Proposal for Events run in Joint Partnership between Newent Town Council and SMART CA (Sound Music and Art Community Association).

Councillor David Sass presented an outline proposal to the Regeneration Working Group to establish a schedule of Live Music Events in Newent – Every Month between June and December.

Why Musical Events?

SMART CA is a newly formed Community Association with a team of local people with the common goal of using Music events in local venues to:

> (Extracts from our Constitution)

- To offer everybody (including young people,
  people with learning disabilities and others within the local community)
  the opportunity to learn, play, produce and practice and enjoy music.
- To create opportunities to access practical and personal support,
  leading to the positive and emotional rewards that playing music can provide.
- To help to reduce all forms of discrimination within the community by
  working to build self-esteem and increase understanding of diversity
  by promoting group musical activities.
- To work with other organisations to achieve this Community Music Association's aims.

SMART CA recognise that they may need to form a different structure such as a CIC or register as a Charity in the future but not in these early stages of development.

Why should Newent Town Council Partner with SMART CA?

These Monthly Music Events present and ideal opportunity for Newent Town Council to support the events as a 'Partner' thus being seen as an vigorous and vibrant organisation actively engaged in activities that benefit the local community.

Moreover, a publicised partnership that promotes Newent as a Musical and active town worth visiting every month is in line with one of Newent Town Councils roles to market the town to the whole parish and adjacent areas. Naturally any increase in footfall from outside of the town or visits to the town centre from those newcomers will benefit businesses.

How Does the Partnership work – Who Does SMART CA do?

SMART CA will source music acts to perform in each of the suitable venues.

Shortlisted are The Forest Singers, Glebe Chapel Choir / band, Cinderford Brass Band, and Newent Orchestra.
Any performance costs will be paid by SMART CA from sponsorship raised- estimated as £2-£400 subject to sponsorship amount.

Live @newent Lake an event for young and possibly first-time performers to appear in public on stage.

Monthly Open Mic nights – open to the public will also be held in the Town Chapple.

Venues will be sourced and booked by SMART CA. Event set up will be handled by SMART CA. Equipment insurance and Public liability (in venues not owned by NTC) will be provided by SMART CA.

Promotional material such as Banners, Advertising Artwork and posters will be designed and produced by SMART CA, as will media schedules and Facebook promotion.

Event sponsorship will be sourced by SMART CA.

How Does the Partnership work – What Does SMART CA request from Newent Town Council?

As these events will benefit the local community as well as effectively marketing Newent as town worth visiting SMART CA requests that Newent Town Council pay for promotional materials as follows:

- 1 Whole Page in Newent and Ledbury Focus - £390 + £50 aw
- 3 No. Quarter Pages in 2 Publications – 3 months - £390
- 3 No. Updateable Banners with patches   - £168 Roll Up Banner inc case e £59
- Artwork for Banners etc - £60
- New Ad Advertising – 3 No. Half Pages £280.80

TOTAL Cost £1397.80 (£1537.80 assuming 10% Contingency in case of rising media costs)

SMART CA also requests that whilst events (such as Live@newent Lake are held on Council owned venues the council waives the venue rental fee.

Town Council Representation Proposal

SMART CA requests that Councillor Samuel Letchford and Councillor Josh Robertson be approved as Council Liaison.

Naturally all Councillors are welcome to attend all events.

In Summary

- **A Not-for-Profit Enterprise with any surplus donated to Local Charities**
- **A measured Marketing Roll out that will become a yearly exercise.**
- **Joint Objectives that benefit the Community and Newent Town**