**NOTES\* OF THE HPSMG PAP 2020 SUB-COMMITTEE MEETING**

**held on 11th February 2019 at the home of Lorraine Shepherd**

**PRESENT**: Lorraine Shepherd (in the chair), Lynn Ronayne-Belhadj, Marcelle Maloney, Pam Parkhurst, Sandra-Lee Palmer, Brenda Prada and Ruth Dover

**1.** **Speakers:** Aim – to appeal to seasoned gardeners and novices. Some favour 3 speakers, others prefer 4. Already booked Nick Bailey and Andy McIndoe – length of talk and time TBC. We agreed to forget about Carol Klein as she is not currently taking bookings. New first choice is Sarah Raven (and possibly her husband if Ruth can arrange it depending on availability and fee). Ruth also suggested Zita Elze, a florist at Kew. James Wong and the Rich Brothers are too expensive (over £4,000). A number of speakers were not considered due to lack of recent television coverage which would probably limit interest. Another possibility is Katie Rushworth as the third speaker, pushing Nick into the main role or we could invite Toby Buckland back. We must stress in publicity material that these are famous TV presenters and name their programme(s) for the benefit of new gardeners.

ACTION: Secure 1 main speaker for an hour and a half in the afternoon and 2 speakers for an hour each in the morning by the middle of March – Lynn and Ruth.

**2.** **Venue:**  Brunel University’s Eastern Gateway Auditorium is provisionally booked with a Hall capacity of 400 and parking for 1,000. Lorraine was granted permission to secure the venue by signing the contract and paying 20% of the £2,500 fee. Included in the fee are First Aiders, a Ticketing Desk at Reception, an Atrium for the nurseries (with the possibility of outdoor space) and Market Place, an additional room where people can eat, technical assistance, etc. Late comers to be directed to enter via a special staircase. The Sub-Committee will visit the venue soon to see the facilities and raise any queries (eg signposting from the street or if there is a safe place for a plant creche).

ACTION: Sign contract and pay deposit now + organise visit to venue – Lorraine.

**3. Catering:** There are a number of Pop Up Options, such as:

* BITE kiosk in Atrium - open 7am - 3pm (tbc) for tea, coffee, pastries, sandwiches. Need other tea and coffee points for 400 people.
* Root Kitchen – open timings tbc - serving big salad bowls with a choice of toppings which range from meat, veggie and vegan options.  Could add warm chicken or salmon for a warm option.
* Jacket Potatoes with fillings Beans, tuna, coleslaw or cheese
* Pasties: Traditional/Cheese and Onion, sausage rolls

A marquee is an option but what would be the cost? People will eat in the additional room, including those with a packed lunch?

ACTION: We need details from the venue when we visit – Lorraine

\*This is a compilation of information submitted in advance of the meeting and questions/points raised since the meeting.

**4. Budget**: Lorraine has prepared a draft budget to give us an idea of issues to consider. Having agreed the venue and considered speakers, we have to look to make a profit of at least £2,500 because we run the meetings at a loss of £1,000 a year. It is hoped that the Plant Stalls, Market Place and raffle will boost the ticket sales. Advertising and sponsorship should further increase funds.

ACTION: Lorraine has overall responsibility.

**5. Tickets:**

- Use of external ticket agency. Agreed by committee and this method will be strongly promoted. Cost is 7% (roughly £750). Ticket agency used by other HPS Groups and HPS itself. Insurance in case it goes bust?

- Reduced price for HPSMG members of £27.50 if book by December 2019. Assume only 30 – 50 members will buy tickets. 1 ticket per member only. Must give membership number to claim the discount.

- £29.50 for non-HPSMG members.

- The draft budget allows for 20 free tickets for committee members and others.

- Should Plant Nurseries and Market Place holders have to pay to enter the Auditorium? How can we stop them from sneaking in 10 minutes after the speaker has started? Wristbands (2 person per nursery/stall)?

- Cancellations/refunds allowed? Not discussed during the meeting. Not after February 28th?

- Security check to prevent people sneaking in before the event starts or during the day. Ticket scanner not discussed. Wristbands – Brenda may have or be able to obtain 400+. It would help if attendees have to leave their purchases in a plant creche (lockable room and monitored by 2 people during the breaks) and not keep going to their cars, leaving doors open for people to sneak in.

ACTION: Work out costings and suggest the design of the ticket by early March - Lorraine and Sandra-Lee

**6**. **Nurseries/Market Place:**

- Marcelle has provisionally booked 9 nurseries but there may not be sufficient

space, unless we reduce the area for the Market Place.

- So far Lynn has approached 4 organisations for the Market Place.

The Sub-Committee agreed we should have a two tiered payment system for the

nurseries and Market Place stall holders. In addition, we should aim to make at least

as much money as last time and ideally more. The budget says £400 from nurseries

as a minimum:

Nurseries 2 stall holders 1/2 tables (3m x 1m) = small stall, say £35?

 2/3 tables (3m x 1m) = large stall, say £75?

All to have a wristband (different colour) and all to pay full price to enter Auditorium.

Whilst we wish to retain some loyal nurseries, we need to generate a good income

and possibly look for new ones. This is a great opportunity – 400 people and under

cover!

ACTION: Marcelle to inform the nurseries of the fees. Lynn to advise

Market Place stall holders of the fees. Do not confirm until we have established the numbers we can have – end of March.

**7. Publicity:**

Design and printing -

- A4 / A5 posters 1 sided, colour - meetings, public plant sales, fairs x100?

 Some laminated

- A5 flyers Double sided and in colour – Noticeboards, x50?

- A6 flyers? Double sided and black/white or colour x200?

- A5 programme 4 sides, colour, handed out on the day x420?

Part of HPSMG programme to be included? Book signing session?

Clear photos, with names, stress ‘TV presenters’, address and directions to be clear. Sponsorship printed?

ACTION: Lorraine, Sandra-Lee and Pam to produce drafts when we have more details. In the meantime they can draft the texts by mid March.

Strategy and Launch –

* HPS Newsletter (publish in July) - Lorraine
* Horticultural Societies + Garden Centres – Sandra-Lee
* Eastcote House Gardens - Lynn? + Chenies Plant Fair - Marcelle + Harrow in Leaf Show - Sandra-Lee, etc.
* Libraries (……………) + Supermarkets (……………….)
* Optima Magazine (…………..)
* Brunel University - Lorraine
* Capel Manor + campuses (…………………)
* Local Groups – U3A - Lynn, National Trust - Sandra-Lee
* Open Gardens - NGS, Red Cross, etc. (…………………………)

ACTION: Everyone has to distribute publicity material (please volunteer to fill in the blanks). Sandra-Lee to assume lead. Should be printed and ready by end of April.

**8. Advertising and Sponsorship:** We are trying to raise our profile to increase membership whilst also negotiating some sponsorship to offset costs within the HPSMG main membership area. Options are to pay £100 - £300+ for their name to appear in the programme, on publicity posters and on our website one off or for a year+. We also want offers to decorate the stage and entrance and good raffle prizes.

- Estate Agents (Coopers, Gibbs Gillespie, Lakin, etc.) - Lynn

- Tendercare – Pam

- Smiths and The Big Green Garden Centre - Marcelle

- Van Hage – Brenda

- Florist at Kew – Ruth

- Carpenders Park, Wyevale, Squires, Plantation, Jacques Amand) Sandra-Lee

- Roundabouts - Lynn?

- Funeral Directors - Pam

One big sponsor would be better than several so when approaching possible sponsor do not commit until the committee has approved the deal.

ACTION: Everyone has to ask their contacts to promote PAP and also to sponsor the event. We have to secure sponsorship for publicity poster by mid April.

**9. Misc. small jobs on the day**

- Welcome Desk Sandra-Lee, ………………… and ………………..

- Membership Desk Membership Secretary and ……………………

- Raffle Ask Lesley and ………. If they will run it again. Need

good prizes. Possibly Nick Bailey will give a signed copy of his book, and also Sarah Raven.

ACTION: Committee to ask for volunteers in good time.

**Feedback to HPSMG Committee on 18th February:**

All Sub-Committee members are asked to send comments/corrections to Sandra-Lee prior to the meeting. Lorraine will report to the HPSMG Committee using these Notes.

**Action Points:**

Sub-Committee members to commence Action Points immediately and send updates to all on the Sub-Committee.

**Next meeting of the Sub-Committee:**

Monday 25th March at Brunel University to see the facilities.