



Minutes of the Communities Committee Meeting on Monday 30th July 2018

Present

Chairman: Cllr Sanham

Councillors: Beer, Burrows, Chadwick, Rowland, Rye and Webster

In attendance: Town Clerk
3 members of the public

30. Apologies for Absence

No apologies as all Councillors were present

31. Declaration of Interest

Cllr Burrows declared a personal interest as a Member of East Devon District Council (EDDC).

32. Minutes of the previous meeting

The Committee **RESOLVED** to approve the minutes of the meeting on Monday 25th June 2018
(moved Cllr Webster; seconded Cllr Chadwick)

33. Public Question Time

Mr Buckley spoke and said 'on Saturday Art@Jubilee will be taking place. The previous contractor took responsibility for the event including taking the decision to cancel due to inclement weather – will this be the responsibility of the Events Officer?

34. National Play Day

Victoria Robinson, Community Development Worker (Youth) from East Devon District Council talked to the Committee about National Play day which takes place on 1st August 2018 at Elizabeth Road Playing Fields. Victoria confirmed that the community development team wish to increase their presence in Seaton through events. They want to build up the event from a small pop up to a large event like to one held in Phear Park in Exmouth where Leisure East Devon, Exmouth Town Council and local community groups are involved. Victoria handed out flyers advertising the event on 1st August and the Town Clerk confirmed that the flyer had already been posted on social media. Cllr Burrows offered to distribute the flyers around Seaton.

Victoria confirmed that she would like a list of contacts for local groups to get them involved for 2019 and also to work with the Council on this event. Normally EDDC foot the bill for items such as a bouncy castle and food vendors so that this is free of charge for attendees.

The Committee **RESOLVED** to consider if there are any activities that it can get involved with, with ideas being considered as part of the budget setting process in November and that Victoria be invited to the Committee's January 2019 meeting to discuss the plans for the 2019 event at that stage.

(Moved Cllr Sanham)

35. Marketing Contract

Discussion took place around:

- How do One Voice calculate the AVE and OTS figures in their report
- Feedback that lots of people still don't know who One Voice are – maybe make it clear on the first approach that they manage #visitseaton
- The need to ensure that all businesses in the town centre have been contacted and the need for it to be a two step approach with step 1 being to introduce themselves to the business and then secondly for the business to be clear to contact One Voice to promote their business
- Ascertain how far One Voice have got in contacting businesses – especially those not contactable by email
- Ascertain from One Voice who they are contacting in terms of the Seaton Independents Campaign i.e. who will be approached to be a dedicated independents spokesperson?
- Suggest to One Voice that they use the Seaton Traders Facebook page for contacting businesses
- In terms of the Cycle Fest could One Voice provide feedback as to how the pitch to BBC Spotlight and ITV went and why they didn't feel it was worth covering
- Provide feedback to One Voice that it was disappointing to note that the Twitter and Facebook feeds were not being managed on the days of the Cycle Fest
- The need for One Voice to come along to meetings on a regular basis

The Committee **RESOLVED** that One Voice be asked to attend the Communities Committee meetings on a quarterly basis starting at the August meeting (moved Cllr Sanham; seconded Cllr Webster)

The Committee **RESOLVED** to sign off the Independents Campaign but asked for more information on how One Voice will identify the dedicated spokesperson. (moved Cllr Rowland; seconded Cllr Chadwick)

36. Budget Monitoring

The Committee considered the budget monitoring report and discussion took place around:

- Artisan Market Budget - The need to add the brought forward figure for the Artisan Market budget
- Community Budget – query regarding the seafront banners and duplication of the designs have gone up
- Community Budget – seafront enhancement and the need to vire the money from the Ear marked reserve to the communities budget
- Footpaths – can we get reimbursed by Devon County Council for some of the works completed by the Town Maintenance Officer
- Parishes Together – Town Clerk to chase DCC regarding invoice for the Brown Signs project

- Seaton in Bloom – it was suggested that ideas come forward for using the special projects budget but it was agreed to wait until the feedback from the South West in Bloom judges had been received
- Town Development – Requested that a complete breakdown of the Cycle Fest income and expenditure be brought to the August meeting

The Committee **RESOLVED** that the funding held in the Seafront Enhancement Scheme be vired to the Community cost centre nominal code 4875
(moved Cllr Rowland; seconded Cllr Beer)

The Committee agreed to **NOTE** the budget
(moved Cllr Sanham)

37. Cycle Fest 2018

Discussion took place around:

- The reason for the Cyclefest being to bring footfall and visitors into Seaton and whether feedback had shown that this had worked
- Does the Council need to do consultation with the businesses and community on the Cyclefest and how it could be improved in future years
- Methods for metrics and data collection but this being very expensive to do
- Do we need to do a special survey – maybe using survey monkey asking visitors to complete a short survey
- The need for this to be discussed at the Promote Seaton Group
- The need for more discussion on the website at the next meeting
- The need to get a date in the diary for the Cyclefest 2019

The Committee **NOTED** the report
(moved Cllr Sanham)

38. Future Events

Discussion took place around:

- The potential to expand the Velo Vintage day to include live music over the weekend
- Christmas plans and to invite the primary school and Axe Valley Community Choir to perform
- Speak to the library to see if they want to be involved in the Christmas event
- Liaise with businesses to see if they want to be involved in a Christmas activity
- Window Wanderland – the Events Officer to sound out businesses and put the information on the Traders Facebook page and to bring an update back to the next meeting
- Window Wanderland and Christmas plans to be on the agenda for the next Promote Seaton meeting

The Committee **RESOLVED** that the list of proposed events, Christmas Plans and Window Wanderland be discussed at the next Promote Seaton meeting.
(Moved Cllr Sanham; seconded Cllr Webster)

39. Promote Seaton Group

Discussion took place around:

- A Boards and to who would put them out and locations
- It being beneficial to have an A Board on Thury Harcourt Place to direct people into the town
- Finding out whether EDDC's toilet cleaner would be willing to put out the A Board and take it in when unlocking and locking the toilets at Thury Harcourt Place
- The second A Board being located on Fore Street near the cut through from the Co-op
- New maps going up in a number of locations in the town this week
- Thanks was given to volunteers who gave their time to weed the town centre prior to the South West in Bloom judging

The Committee **RESOLVED** that Cllr Webster send round art work for the A Boards and for Councillors to send comments through by the end of the week. Once finalised the Town Clerk is to send the artwork over to Seaton Print and Design for A1 posters to be produced. The Town Clerk is also to confirm to Jenny from the Owl and Pyramid that liability for the A Boards is the Councils.
(moved Cllr Sanham; seconded Cllr Webster)

40. Seaton in Bloom and South West in Bloom

Discussion took place around:

- The need for a timeline covering what is done when
- The need for confirmation as to when the presentation date is
- Waiting for feedback from the South West in Bloom judges before and decisions are made about entering for 2019

The Committee **RESOLVED** that the judging for the Seaton in Bloom competition take place in the week commencing 24th June 2019
(moved Cllr Sanham; seconded Cllr Rowland)

41. Art@Jubilee

Discussion took place around:

- The need for signage directing people from the Artisan Market to Art@Jubilee and vice versa
- The idea to laminate A3 signage to go on the old A Boards to be put out by the Events Officer on Saturday 4th August
- The Events Officer to be the person who makes the decision as to whether an event is cancelled e.g. if inclement weather is forecast

42. Artisan Market and Art@Jubilee Traders

A report to come to the next meeting on proposals to attract new traders for 2019

43. Town Guide

The Committee **RESOLVED** that three thousand Town Guides be returned from Take One Media so that they can be distributed in local outlets. The Town Clerk to chase Take One Media to provide a list of the Tourist Information Centres and other outlets that have the guides.

(moved Cllr Sanham; seconded Cllr Chadwick)

44. Seaton App

The Town Clerk showed the Committee the revised app and discussion took place around:

- Cllr Ledger liaising with the Town Clerk in order for her to liaise with Blaze over the layout of the app
- The Town Clerk to send the testflight information across to Councillors so that they can review the app
- Once the population has been completed the need to launch the app and publicise it via One Voice
- The idea of running an event at Marshlands to show businesses the new app

These points to be considered more at the next meeting

45. Play Area Inspection Report

To be considered at the next meeting.

46. Trails around Seaton

Cllr Sanham explained that a trail is being developed with a leaflet for people to follow the history of the banners with the idea of moving people around the town.

Cllr Webster said the cost of 2,000 leaflets was £40

Leaflets can be distributed through the usual outlets such as Seaton Jurassic

The Committee **RESOLVED** to go ahead with the printing of the leaflets up to a maximum cost of £50

(moved Cllr Sanham)

47. Update on Actions Arising

Websites

Discussion took place around:

- Seatondevon.org – the town guide picture on the front page needs changing to review the front page of the 2018 guide and the information relating to shops needs to be updated
- Town Council website – news page needs to be updated as a priority and should feature information on Cllr Burrows being mayor and the co-option of Cllr Ledger
- Councillors to feed back any comments to the Town Clerk for amendment
- Also the community information page and Marshlands pages also to be updated ahead of the Policies page
- The need to ask One Voice to commence taking responsibility for the seatondevon.org website

The Committee **RESOLVED** that One Voice be requested to use the seatondevon.org website to market the town including events and activities i.e. cyclefest information and photos

(moved Cllr Sanham; seconded Cllr Chadwick)

Town Maintenance Schedule – Councillors stated that this was a good way forward.

Bus shelters to be painted black to match the colour of the street lamps when they are painted. It was noted that finger posts were scheduled for painting in September and bus shelters scheduled for painting in September/October

Road Warden Scheme – The Town Clerk to send information to Councillors once a response has been received from Highways

Painting Schedule – The Town Clerk to ask EDDC what their painting schedule is for the street lamps

The meeting ended at 22.00pm

Chairman: _____

Dated: _____