

Swanley Town Council

Civic Centre, St Marys Road, Swanley, Kent, BR8 7BU

Tel: 01322 611663

www.swanleytowncouncil.gov.uk

BANQUETING

MINUTES

Wednesday 22nd March 2017

Present: Chairman Cllr R Morris, Cllr C Barnes, Cllr R Barnes, Cllr J Halford

Also Present: Cllr L Ball, Cllr E Komolafe, Cllr V Southern, Cllr P Darrington

Officers: CEO Steve Nash, Civic Manager Toni Roast, Democratic Services Officer Barb Playfoot

1. APOLOGIES FOR ABSENCE

None received

2. DECLARATIONS OF INTEREST

None Received

3. MINUTES OF THE PREVIOUS MEETING

To approve as correct the Minutes of the Meeting held on Wednesday 18th May 2016

APPROVED

4. VENUES UPDATE – Report A

The CEO was asked to expand on Report A, which was followed by some discussion. Cllr Komolafe stated that it was encouraging that banqueting 'The Olympic' was beginning to generate new business.

RESOLVED to accept Report A

5. FINANCE UPDATES

The updates were covered in the Finance and Audit Meeting

RESOLVED

6. LAST MEETING

All noted this was the last meeting of Finance and Audit before it is amalgamated with Swanley Banqueting to form the new Policy and Finance Committee.

Meeting closed at 20.05

If you would like further information on any of the agenda items, please contact Mr Steve Nash, on 01322 611663 or snash@swanleytowncouncil.gov.uk

Council Members:

Chairman Cllr Ball, Cllr J Barnes, Cllr Horwood, Cllr Morris, Cllr Hogg,
Cllr Halford

Report A

VENUE CHANGES OLYMPIC / ALEXANDRA 22nd March 2017

1. Introduction

There has been some misinformation put out on social media that the Olympic has closed, when this is far from accurate this report is to advise councillors about current activities and some planned events. It would also be appreciated if councillors to continue to advise your constituents that the Olympic is open for business and a more formal brief will be brought to council in the near future.

OLYMPIC

2. Current Activities

| | |
|-------------------------------|------------|
| Open Monday – Friday | 9am – 5pm |
| Snooker Available for drop in | 9am – 5pm |
| Bar and Food Available | 11am – 2pm |

Menu includes: Chicken and Chips, Pie and Chips, Toasty's and similar

3. Conference Bookings

There are training and conferences on most days of the week with British Gas one of the biggest regular bookings and the Speed Awareness Courses.

The facility continues to provide services to local residents for parties, funerals and meetings with income for March expected to be around £23,000 + providing an income above rental of around £11,000.

New Activities

4. Carvery

In May the staff will be testing out a Carvery on Sundays between 11am and 3pm with live music being provided by local groups / singers / performers (at no cost). They will be working with the Golf Range and Bowls Club to offer free taster sessions with every meal purchased and people will have to book in advance until established. In addition there will be a free Snooker session available with each meal to encourage greater use of this facility and encourage future use.

5. Open Mic Sessions

There is an established Open Mic Session every month which is providing some regular income at the Bar and it is hoped this will continue to expand as we raise greater awareness of the event. It is some of these same musicians that will be providing free performances at the Carvery to provide us with an afternoon's entertainment.

6. Evening Events

Some evening events are being planned including Tribute Nights and Drag Acts allowing the pre-sale of tickets and create a regular night's entertainment at The Olympic. Pre-sales will also reduce the risk of any potential loss by allowing staff to reduce activities or even cancel an event.

7. Psychic Evenings

The venue supervisor has arranged for a psychic evening in June and tickets are being sold now to ensure there is sufficient interest and to reduce the risk of a new event. So far comments are positive and staff will continue to promote the event over the coming weeks. In addition to ticket sales there will be bar and food income to further increase income for the evening.

8. Boxing

The local boxing club is looking for regular accommodation and we are having a meeting to look at the possibility of converting the garage into a Boxing Club. The current garage area is completely under used and could provide some valuable additional income for the Olympic both in rental and in bar sales during events. The CEO is supporting the group in obtaining grants which in turn will provide income to STC.

9. Kitchen Rent

We have been approached by a local company wanting to rent a commercial kitchen for 2-3 days per week and we are looking to see how that could work. A meeting has been held to look over the venue and to look at a mechanism for operation and we are currently waiting to see what other requirements there are as this relates to the making of 'Alcoholic Ice cream'.

10. Community Groups

Community Groups are being encouraged back in, both here and at The Alexandra Suite with the offer of lower fee's during normal operating hours as available. i.e. if the Olympic is already open for a conference event it costs very little extra in energy costs and staffing to make another room available while it provides additional income from the hiring and potential bar sales. There is also the community factor to consider without costing the Town Council money. Such groups will still need to pay commercial rates for events outside of normal operating times such as evenings and weekends which will ensure we cover running costs.

11. Fixings

New frosted window coverings are being provided at the entrance to hide the horrible stair case and smarten the appearance of the building. The signage will be cleaned in the next week or so with some additional painting and repair of windows and facia. New road signs are being ordered to sign post The Olympic to traffic and new leisure signs will also be put in place over the coming weeks (the brown style signs).

ALEXANDRA SUITE

12. Regular Bookings

There continues to be a good number of regular bookings for this venue and a new Food Exhibition recently took place here over 3 days and was extremely well attended. It is expected that the hirer will confirm a second booking for this year and that other attendees are likely to look at future hiring's. Some promotional photographs were taken by the hirer who has agreed to share them with us and allow us to use these in our own promotions.

13. Promotional Awareness

There has been greater use of social media sites for this venue and lots of good positive feedback following recent weddings and events. New frosted coverings are being placed on the front windows to indicate the types of activities the Alexandra can support which will be seen from the road and by visitors. Some new Roller Banners will be placed in empty shops in the town and at the Link to further promote the suite and its activities.

14. New Events

The Venue supervisor continues to look at new events to draw in people and the pre-sale of tickets for these activities appears to be going well. The CEO is exploring more opportunities for regular use and has been talking to local groups and clubs about returning to the venue in future.

S. Nash
CEO