

KIDDERMINSTER TOWN COUNCIL  
Wyre Forest House  
Finepoint Way  
Kidderminster  
DY11 7WF



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11<sup>th</sup> January 2024

The meeting of the **EVENTS COMMITTEE** will be held in the **KIDDERMINSTER ROOM, WYRE FOREST HOUSE** on **THURSDAY 18<sup>TH</sup> JANUARY 2024** at **6:00PM** when Members are summoned to attend.

Yours Sincerely,

Adam Stockhall  
Interim Chief Executive

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Membership: Councillors: N. Gale (Chairman); R. Bishop (Vice-Chairman), D. Hine, B. Hopkins, S. Miah, T. Muir and M. Rayner.

## EVENTS COMMITTEE AGENDA – THURSDAY 18<sup>TH</sup> JANUARY 2024

### 1. Apologies for absence

### 2. Declarations of interest

To receive declarations under consideration on this agenda in accordance with the Localism Act 2011 s32 and The Relevant Authorities (Disclosable Pecuniary Interests) Regulations 2012.

Members are reminded that should you declare a pecuniary interest at a meeting, it is their responsibility to inform the Monitoring officer.

### 3. Public Question Time

In accordance with Standing Order 3(c), to allow members of the public to make representations, ask questions, and give evidence at a meeting which they are entitled to attend in respect of the business on the agenda.

### 4. Minutes

To approve the minutes of the meeting of the Events and Services Committee held on Thursday 24<sup>th</sup> August 2023.

KTCE/01/23-24

### 5. Committee Budget Expenditure

To receive a summary report of the Events Committee budget (income and expenditure)

TC/43/23-24

### 6. Civic Events Programme November/December 2023

To receive a summary report of the following 2023 events: Remembrance Sunday, Kidderminster Christmas Lights Switch On and Santa in the Town.

TC/44/23-24

### 7. Community Events Grant Funding from Wyre Forest District Council

To receive a report with an update of the Community Events Grant Funding from Wyre Forest District Council.

## AND

To consider the following recommendations:

- 7.1 To review expenditure and retrospectively approve the granting of funds to:
  - Brintons Park
  - Green Living Fair

- 7.2 Agree to publicise and consider the remainder of the funding be reserved for bid applications as an alternative to the originally agreed events as detailed within the previous minutes.
- 7.3 Commence advertisement on social media/website to apply for bid funding applications.
- 7.4 Agree an existing application from Kidderminster Male Choir, as attached Appendices A and B

TC/45/23-24

**KIDDERMINSTER TOWN COUNCIL**  
**Minutes of the Events meeting of Kidderminster Town Council**  
**held in the Council Chamber, Wyre Forest House**  
**on Thursday 24<sup>th</sup> August 2023 at 6:00pm**

Present:

Councillors: N.Gale (Chair)  
R.Bishop (Vice Chair)  
D.Hine  
B.Hopkins  
S.Miah  
M.Rayner

Absent:

Councillors: T.Muir

In Attendance:

Mr L. Jakeman, Chief Executive

**E001/23-24 APOLOGIES FOR ABSENCE**

Nil.

**E002/23-24 DECLARATIONS OF INTEREST**

Nil.

**E003/23-24 PUBLIC QUESTION TIME**

Nil.

**E004/23-24 MINUTES**

**RESOLVED** to approve the minutes of the Events & Services Committee meeting held on Thursday 16<sup>th</sup> March 2023.

**E005/23-24 CHRISTMAS LIGHTS SWITCH-ON**

Members received an update regarding the arrangements for Kidderminster Town Council's Christmas Lights Switch On event.

**RESOLVED**

- a. That the Christmas Lights Switch-on Event will be held on Saturday 18<sup>th</sup> November 2023.
- b. To delegate the organisation and delivery of a suitable event to Town Council officers, in consultation with Kidderminster BID and Events Committee Members.

**E006/23-24 REMEMBRANCE SUNDAY**

Members considered arrangements for Kidderminster's Remembrance Sunday Parade on 12<sup>th</sup> November 2023.

And

Noted that a final planning meeting for Remembrance Sunday will take place at St Mary's Church at 11 am on Tuesday 12<sup>th</sup> September to which all committee members are invited.

**E007/23-24 COMMUNITY EVENTS GRANT FUNDING FROM WFDC**

Members considered correspondence from Wyre Forest District Council and its proposed grant funding of £10k to Kidderminster Town Council in respect of Community Events in the current Financial Year.

And

**RESOLVED** to form a working group comprising all committee members with the intention of defining and delivering some or all of the following activities using the £10k of grant funding:

- Santas Grotto event
- Food Festival
- Sheep Trail
- Music Festival
- Celebration of Cultures

Meeting ended 7:30pm

Cost Centre	Account Code	KIDDERMINSTER TOWN COUNCIL	2023/24 Original Budget £	2023/24 Actual to 31/12/23 £	2023/24 Predicted Outturn £	2024/25 Estimate £
		<b>11. EVENTS</b>				
		<b>EXPENDITURE</b>				
		<b>RUNNING COSTS</b>				
01K011	22030	Christmas Lights - Electricity	600		600	600
K011	41042	Community Grant - WFDC 2023	10,000	1,780	10,000	
K011	48023	Remembrance Sunday	1,000	2,717	1,000	1,000
K011	48021	Christmas Light Switch on event	3,500	3,094	3,500	2,000
K011	48022	Coronation Celebrations	1,800	1,800	1,800	0
K011	48021	Christmas - Santa in the Town Hall/ On Tour	2,000		2,000	2,000
		<b>INCOME</b>				
K011	84007	Community Grant - WFDC 2023	(10,000)	(10,000)	(10,000)	
		<b>TOTAL NET EXPENDITURE / (INCOME)</b>	<b>8,900</b>	<b>(609)</b>	<b>8,900</b>	<b>5,600</b>

**KIDDERMINSTER TOWN COUNCIL  
EVENTS COMMITTEE MEETING**

**18<sup>th</sup> January 2024**

LT/2024

9<sup>th</sup> January 2024

REPORT TO TOWN COUNCILLORS

AGENDA ITEM 6 – EVENTS – CIVIC EVENTS PROGRAMME NOVEMBER/DECEMBER 2023

AIM

1. To provide councillors with an update regarding Civic Events during November and December 2023.

BACKGROUND

2. Kidderminster Town Council Officers organised and assisted with three civic events during November and December 2023.

DISCUSSION/ COMMENT

3. Remembrance Sunday

Remembrance Sunday 2023 was held on Sunday 12<sup>th</sup> November 2023. The parade made its way through the town centre and up to St Mary and All Saints Church. The service was held outside at the memorial. The parade left St Mary and All Saints Church for the return journey through the town centre, concluding at the New Road car park. This event was well attended and received positive feedback.

4. Kidderminster Christmas Lights Switch On 2023

The Kidderminster Christmas Lights Switch On Event 2023 was held in Kidderminster Town Centre on Saturday 18<sup>th</sup> November 2023 between 4pm and 9pm. This was a partnership event between Kidderminster Town Council and Kidderminster BID. Entertainment from local live music acts, local dance groups, face painting, arts and crafts, circus skills, street performers, street food and a children's funfair saw large crowds in attendance. Positive feedback was received by officers on duty from public in attendance and organisations involved in providing services and entertainment during the course of the day. Following the event members of the public shared their feedback via social media, again comments were complimentary.

5. Santa in the Town 2023

Santa in the Town 2023 Event was held in The Swan Shopping Centre on Saturday 9<sup>th</sup> December 2023 between 10am and 3pm. Families were greeted by Santa's helper Elves and offered refreshments, which were funded by the Community Events Grant Funding made available by WFDC. Music was provided by Barrells and Bells Clarinet Choir to raise funds for KEMP Hospice. Each child received a Kidderminster Town Council Teddy Bear. Attendees were amazed that such an event was being provided by the Town Council free of charge.

FINANCIALS

6. Remembrance Sunday Event was funded by the Civic Events Budget.
7. The Kidderminster Christmas Light Switch On Event was a partnership event funded by the Civic Events Budget and Kidderminster BID.
8. Santa in the Town 2023 was funded by Community Events Grant Funding made available by WFDC.

RECOMMENDATION(s)

9. To note the contents within this report.

Deputy Town Hall Manager



**KIDDERMINSTER TOWN COUNCIL  
EVENTS COMMITTEE MEETING**

**18<sup>th</sup> January 2024**

LT/2024

10<sup>th</sup> January 2024

REPORT TO TOWN COUNCILLORS

AGENDA ITEM 7 – EVENTS – WYRE FOREST DISTRICT COUNCIL COMMUNITY  
GRANT FUNDING

AIM

1. To provide councillors with an update regarding the Community Events Grant Funding from Wyre Forest District Council.

BACKGROUND

2. Wyre Forest District Council granted Kidderminster Town Council £10,000 for the purpose of providing community events in Kidderminster.

DISCUSSION/ COMMENT

3. Community Events Grant Funding from Wyre Forest District Council

At the Kidderminster Town Council Events Committee meeting held on 24th August 2023, Council agreed that funding would be used to provide Santa's Grotto, Food Festival, Sheep Trail, Music Festival, Celebration of Cultures events.

The Santa's Grotto Event 'Santa in the Town 2023' took place on Saturday 9th December 2023. On the week commencing 20th November 2023 the CEO of Kidderminster Town Council contacted Events committee members to recommend that funding be used for Grants for Kidderminster based community events and an application form was created for local groups to apply for funding.

FINANCIALS

4. A Community Events Grant Fund from Wyre Forest District Council was transferred to the Town Council during September 2023. A portion of this funding has been used for the Santa in the Town 2023 Event and grant funding for local groups providing events in Kidderminster. Within the agreement signed by Wyre Forest District Council and Kidderminster Town Council, funds are to be spent by 31<sup>st</sup> March 2024 or the remaining balance is to be transferred back to Wyre Forest District Council.

RECOMMENDATION(s)

5. To review expenditure and retrospectively approve the granting of funds to:

- Brintons Park
- Green Living Fair

6. Agree to publicise and consider the remainder of the funding be reserved for bid applications as an alternative to the originally agreed events as detailed within the previous minutes.

7. Commence advertisement on social media/website to apply for bid funding applications.

8. Agree an existing application from Kidderminster Male Choir, as attached Appendices A and B

Deputy Town Hall Manager

# KIDDERMINSTER MALE CHOIR



Mr Lee Jakeman  
CEO, Kidderminster Town Council  
Finepoint Way  
Kidderminster  
Worcestershire  
DY11 7WF

Dear Mr Jakeman

## Introducing the 'Wyre Men Sing' project

1. I am writing, following email exchange between Robin Copeman (choir chair) and Matt Smith, to introduce you to a project which Kidderminster Male Choir (KMC) intends to run next year. We are hoping to secure your support as a sponsor.
2. The attached business plan provides more detail, but in brief;
  - As part of KMC's 120th anniversary celebrations, we intend to recruit men from the Wyre Forest area to join a brand-new choir for a period of about 3 months (April to June 2024 assumed).
  - The choir will rehearse for 11 weeks and then perform a gala concert to raise money for the Kidderminster and Worcestershire Prostate Cancer Support Group.
  - Throughout the project, our recruits will be expertly led by KMC's professional MD and accompanist, and actively supported by KMC members, so the lack of previous experience of singing in a choir will not be an obstacle.
  - Raising money for charity is clearly a worthy objective in its own right, but we hope that project choir members will quickly develop a love of singing and recognise its huge social and health benefits, and that they will want to keep singing after the gala concert, by joining KMC or other local choirs.
3. We need to raise around £6500 to fully cover the costs of the project so that participation is free, and it is not a financial burden to KMC or on concert proceeds. We are therefore reaching out within the local community, and applying for grant funding.
4. We would be very grateful if you were able to support us, even with a modest donation, and would be delighted if you would 'spread the word' wherever you think it might help. Donations will, of course, be publicised in due course via the concert programme.

Ian Butcher  
Wyre Men Sing Project Leader  
16 Severn Side South, Bewdley, DY12 2DX  
wyremensing@gmail.com      07941 040472



## KIDDERMINSTER MALE CHOIR "WYRE MEN SING" PROJECT

### BUSINESS PLAN

Issued 27 Oct 2023

#### CREDENTIALS

1. Kidderminster Male Choir (KMC) was formed in 1904. We celebrated our 100<sup>th</sup> birthday with a sensational sell out concert at Birmingham's prestigious Symphony Hall, and celebrate our 120<sup>th</sup> anniversary in 2024. Other major British venues we have sung in include the Millennium Stadium and St David's Hall, Cardiff and the Alexandra Theatre and International Convention Centre in Birmingham.
2. Currently we use St Mary and All Saints' Church Kidderminster for rehearsals, and each year we use various local venues for concerts, normally with other choirs, music and theatre groups. Over the years we have entertained audiences not only in the West Midlands but throughout the United Kingdom and abroad. We also sing at weddings, funerals and other social events.
3. We are a registered charity (No. 1176147) ourselves but also support others in the community running concerts to raise funds for mostly local charities. We have also recorded CDs for Help for Heroes and The British Heart Foundation.
4. KMC is governed by a constitution and managed by a committee which meets monthly. The Secretary is contactable at [atsaec@gmail.com](mailto:atsaec@gmail.com). The choir website is [www.kidderminstermalechoir.co.uk](http://www.kidderminstermalechoir.co.uk)
5. This project is being managed by 3 choir members appointed by the committee and supported by others from the choir as necessary. The project team has been granted significant autonomy by the KMC committee to minimise the administrative burden and avoid slowing down decision-making, but the project team reports regularly to KMC's committee, either formally or informally. The project team can be contacted at [wremensing@gmail.com](mailto:wremensing@gmail.com)
6. We have carefully researched work done by other Male Voice Choirs (MVCs) who have undertaken similar projects and our project team attended an Arts Council supported conference in February 2023 devoted to the issues involved. Our plan is informed by advice and information received.
7. KMC's musical leadership is provided by a team of three professional musicians, two of whom (our Musical Director and main accompanist) will be actively involved in delivering this project.

## PROJECT RATIONALE

8. Making music has long been part of Kidderminster's culture but decline of the carpet making industry and wider socio-economic changes have caused a steady decline in KMC membership. This is a national trend, with MVCs closing at an alarming rate<sup>1</sup>. Even though KMC members now come from a wider area (some travel 15 miles to rehearsals), the trickle of recent recruitment doesn't quite offset loss of members through age, health, and movement from the area<sup>2</sup>. Radical steps are needed to boost recruitment, and ideally attract younger members (KMC's membership is mostly retired, with an average age 70+ in common with most MVCs nationally).
9. It is well known that singing has significant physical and mental health benefits<sup>3</sup> though it isn't clear whether these are due to singing itself, or to group interaction. The 'camaraderie' within and between MVCs is without doubt a valuable antidote to social isolation. Reversing declining choir membership is thus a worthy goal.
10. As a key part of its 120<sup>th</sup> anniversary plans, KMC proposes to deliver the "Wyre Men Sing" project. It will introduce men in our local area to singing via a programme of around a dozen weekly rehearsals, and then let them showcase their newly developed skills to friends and family at a gala concert alongside KMC itself. Whilst the 3-month programme will be too short to deliver measurable health improvements, evidence from similar projects by other choirs<sup>4</sup> is that it will be long enough to convince many participants that singing is fun and has big social benefits, and that they will want to continue to sing once the project has ended. We hope that some will choose to do so by joining KMC and further developing their skills, but we'd still consider the project a success if they decided to join other choirs.
11. The project will raise money for a charity partner, the Kidderminster and Worcestershire Prostate Cancer Support Group (KWPCSG). This is likely to be an additional attraction for some participants as they will be singing for a worthy cause. We have no specific fundraising target but hope to raise several £ Thousand via personal fundraising by participants and profits from gala concert ticket sales etc.
12. KWPCSG has been chosen because Prostate Cancer is a cause which is likely to resonate particularly with our male audience. Key facts are that about 1 in 8 men will get prostate cancer in their lifetime, with about 52000 diagnosed every year and sadly about 12000 men in the UK die of prostate cancer each year (one every 45 minutes). The risk of cancer increased with age, particularly once over the age of 50, but younger men do get it, particularly if they have a family history and/or are black. For some men it is symptomless, which underlines the importance of increased awareness and regular testing via the quick, and cheap 'PSA' blood test. Like many cancers, if detected early enough, a range of very effective treatments are available.

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<sup>1</sup>Research by Sheffield Performer and Audience Research Centre (SPARC), presented at the Peterborough MVC conference in Feb 2023, found that around 150 MVCs (about 1/3) have gone in the last 10 years, with around 1.25 closing each month. COVID hasn't helped, but the trend was clear well before it hit.

<sup>2</sup>KMC has around 40 members today, down 20% over 10 years, and it had even higher numbers in the past.

<sup>3</sup> 'What works for wellbeing? A systematic review of wellbeing outcomes for music and singing in adults', Article in Perspectives In Public Health, 138(1), 2018 pp39-46.

<sup>4</sup>The 'Peterborough Sings' organisation, comprising male, female, and mixed choirs, has run several projects over the past decade or so. Snowdown MVC in Kent (who we've actively partnered with) ran a project last year, resulting in 156 enquiries and 80 recruits for its project choir, with average rehearsal attendance 55. Of these, 69 participated in the gala concert, and 29 subsequently joined Snowdown MVC, roughly doubling the choir's size.

## PROJECT PLAN

13. Advertise the "Wyre Men Sing" project within the local area using posters in key local shops/businesses etc, targeted emails, coverage in local media (printed and radio), Facebook adverts, and recruiting stands at key events.
14. The adverts will highlight the chance to learn to sing in 11 weeks at no cost, and to then amaze friends and family and raise funds for KWPCSG. Our adverts will also mention the wider health and social benefits of singing.
15. Rehearsals will start Spring 2024, with the concert Summer 2024. Both will use local venues – these are currently TBD, with several under consideration.
16. The project will be open to all adult men in our area, with no need for prior experience of singing in choirs/groups. We won't expect participants to be able to read music – though via the project they should learn to do so at a very basic level.
17. Rehearsals will be structured, and the repertoire chosen, to suit novices. Buddies from KMC will mentor project participants, making sure they feel welcome and helping them learn to sing. We won't 'force' project participants to socialise, but we are keen that the project has a social dimension, whether that be tea/coffee and a biscuit, or a drink in the pub after the rehearsal.
18. Participants will be provided with a 'logoed' polo shirt, so they look and feel like an established choir in the gala concert.
19. Participation in the project will be free, but we will ask participants to seek personal sponsorship from their friends, families, and colleagues for taking on the project. It won't however be compulsory, and any suggested target will be modest, recognising that many in the area are struggling financially due to cost-of-living pressures.
20. Project income and expenditure will be processed via KMC's main bank account but will be separately shown in KMC's accounts. KMC's Treasurer will provide financial oversight of, and advice to, the WyreMenSing project team.
21. We will produce an end of project report highlighting key activities, achievements, costs, profits, and lessons for any follow-on project. It will be available to sponsors.

## FINANCIAL MANAGEMENT

22. Kidderminster MVC will not financially profit from the project, but must not be a burden to KMC either. We hope to cover costs via grants/sponsorship, taking any shortfall from concert proceeds before the 'profit' is donated to charity.
23. An itemised budget has been developed and can be made available on request. Total costs are expected to be around £6500. The top level budget breakdown is;

Advertising inc printed/digital media	£970
Music	£1000
Professional fees (MD & Accompanist)	£1770
Venue Hire (Rehearsals and concert)	£1050
Other concert costs (tickets/shirts/gifts)	£925
Misc small items	£200
Management/Admin & Contingency (~10%)	£590

24. There will be periodic check points/risk assessments to ensure that financial commitments are realistic and that costs can be met by income. Adequate progress with fundraising will be a key consideration for the 'Go/No Go' decision to fully commit to advertising and recruitment. This decision will be early 2024.

## SUMMARY

25. The research undertaken and advice received makes us confident that the project is likely to succeed in delivering substantial health and social benefits for participants, financial benefits for our partner charity, and benefits to KMC (or other choirs) through increased membership and thus improved sustainability.
26. The estimated cost makes this too expensive a project for KMC to be able to afford using its own resources<sup>5</sup>. We hope therefore that we will be able to attract sufficient grant and sponsorship funding to make it possible.

## KEY PERSONNEL/CONTACTS

### WYRE MEN SING PROJECT TEAM

Project Lead

Ian Butcher

Other core team members

Ian Didcock

John Parkinson

Contact

[wyremensing@gmail.com](mailto:wyremensing@gmail.com)

(or Ian Butcher on 07941 040472)

### KIDDERMINSTER MALE CHOIR

Chairman

Robin Copeman

Treasurer

John Cadwallader

Secretary

Stephen Clark

Musical Director

David Barclay

Principal Accompanist

Tony Bridgewater

Contact (via Secretary)

[atsaec@gmail.com](mailto:atsaec@gmail.com)

### KIDDERMINSTER MALE CHOIR BANK ACCOUNT DETAILS

Bank:

Lloyds Bank PLC

Account Name:

Kidderminster Male Choir CIO

Sort Code:

30 99 50

Account Number:

50524960

Please add a payment reference as follows to any donation to aid traceability.

Reference:

WMS [plus Donor name]

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<sup>5</sup>KMC's accounts for recent years can be made available on request. Headlines figures for the last 3 years are as follows: 2020/21 Income £13376, Expenditure £13298; 2021/22 Income £15718, Expenditure £17258; 2022/23 Income £34801, Expenditure £36671. The much higher income and expenditure last year mostly reflects transactions related to choir tours.