



Full Council Meeting

Date: 12th June 2025

Number: FC047

To consider the proposed quotes to attend wedding fayres

1. Introduction

Wedding fayres offer a unique opportunity to connect directly with couples actively searching for their perfect venue in West Sussex.

For The Queen's Hall, this is a chance to change perceptions and raise awareness. Many people still don't realise that The Queen's Hall is available as a wedding venue, let alone the full potential of what we offer— including the Angela Fox Nature Garden.

Attending a wedding fayre allows us to showcase the flexibility of our space, highlight the value for money we provide, and demonstrate just how beautiful and versatile our venue truly is.

2. Set up costs

To attend just one fayre, we will need to produce some collateral and banners; however, these materials can be reused at future events. Additionally, the banners could serve as a permanent fixture within the Queen's Hall, promoting the fact that we are a licensed wedding venue.

Initial costs:

- Banners: 2 x Banner the same size as the Queens Hall ones but specifically designed for wedding £176
- To print 14 x 14cm cards double sided for distribution x 100 £52

3. Recommend Wedding Fayres:

Each Stand at the wedding fayre includes a 6ft table and chairs

- **Sussex Wedding Fayre: 14th September**

The Sussex Wedding Fayre is one of the longest established Wedding Fayres in Southern England. The event is crammed with many interesting wedding suppliers & services and includes Venues and Entertainers.

[The Sussex Wedding Fayre](#)

The triangle, Burgess Hill	£225
Electricity	£10
Total	<u>£235</u>

- **South of England Fayre: 26th October**

One of the biggest and best Wedding Fayres in the South East and located inside the Norfolk Pavilion at this popular and well known venue.

Features a wide range of Exhibitors including many Wedding and Reception Venues and Entertainers. Bridal and menswear fashion, caterers, wedding cars, cake makers, photographers and much much more!

[The South of England Wedding Fayre](#)

Ardingly Showground	£225
Electricity	£10
Total	<u>£235</u>

On the Stand:

To keep costs down, I recommend using a rolling presentation of images displayed on a screen. We would also need a tablecloth and, most importantly, clipboards with contact sheets—it's more valuable to gather prospects' details than simply hand out information.

I also suggest offering a special incentive to those who book as a result of attending the fayre, such as free Friday setup. This is currently £80 for a half day hire from 3pm or £160 full day hire from 10am the previous day for wedding decoration of the hall.

Other considerations: each event would require two staff members. As fayres typically take place on Sundays, staff would be entitled to double time off in lieu.

Costs of attending 1 fayre with marketing equipment	<u>£463</u>
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2 x fayres is an additional £235	<u>£689</u>
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Recommendation

As minuted at the Communities Building meeting on 15th May (ref: CB011), the Council agreed to proceed with advertising in all four *Kipper Life* magazines at a cost of £600 and to further consider attendance at the wedding fayres, pending receipt of full costings.

We now propose that if budget constraints limit us to only one of these marketing activities, attending the wedding fayres would be a priority. These events offer direct access to a targeted and engaged audience, which could potentially give us a better return on investment compared to advertising.

However, if both activities are agreed, we recommend aligning the *Kipper Life* advertisements to coincide with the timing of the fayres. This would maximise awareness and reinforce our presence in the lead-up to, and possibly during, the events.

Name: Kate West
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Date: 5th June 2025