



Minutes of the Communities Committee Meeting on Monday 28th January 2019

Present

Chairman: Cllr Sanham
Councillors: Beer, Chadwick, Ledger, Rowland & Rye
In attendance: Cllr Burrows for part of the meeting
Town Clerk
One member of the public

152. Apologies for Absence

There were no apologies.

48. Declaration of Interest

None

49. Minutes of the previous meeting

The Committee **RESOLVED** that the minutes of the meeting on Monday 26th November 2018 be deferred to the next meeting
(moved Cllr Chadwick; seconded Cllr Ledger)

The Committee **RESOLVED** to approve the minutes of the meeting on Monday 3rd December 2018
(moved Cllr Rowland; seconded Cllr Rye)

The Committee **RESOLVED** to approve the minutes of the meeting on Monday 10th December 2018
(moved Cllr Rowland; seconded Cllr Ledger)

50. Public Question Time

Mr Bowman spoke as an attendee of the Promote Seaton Group and asked:

1. The Velo Vintage day of the Cycle Fest 2018 was poorly attended so have the Council thought about having a round robin minibus to bring people into the town?
2. Can the Council ensure that the barriers around the Christmas tree in the Square are not used again in 2019
3. Is the Artisan Market there to make traders money or is it for the good of Seaton?

Cllr Rowland confirmed that the Cycle Fest and Velo Vintage days have been split for 2019.

51. National Play Day

Cllr Sanham proposed and the Committee agreed that Standing Orders be suspended for this agenda item so that Victoria Robinson from EDDC could take part in the discussion.

Discussion took place around:

- The National Play Day taking place on 7th August 2019 from 10am to 1pm at Elizabeth Road Playing Field
- The importance of play and the fact that several hundred people attend the event
- The Thelma Hubert gallery, HALFF and the East Devon District Council (EDDC) Countryside Team are involved in the event
- EDDC are looking to build the event as they have done in Exmouth and are keen to have a face painter and bouncy castle this year
- Whether the Council could sponsor a particular activity
- The need to send contacts to Victoria for Seaton Library, Seaton Primary School, local churches, mother and toddler groups, the martial arts club, Scouts and Brownies, Seaton Football club, Seaton Jurassic, Seaton Majorettes and any other groups the Council can think of
- Using One Voice to promote the event
- Victoria confirmed that she uses social media and particularly Instagram to promote the event
- The Council to contact the vendor with a bouncy castle who the Council has used for previous events
- Letting Seaton Primary School children know via the School's parent mail

The Committee **RESOLVED** that a proposal is brought back to the next meeting of the Committee for further discussion
(moved Cllr Sanham; seconded Cllr Rowland)

52. Marketing Contract

(a) Ways of working policy

Discussion took place around:

- The need for a new representative from the Committee to replace former Cllr Webster
- The fact that a lot of people don't seem to be aware of the SeatonDevon.org website and the need to do more to get that out to people
- Some businesses are more social media savvy than others – in order to help share information on courses from Business Information Point or the East Devon Business Park
- Give businesses and community groups information and a checklist on how to add events to the SeatonDevon.org website
- The need to publicise all the things that the Council offers
- The need to remind One Voice to contact the businesses regularly to build up that relationship and for them to keep giving the message about sharing information with them to promote events

The Committee **RESOLVED** that Cllr Rowland replace former Cllr Webster as a One Voice contact
(moved Cllr Beer; seconded Cllr Ledger)

The Committee **RESOLVED** that One Voice contact businesses and community groups regularly to remind them to send them details on any events and to give them guidance as to how they can upload events on SeatonDevon.org
(moved Cllr Ledger; seconded Cllr Beer)

The Committee **RESOLVED** that One Voice reports are published on the Council website subject to their agreement
(moved Cllr Ledger; seconded Cllr Chadwick)

The Committee **NOTED** the ways of working policy
(moved Cllr Sanham)

(b) January to March 2019 PR Campaign

Discussion took place around:

- The need to have a separate campaign report from One Voice on Velo Vintage and the Cycle Fest
- Positive resolutions made by the Council to be promoted on social media – the staff to put the information on Facebook and the Town Council website
- The need to think about pro-active stories at Council meetings to do a press release and promote on the website and social media
- The need for further information as to what One Voice are doing in terms of the Axe Valley Runners and the Grizzly
- The press release for the Town Crier
- The need to ask One Voice to do a press release to promote the cultural quarter
- The need to sort out the signage for the Cultural Quarter for Thury Harcourt Place and Cllr Sanham to clarify with Mr Webster the wording to accompany the picture on the signage

The Committee **RESOLVED** to ask One Voice to do a press release on the Cultural Quarter
(moved Cllr Ledger; seconded Cllr Chadwick)

The Committee **NOTED** the January to March 2019 PR campaign report
(moved Cllr Sanham)

(c) October to December 2018 Report

Discussion took place around:

- The lack of branding on the Loyalty Scheme cards in respect of the Town Council and Town logo
- There being confusion about the competition asking for photos of the best businesses in Seaton
- The fact that the media and PR work is heading in the right direction and that the numbers of interactions are up and the content is more relevant and well received

The Committee **NOTED** the October to December 2018 report
(moved Cllr Sanham)

(d) Coverage Report 2018

Discussion took place around:

- The Key Performance Indicators being quite an old fashioned measurement but that there wasn't really a viable alternative to use

The Committee **NOTED** the Coverage report 2018

(moved Cllr Sanham)

53. Promote Seaton Group

The Committee considered the minutes from the last meeting of the Promote Seaton Group and discussion took place around:

- Questions regarding the unsightly barriers around the Christmas Tree in the Square
- Whether, if EDDC confirm that a barrier needs to be around the Christmas Tree, an alternative can be found
- The disappointment from the Seaton traders over the presentation of the Christmas hamper as the group had agreed that the presentation would be made by them around the Christmas tree.
- The next meeting of the Promote Seaton Group is taking place in the evening to encourage more traders to attend
- The need for a letter of thanks to go to Tom from Fortnum, Smith and Banwell for offering to pay for fireworks and the need to decide which event the fireworks will take place at
- The need for the Events Officer to be given a greater steer in order to focus on what she can deliver
- If items come forward from the Promote Seaton Group to be clear that they will need to go onto a Communities Committee agenda if it involves spending Council and taxpayers money
- The need to manage the expectations of the Promote Seaton Group

The Committee **RESOLVED** to note the minutes from the Promote Seaton Group (moved Cllr Sanham)

54. Velo Vintage Day and Cycle Fest Day

The Town Clerk provided a brief update confirming that the planning for both events is underway

Discussion took place around:

- The road closure paperwork for the Cycle Fest had been submitted to Devon County Council before Christmas
- Quotes were being obtained for a number of key aspects of the Cycle Fest event and would be discussed with the Working Group before coming to Committee for approval
- There being a question mark as to whether the Liberty Sisters are available to perform on Saturday 22nd June at the Velo Vintage day
- The theme of the Velo Vintage day being traditional seaside fun
- The need for some road surfacing for the Cycle Fest
- Whether it was a good idea to contact Mr Gosling to see if he knew of any old traditions in Seaton that could be incorporated into the Velo Vintage day

55. Budget 2018/19

Discussion took place around:

- Quotes for the painting of finger posts, weeding and bus shelter refurbishment being obtained in order to apply to the Community Enhancement Fund
- The need to have a detailed breakdown of the One Voice Budget – both in terms of contract and advertising

- What the Council is going to do with the money contributed for the Fire Victims fund
- When the community grant for the Night Time Landing Strip would be received from Devon Air Ambulance

The Committee **NOTED** the budget report for 2018/19
(moved Cllr Sanham)

56. Markets

The Committee considered the feedback from Seaton traders and Artisan Market traders which had been on Facebook and discussion took place around:

- The need for signage to signpost people to the Town Centre
- The fact that there used be activities in Windsor Gardens on Wednesday and Saturday mornings for children but it was poorly attended
- The fact that there was matting available for use at Windsor Gardens
- The Artisan Market was moved to Thury Harcourt Place in order to increase its size
- There being value in the suggestion of having it in the Square but this would require road closures for each market and marshals to monitor the traffic
- The provision of gazebos and who puts them up
- Whether traders could bring their own gazebos and put them up themselves which is common practice at other markets
- The bigger issue of retailers struggling and it not just being a question of the location of the market.
- The need to think about 'destination' events
- Whether it is beneficial to have more residential property in the town
- Whether there is any scope in terms of doing something with the Future High Streets fund and there being a lot of catches with this fund – including the fact that a Town Council cant apply
- Issues with businesses not opening on Saturday afternoon
- Whether the Markets could be in different locations at different times of the year but the fact that this causes confusion
- The need to have an informal discussion with Seaton traders and also Artisan Market traders to find a way forward
- The need for a statement needed to be issued on Facebook to update the public that the Council was setting up the working group to discuss the matter with all interested parties represented
- The Town Clerk to ask Rob Murray from EDDC Economic Development Team to come to a meeting to discuss what EDDC are doing in terms of town centres

The Committee **RESOLVED** that a Working Party is formed with two Councillors, two Artisan Market Traders and two retailers from the town centre together with the Town Clerk to consider ideas for a way forward.

(moved Cllr Rowland; seconded Cllr Beer)

It was decided that the Artisan market traders and Seaton businesses that had written in be invited to be part of the group and that Cllrs Beer, Sanham and Rowland be on the group

(a) How new traders are being sought for 2019

The Committee decided to defer this item until the meeting with the traders had taken place

(b) Proposed amendments to the Terms and Conditions

The Committee considered the report from officers and **RESOLVED** to stick with the Terms and Conditions agreed by the Committee in October, with the exception of removing the wording from clause 2 which currently reads as 'bought in works or imports are therefore not permitted'

(moved Cllr Ledger; seconded Cllr Beer)

The Committee **RESOLVED** that an inviting covering letter introducing the markets be drafted and sent to traders who attend markets in a reasonable radius

(moved Cllr Sanham; seconded Cllr Beer)

57. Christmas 2018

Discussion took place around:

- The need to ensure that there are two Christmas Markets
- Take ideas for Christmas 2019 to the Working Group and Promote Seaton meeting
- The need to ensure that all activities taking part in the Christmas light switch on event are included in publicity
- The need to liaise with the Carnival in terms of a switch on date for 2019
- The dates currently pencilled in are either Saturday 30th November or Saturday 7th December 2019
- The need to include this in discussions with the businesses

The Committee **RESOLVED** to make payments of £100 each to the organisations that provided entertainment for the Christmas Markets which were Seaton Majorettes, Axe Valley Choir, Seaton Samba Band and Axmouth Children's Theatre
(moved Cllr Sanham; seconded Cllr Chadwick)

58. South West in Bloom

The Committee **RESOLVED** that the membership of the Working Group to prepare for entering South West in Bloom 2020 be selected at the Communities Committee meeting in June 2019 following the Town Council elections.

(moved Cllr Rowland; seconded Cllr Sanham)

59. Big Clean 2019

Discussion took place around:

- The date being the 2nd March 2019
- The need for One Voice to promote the Big Clean
- The Council to contact Sea Shepherd and any other beach cleaning organisations
- Send the information to the Conservation Society
- Actively promote the event on Social Media
- Flyers to go in the childrens bags at school and in parent mail
- The need to update the posters used in 2018 and to get these out to shops and other sites
- Contact EDDC to get litter pickers

- The need to get the information across to the Wetlands
- Ask One Voice to ask the Midweek Herald to include this in their What's on supplement
- Add the information to the events page on the SeatonDevon.org website and also put it on the Town Council website
- Prizes for categories which are oldest participant, youngest participant, most unusual piece of rubbish, most rubbish collected and ask local businesses to support with prizes
- The need to produce certificates for children
- Victoria Robinson asked for any plastic collected to be sent to her via the EDDC streetscene department for an event that she is running in April 2019 – liaison to take place with Dan Haydon

The Chairman, with the agreement of the Committee varied the order of the agenda so that the item on Youth Blog could be discussed before Victoria Robinson left the meeting

60. Youth Blog

Discussion took place around:

- What the situation was in terms of the Youth Blogger contract that was agreed 14/15 months ago
- The need to check as to whether any payment was made to the youth blogger
- Whether the Council wants to have a youth blog
- The need for there to be something to say
- Whether the Council should be actively engaging with young people in a better way and spending money on services that benefit young people
- Whether it would be appropriate to go into schools and ask young people what they want
- Snapchat and Instagram being the best forms of social media for engaging with young people
- Whether it might be a good idea to ask a number of young people to do an article or feature about items of interest or that matter to them to give them a voice
- The need to have a positive voice from young people
- Whether a questionnaire could be drafted for young people to complete

The Committee **RESOLVED** that it doesn't have a Youth Blog
(moved Cllr Beer; seconded Cllr Rowland)

61. Parish Paths

The Town Clerk updated the Committee that Mr Dunford and Ms Kelf had volunteered to become the new Parish Path Wardens.

The Committee asked the Town Clerk to contact Mr Baldwin to see if he was still interested in being a warden and to thank him for his work as a warden over previous years

62. Town Guide Distribution

The Committee **RESOLVED** that the Council continues with the wider distribution of the Town Guide in 2019 and that quotes are sought from local distributors. The need

for clearer information to be given to the people invited to quote on what the Committee wants and when they want it i.e. performance updates.
(moved Cllr Sanham)

63. Play Area Inspection Report

The Town Clerk confirmed that the company selected to do the tree survey were completing the work and that their report would come back to the Committee at a future date.

The Committee **RESOLVED** that HAGS be chased to repair the Lille Basket (swing basket) in the Underfleet Play Park as they had previously agreed
(moved Cllr Rowland; seconded Cllr Sanham)

64. Update on Actions Arising

Discussion took place around:

Seaton App – the need to chase Blaze for the testflight information and to contact them regarding the contract information for the SeatonDevon.org website. Town Clerk to arrange a meeting with Blaze to take this forward with Cllr Ledger and to confirm what payment has been made to date and provide details of the contract.

Websites – the business information still needs to be populated on the SeatonDevon.org website. The Town Clerk to contact One Voice to find out why this has not been done. Photos need refreshing and the updating needs to be done urgently as this feeds the Seaton App

Town Crier – Covered in the earlier One Voice update. Town Clerk to send Councillors the press release

Bus Shelters/Street furniture – the Town Clerk to do a walk around with the Town Maintenance Operative to review the condition of the bus shelters and to obtain quotes for improvement works

Grizzly Committee – meeting to be arranged to discuss the Council what the Council can do to assist for 2020 event

Banners – The Committee **RESOLVED** that a list of the banners to be brought to the next meeting setting out which need repairing and which need replacement along with details of the costs from House of Flags
(Cllr Sanham; Cllr Beer)

Tour de Coast – The Town Clerk confirmed that Seaton had been accepted to be part of this project and that the Town Clerk would provide an update following a discussion with Tour de Coast representatives

The meeting ended at 22.10pm

Chairman: _____

Dated: _____