniversary.

Meeting Closed at 8.05pm

Signed

Dated

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HLF Report - Learning and Engagement

May 2012

This report covers activities between mid-April and mid-May

Training and admin support

Non-cash contribution training has now been completed from Tenbury Town Council and Malvern Hills District Council. This has covered various areas, including initial orientation, local tourism awareness, fundraising, general health and safety, fire awareness, Town Council policies and procedures, building site orientation, equipment use and maintenance and building facilities operation.

Admin support from Tenbury Town Council includes provision of phone and line, internet connection, utilities, stationery, paper, etc. Please see back page for a more detailed breakdown of contribution estimates.

Onsite interpretation

The information boards on the construction hoardings have now come down, as the construction hoardings themselves have been removed. The next phase of interpretation in front of the building is currently in the final stages of design and will be ready to go up in the cinema windows as the last of the construction barriers are removed. This will include advertising for the re-opening event season as well as general information about the restoration.

Education Projects and Resources

The short film project with Burford Primary School is over half-way complete with the pilot group of nine 8-10 year old boys. This group have proved a very useful pilot for the scheme, and will allow a useful evaluation to take place. The headteacher at Burford is keen for the project to run again with new groups in the next school year.

The design project for the logo of the CineMonkeys club at Lacon Childe School in Cleobury Mortimer is going very well, with the final designs to be submitted by the children this week. Matt Mills, the graphic designer on the project, will then compile the chosen design into a format suitable for print and web. The project has been enthusiastically received by the students and their class teacher is very pleased with it.

The film loans box now has all of its major object components, including a working 8mm projector, a range of short films in black and white, colour, silent and sound, old money, white gloves, sections of 35mm film and film reels. The box is now ready for hire by any school or educational group, though it is anticipated that there will likely be no bookings for it now before the start of the new school year in September.

Exhibition Progress

A meeting with Mr and Mrs Alexander took place in late April, concerning Mrs Alexander's grandfather John Alexander who was a cinema interior designer working across the UK with one example of his work still surviving locally (at the Northwick Cinema in Worcester). They would like to exhibit prints of some original artwork of John Alexander's which they possess, which it is hoped may form the focus of a community project about cinema design which would end in an exhibition of Alexander and community artwork in the community centre at the Regal.

More information has been discovered about the Regal in Church Stretton, which is another of the Craven Cinema chain of which the Regal Tenbury was a part. The Church Stretton Regal had another George Legge mural painting, this time a Venetian scene, with very similar fixtures and fittings in the auditorium to the Regal in Tenbury. To follow up on the Craven Cinema angle, a meeting was set up with Fred James, who used to be a projectionist for the Craven Cinema chain and visited the three Regals. Notes of that meeting are currently being written up. The Shropshire Star has shown an interest in this story and will hopefully be running some articles about the cinema's history and restoration.

Online Activities

To date, the blog has had 3511 views. The most popular post this month, unsurprisingly, was the one containing teaser photos of the completed auditorium interior. The weekly mystery film also continues to be popular. Currently, the project has a following of 121 users on twitter and 55 on facebook.

An account was created with Mailchimp to provide a mailing list service, which allows professional html email campaigns to be devised, with excellent statistics tracking. Currently the mailing list has 20 members, compiled from feedback forms at the open house event and behind the scenes tours. This list will continue to grow in the next month with incentives for people to join the mailing list to stay informed about the reopening events.

Following online trends, an account was created for the Regal on Pinterest, sharing cinema and film related images and links. It is hoped that the account will draw in new audiences who would otherwise not be aware of the Regal. So far, particularly successful pins have been those of film-related imagery.

There have been 5 downloads so far of the Kindle e-booklet of the short history of the Regal cinema.

The interactive website launched on 1st May, and by the 2nd there were already some comments added to Memory Reel about people's memories of the Regal. The site had 65 unique hits by 10th May, which was a good take-up for the start of site with limited content online.

Multiple oral history recordings have now taken place, with 20 people being interviewed, plus projectionists recorded for their memories of the equipment in the projection room. Although this meets the original remit of the project, the response from people who have heard about the project has led to us intending to extend the project to collect as many recollections about the Regal as we can.

Sector Awareness

A Learning Worcestershire meeting was attended in early May at Worcestershire Cathedral. This was a very useful networking opportunity and chance to learn about the changes to the schools education service in Worcestershire from a council employee. Links were made with the Worcestershire family learning service with the hope of working together on a joint project in the future.

The Museums and Heritage Show in London was attended in mid-May, which featured useful seminars on learning trends in heritage and some useful trade contacts for interpretation and exhibition technologies.

Media Profile

Ben Bentley from the Shropshire Star visited the Regal at the end of April, with view to writing a feature about the restoration project and possibly a series of articles on the run up to the re-opening. He is hoping to interview Tom Dallow, ex-projectionist from the Regal, for one of those articles.

The marketing campaign for the re-opening events in the summer is currently being devised, which will include press releases to local press, posters for shops and venues in Tenbury, social media updates and inclusion in various summer holiday event publications.

Heritage Launch Events

A local swing band has been booked for the gala opening night to play two sets of 1930s music. They will be in 1930s costume. Partnerships are being established with local businesses to provide birthday cake for the family party, party supplies, a bar for the gala opening and more as appropriate. Films have been booked; The Artist has been chosen for the gala opening evening, and Bugsy Malone for the family party. A 1937 black and white cartoon called "Porky's Romance" has been sourced from the BFI to play before the film at both of these events.

The CineMonkeys family films have been booked for August, with a cartoon from the BFI to play ahead of each film. The films are Harry Potter and the Philosopher's Stone, Happy Feet, The Lion King and Pirates of the Caribbean, and the cartoons are Tom and Jerry cartoons. The cartoons will also be shown as a stand-alone cartoon for toddlers on the first four Tuesdays in August.

Talks and tours are also planned for mid-week and weekend in August, which will be free of charge.

Community Projects

A call for writers for written publications of fiction and non-fiction has been put out, with the intention of collating the submissions into booklets published electronically. The full collection of booklets will be available in hard copy some time next year once they are all finished.

Posts have been made to the blog about talks and presentations which can be offered to community groups, including one about the new 8mm projector. It is hoped that these methods will reach new groups, as all bookings so far have been by word of mouth.

Report by: **Sarah Fellows**
Regal Heritage Access Officer
Tenbury Town Council

Tenbury Town Council

Non-cash Contributions Summary

<i>Description</i>	<i>Value per month</i>
Town Clerk additional 4.5 hours	£70
Stationery	£10
Office, to include heat, light, etc.	£20
Photocopying	£10
Additional Broadband Internet access	£10
Phone credit	£10
Printer ink	£20
<i>Total</i>	<i>£150</i>

REGAL, PUMP ROOMS & ENTERTAINMENT CTTE							REGAL, PUMP ROOMS & ENTERTAINMENT CTTE				
EXPENDITURE	ORIGINAL BUDGET	From RESERVES	Total Budgeted Spend	ACTUAL	ACTUAL	% of Budget Reached TO DATE	INCOME	BUDGET	Actual		% of Budget Reached TO DATE
	2012/13	2012/13	2012/13	May-12	Jun-12				Apr-12	May-12	
Property Running Costs											
Pump Rooms							Pump Rooms				
Gas	1250		1250	545.29	545.29	44%	Bookings	4500	26.00	110.00	2%
Electricity	550		550		262.65	48%					
Water	300		300								
Rates	2900		2900	576.00	864.00	30%					
Building Maintenance	1500	600	2100								
Fire Extinguishers/Alarm	500		500		60.00	12%					
Electrical Maintenance/Checks	400	345	745								
Boiler Maintenance	150		150								
Cleaning Materials/Disposables	50		50								
Fountain/Bath Restoration incl Reser	500	500	1000								
Wedding License											
	8100	1445	9545	1121.29	1731.94	18%		4500	26	110	2%
Regal							Regal & C.Centre				
Gas	1000		1000				Rent Regal Tenbury Trust	4400			
Electricity	1000		1000								
Water	200		200		99.20	50%					
Rates	4300		4300								
Building Maintenance	500		500								
Fire Extinguishers	150		150								
Electrical Maintenance/Checks	300		300		78.08	26%					
Boiler Maintenance	75		75								
Cleaning Materials/Disposables	75		75								
Extra Cleaning											
Performing Right Society	300		300								
Sunk Fund	1000		1000								
Telephone Installation											
Variation of License											
Trust Donation											
	8900		8900		177.28	2%		4400			
Community Centre											
Gas	1000		1000								
Electricity	1000		1000								
Water	300		300								
Rates	4300		4300								
Building Maintenance	500		500								
Fire Extinguishers	150		150								
Electrical Maintenance/Checks	400		400								
Boiler Maintenance	75		75								
Cleaning Materials/Disposables	75		75								
Window Frames	3000		3000								
Window Glass	200		200								
Radiators	1500		1500								
Trust Donation											
HLF				96,758.62	190,147.12						
Regal Digital Equipment				4,668.60	4,668.60						
	12500		12500								
	29,500.00	1,445.00	30,945.00	1,121.29	1,909.22	6%		8900	26.00	110.00	1%
Contingency Fund	1000		1000	70.62	70.62	7%					
RPRE TOTAL	30,500.00	1,445.00	31,945.00	1,191.91	1,979.84	6%	RPRE TOTAL	8900	26.00	110.00	1%