



INFORMATION ITEM

REPORT OF	MEETING	DATE	ITEM NO
RESOURCES DIRECTORATE	FINANCE AND DEMOCRACY COMMITTEE	18 MARCH 2019	5
WEDDINGS AT FYLDE – PROGRESS REPORT			

PUBLIC ITEM

This item is for consideration in the public part of the meeting.

SUMMARY OF INFORMATION

Members resolved to seek the registration of Fylde Council offices as a place to hold civil wedding ceremonies in the autumn of 2017. The necessary licenses were subsequently obtained from the Registrar's service; both the Reception Room and Council Chamber are licensed for wedding ceremonies.

Three weddings have been held at the Town Hall to date, with the first one taking place in June 2018. A further 11 are booked in for this year thus far. The first booking for 2020 has also been taken at the time of writing this report. Week-days seem to be most popular, although a couple are planned for Saturdays in 2019. The ceremonies are conducted by Lancashire County Council's Registrar Service, with the venue and support services provided by the Council.

The Fylde Council team organised its wedding showcase at the Town Hall which took place on Sunday 18th November which showcased the facilities dressed for weddings. A number of local wedding suppliers also attended the event to add interest to the event. Following this a number of further enquiries were generated leading to new bookings.

We were also invited to attend a wedding showcase at Fylde Rugby Club following this which again gave the opportunity to showcase the Town Hall venue through a slide show and the distribution of brochures. Again, this also led to enquiries and bookings.

A further showcase event is planned here at the Town Hall on Sunday 10th March which is being hosted by the Lytham, St. Annes & Blackpool Events Company, featuring many wedding suppliers together with a fashion show.

The couples married to date at the Town Hall have been complimentary about our service and some comments are shown below:

"A wonderful venue for a wedding, the room looked beautiful. Maria and her team have great attention to detail and helped make our day extra special, thank you"

"Our marriage at the Town Hall Lytham St. Annes was made so special by the kindness and thoughtfulness of the staff, who were more like friends. The setting was fabulous, every stop was pulled out to make our day one we will remember always. Thank you Rachael, Shannon, Bill, you are beautiful people, we were so taken back by the wonderful room and service"

"St. Annes Town Hall was a wonderful venue for our wedding. The room was decorated beautifully, with great detail. We will never forget this day"

We have also been developing a social media presence and our weddings Facebook page has 122 followers to date, with some of our posts reaching over 3000 people. Further commentary from social media posts are set out below:

“The room looked beautiful with lots of really special finishing touches including pretty floral displays, chair coverings and gorgeous cream runner. We had champagne and canapés after the ceremony and were looked after really well on the day”

“Delightful atmosphere and stunning ceremony room. I would certainly recommend weddings at Fylde”

Thanks should be recorded to the Customer Services Team for its running of the service. Maria Marcella, who leads on the initiative, has demonstrated great enthusiasm for the service and is helping to successfully build its profile and reputation. Maria has been well supported by other colleagues, including Bill Fisher the Council’s Customer Services Manager, who have given invaluable customer focused support which is borne out by the great customer feedback.

SOURCE OF INFORMATION

Committee reports, [Finance and Democracy Committee, 25 September 2017](#)

Feedback from customers

Feedback from team

WHY IS THIS INFORMATION BEING GIVEN TO THE COMMITTEE?

Update sought by members

FURTHER INFORMATION

Contact Tracy Manning tracy.manning@fylde.gov.uk

WEDDINGS AT FYLDE – PROGRESS REPORT

Finance and Democracy Committee, 25 September 2017, extract from minutes

Alex Scrivens, Performance and Improvement Manager presented a proposal to license the Town as a wedding venue. He outlined the benefits of an income stream with minimal outlay. He also provided information from neighboring authorities who successful used their premises for weddings.

It was RESOLVED that:

1. *The Town Hall be approved as a location to host licensed weddings within the Borough and that officers make an application to Lancashire County Council for a license in 2018 once the Council Chamber refurbishment has been completed;*
2. *Subject to the approval of a license the Town Hall is used as a wedding ceremony venue on Fridays (subject to operational requirements) and Saturdays for a trial period of twelve months with set-up costs to be met from existing budgets and a charge of £350 for a Friday ceremony and £650 for a Saturday ceremony.*

The Fees and Charges for 2019/20, within the remit of the Finance and Democracy committee, were recommended to Council for approval as part of the budget setting process.

The fees and charges proposed, and approved at Council on 11 February 2019, in relation to Civil Ceremonies were :-

Monday - Friday	Per Ceremony	2018/19 £350.00	2019/20 £350.00
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Saturday - Sunday and Bank Holidays	Per Ceremony	2018/19 £650.00	2019/20 £550.00
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Corkage Charge – Celebratory drinks package with customers own drinks Per Bottle – 2019/20 £10.00

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