



**To all Members of the Community & Open Spaces Committee
Community & Open Spaces Meeting
Tuesday 29th May 2018**

Councillors: K Beer, P Burrows, C Chadwick, J Rowland,
K Rye, H Sanham, R Webster

22nd May 2018

You are summoned to attend a meeting of the Community & Open Spaces Committee on **Tuesday 29th May 2018 at 7pm** at Marshlands Centre, Harbour Road, Seaton, EX12 2LT.

Amy Tregellas

Town Clerk

This meeting has been advertised as a public meeting and as such could be filmed or recorded by broadcasters, the media or members of the public. Please be aware that whilst every effort is taken to ensure that members of the public are not filmed, we cannot guarantee this, especially if you are speaking or taking an active role.

AGENDA

- | | |
|-----------------------|---|
| 18/C&OS/01 | Election of a Chairman |
| 18/C&OS/02 | Election of a Vice Chairman |
| 18/C&OS/03 | Apologies for absence |
| 18/C&OS/04 | Declarations of Interest |
| 18/C&OS/05 | To agree the minutes of the meeting of the Community & Open Spaces Committee held on Monday 30th April 2018 |
| 18/C&OS/06 | Public Question Time |
| 18/C&OS/07 | Marketing Contract
To receive the monthly update on the work of One Voice |

- 18/C&OS/08** **Cycle Fest 2018**
To receive the project plan and an update on progress on the Cycle fest weekend arrangements including marketing and advertising
- 18/C&OS/09** **Town Team**
Following the Town Development Meeting which took place on 29th March 2018, to consider the output from the meeting and a way forward
- 18/C&OS/10** **Seaton in Bloom**
To receive an update on progress to date for Seaton in Bloom 2018
- 18/C&OS/11** **South West in Bloom 2018**
To receive an update on progress to date for South West in Bloom 2018
- 18/C&OS/12** **Banners**
To receive an update regarding the Seafront banners and approve expenditure relating to the replacement of a number of banners
- 18/C&OS/13** **Seaton App**
To review the new Seaton app (visual presentation)
- 18/C&OS/14** **Update on actions arising**
To receive a progress report on actions arising



**Minutes of the Meeting of the
Community & Open Spaces Committee
Monday 30th April 2018**

Present:

Chairman Cllr P Burrows

Councillors J Rowland, K Rye, H Sanham, R Webster

In attendance: No members of the public

137. Apologies for absence

The Committee noted and accepted apologies from Cllrs Hartnell and Chadwick.

138. Declarations of Interest

Cllr Burrows declared a Personal Interest in his role as an East Devon District Council (EDDC) Councillor.

139. To agree the minutes of the meeting held on Monday 19th March 2018

The Committee **RESOLVED** to agree the minutes of the meeting on Monday 19th February 2018, Subject to the following amendments:

Minute 129 to be amended to Cllr Sanham asked questions about public liability insurance and whether traders were covered by the Council's insurance

Minute 130 to be amended to read 'The Committee agreed that office staff update the distribution list and circulate to members of the committee'

Minute 136 to be amended to read 'the use of bio-degradable bags should be considered and remove free bottles of water due to many businesses offering free water refills'

(moved by Cllr Burrows, seconded by Cllr Rowland)

140. Public Question Time

There were no members of the public present.

The Town Clerk read out an email from Ms Sharon Bruce regarding bunting and asking the Committee when it would be going up in town

141. Marketing Contract

Discussion took place around what the Committee wished to see in a report from One Voice:

- Break a report into four headings of social media, campaigns, features and stakeholder engagement
- Focus on what One Voice are doing as well as what they are planning to do
- Include statistical information to show the results of the marketing

142. Cycle Fest 2018

The Committee considered the project plan put together by the Events Officer.
Discussion took place around:

- May would be the most busy month for the Events Officer in terms of preparation
- A full dress rehearsal would take place the week before the event with the key organisers
- The road closure has already been approved by Devon County Council
- The Events Officer will continue to work closely with Brandon Ellis from Chard First Wheelers and Alistair Cope from Velo Vintage
- Focus on refillable water points in the town
- The need to provide the Committee with details on the budget
- Currently working to sort out more entertainment for the event

The Committee **NOTED** the report

143. Town Development Team

The Committee considered the notes from the meeting of the Town Development Team.

Discussion took place around:

- The format of the session and that for future meetings it needs to be a more formal style
- Minutes from the meetings to come through to the Communities Committee
- Should be a community and business led group
- The group itself should elect a chairman
- Important for the Events Officer to be involved
- Set up a closed forum on Facebook for traders to use
- Change the name
- Put an article in the newspaper inviting people to come along to the meetings who have an interest in the town and ask One Voice to promote it

The Committee **RESOLVED** that a meeting take place in the week commencing 14th May 2018 with a group of invited individuals
(moved Cllr Sanham; seconded Cllr Webster)

144. Banners

The Committee considered the paper on banners covering the banners in the town centre and seafront as well as a proposal from the Dog Warden.

In respect of the banners, discussion took place around:

- The background with regards to the banners in the town centre and seafront
- That Devon County Council had replaced and reinforced lamp standards so that the banners could go up
- The banners looking dull and dated
- Whether it would be more appropriate to put events on the banners
- Whether it was possible to have banners across the highway at the top and bottom of Fore Street and Queen Street
- To ask the Town Development Team to consider banners

In respect of the dog wardens proposal, discussion took place around:

- There is no budget allocated to signage
- The use of an A frame sign being inappropriate
- How would banners be weighted
- It would be proactive and would assist the dog warden with her role

The Committee **RESOLVED** to get the banners repaired and/or replaced and then put up as within budget for 2018/19
(moved Cllr Sanham; seconded Cllr Webster)

The Committee **RESOLVED** that the Town Development Team are asked to consider ideas for the banners for 19/20
(moved Cllr Burrows; seconded Cllr Rye)

The Committee **RESOLVED** to put up the bunting alongside the Christmas lighting
(moved Cllr Sanham; seconded Cllr Webster)

The Committee **RESOLVED** that a report come back to the next meeting on costings and the suggested wording and colour scheme for the dog warden banners
(moved Cllr Rowland; seconded Cllr Burrows)

145. Seaton in Bloom

Discussion took place around:

- Sponsorship money is coming in now for the planters and displays
- The need to get some new signage for the sponsors
- The judging is to be done by Cllrs Burrows and Rowland
- Whether there is any criteria for judging

The Committee **NOTED** the update

146. South West in Bloom

Cllr Burrows provided an update confirming that Seaton's entry to South West in Bloom.

Discussion took place around:

- The brochure being put together for the judges
- Areas that need a bit of a tidy up
- Asking the community to volunteer to help tidy up
- The area near the new pedestrian crossing on Seaton Down Road needs to be tidied up as the grass is a mess
- Cllrs Rowland and Rye to look at encouraging volunteers
- Add this to the Town Development Team agenda for them to discuss

The Committee **NOTED** the update

147. Artisan Markets

The Town Clerk updated the Committee that the street trading licence was being processed and that traders have been providing the paperwork as required.

Councillor Burrows is sorting out the putting up and taking down of the gazebos at the market on Saturday 5th May.

The Committee **NOTED** the update

148. Royal Wedding

Cllr Sanham outlined that the Christians Together and Lions are doing an event to celebrate the Royal Wedding 'Party in the Park' on Sunday 20th May and it makes sense to support this event rather than the Town Council organising its own event.

The Committee **RESOLVED** to support the Party in the Park up to £500 to be taken from the Civic expenses budget
(moved Cllr Sanham; seconded Cllr Burrows)

149. Play Area Inspection Reports

The Committee **NOTED** the report

150. Updates on Actions Arising

Town Guide

Less than 3,000 Town Guides left at Marshlands for distribution. Mr Palmer had offered to restock Seaton Jurassic, the Co-op and Tesco. Councillors asked for the Take One Media reports and circulation list to be circulated to them. The Committee to start thinking about the Town Guide for 2019 in August/September 2018

Beacon in Seaton for commemoration of WW1

The Committee **RESOLVED** to approach St Gregory's Church to get their views as to whether the church would be interested in having a beacon on their tower.
(moved Cllr Sanham; seconded Cllr Burrows)

Signage at Axminster Station

Cllr Sanham to chase AGS signs to find out when this will be installed

Seaton App

The Committee to review the content

Skate Park Mural

No further response has been received from Mr Allen from Leisure East Devon so the Town Clerk was asked to speak to Mr Cook at East Devon District Council

Town Crier

The Town Clerk was asked to place an advert in the Midweek Herald and to speak to One Voice about doing a press release. Also to ask the former Town Crier if he knows of anyone who would be interested

Bus Shelters

The Committee **RESOLVED** that a maintenance schedule be worked out to start improving and painting the bus shelters in black starting with the ones that we own or on the seafront.

(moved Cllr Sanham; seconded Cllr Rowland)

The meeting ended at 21.35

Chairman: _____

Date: _____

COMMUNITIES AND OPEN SPACES Marketing Contract

Update from One Voice covering mid-April to mid-May

Social Media

Update

- Boosted postings to promoting Facebook page and #SnapSeaton
- Linking with Devon artist networks to fill stands at Art@Jubilee for events in August and September
- Promoting that the June Art@Jubilee event has been cancelled

Next steps

- Continuing to promote the Artisan Markets and Art@Jubilee
- Promoting the Vintage Market for the Velo Vintage day on 30th June
- To promote RNLi charity day on social media, once there is confirmation on the finalised arrangements
- To promote Bikers' Day Out charity event on social media, once there is confirmation as to the location of the event
- To draft June's social media calendar
- To provide PR support for 'Seaton in Bloom'

Features

Update

- Liaising with Devon Life – Chrissy Harris for editorial piece
- Copy and images sent to West Magazine for the Seaton Bay Water Sports feature
- Features in Midweek Herald, Exeter Daily and Visit Devon on the Artisan Markets

Advertising

Update

- Devon Life advert for Seaton Cycle Fest / Vintage Velo Day in July issue on sale 31st May
- Meeting with Marketing Director for Stagecoach to discuss promotion of Route 9 from Exeter to Seaton
- Opportunity to include marketing content into timetable leaflet
- Opportunity to provide posters for panels inside buses
- Opportunities for co-promotion through social media
- PR opportunities for the launch of new buses discussed

Campaigns

Cycle Fest Weekend

Update

- Contacted Archant about advertising plan / media partnership for the Vintage Velo Day and Cycle Fest
- Sent street stall suggestions for the weekend event
- Emailed Will Tidball re. promotional opportunities for Seaton Cycle Fest
- Events Officer to provide info on additional activities booked for the weekend which can be promoted on social media
- Added Cycle Fest to 'What's On' websites – including Allevents.in/Devon, Exeter Daily, Hubcast, Lots to do, Press Association, The List, Visit Devon, Visit South Devon, What's on Advisor and Where Can We Go.

Next steps

- Promote additional activities taking place throughout the weekend on social media
- Follow up with Midweek Herald about a media partnership
- Research relevant press, websites & blogs for both Cycle Fest & Velo Vintage
- Produce marketing toolkit for stakeholders
- Source and book photographer – A brief has been sent to photographers and obtaining at least 3 quotes
- Look into interview opportunities with Lauren
- To contact broadcasters to attend the events
- Look into cyclist from Spotlight / ITV West Country coming to experience the route and filming it
- To contact Mid Devon Advertiser and Western Morning News for Media Partnerships
- To contact blogger – 'What Katy Does' based in Budleigh Salterton
- To promote local schools' relay races on social media

Snap Seaton

Update

- Competition has now closed and reviewed entries

Next steps

- Judging of #SnapSeaton to take place on Friday 25th May

**COMMUNITIES AND OPEN SPACES
Cycle Fest 2018**

The update from the Events Officer is as follows:

- Actions on the event planner activated to date
- The Cycle Fest website pages relating to Artisan market & Velo Vintage have been added
- Entertainment on the day to be added to website by end of month (once we know more about who has definitely confirmed attendance)
- Booking link to 1st Chard Wheelers activated
- New promotional boards to be designed and ordered £345 – new design to show a clearer message for passing traffic
- Sponsorship forms out, verbal offers coming in. Events Officer to follow up week commencing 28th May
- Waiting to hear if any town traders want to utilise occasion to showcase business e.g. crafts/art/ - not much take up so far
- Entertainment being booked – bouncy castle, face painting, circus act, potentially music at markets & busker (the girl who sang last year on the stage,)
- Information on primary school relay race gone out to all local schools in, and about a 10 mile radius) very good feedback and enthusiasm for this
- Confirmed that the Town Crier will open event (Sunday 1st July)
- Planning to run a bar again on Saturday 30th June. Would any Councillors be willing to help run the bar and/or volunteer to do a run to Costco to get supplies

**COMMUNITIES AND OPEN SPACES
Town Development Team**

It was resolved at the last Communities Meeting that the next meeting of the Town Development Team would take place in the week commencing 14th May with a group of invited individuals.

The meeting took place on Thursday 17th May and the feedback is as follows:

- Meeting was very positive with a good group of people
- Group to be 'Promote Seaton' – NOT on social media, but amongst ourselves as a means of starting afresh with new group and ideas
- Mission statement 'Positive guidance for Seaton'
- Pertinent actions/outcomes include –
 - Group meet up on Saturday June 16th at 3pm to weed/plant at square/triangle on Fore Street
 - Events Officer getting quotes for shop front 'coming soon' type boards for empty shops
 - The A board signage and signs pointing visitors to town centre debate continues. The Events Officer has been liaising with traders and sorted out some issues with EDDC about placing/removal/placing again of boards in Windsor Gardens.
 - Signage from Tesco/coach park / seafront / artisan market to direct people to town centre
 - Art@Jubilee cancelled on Saturday June 2nd as no bookings. Events Officer working with One Voice to get more interest for August event
 - Ideas for Fore street/Cross Street/Queen Street party in September

**COMMUNITIES AND OPEN SPACES
Seaton In Bloom/South West in Bloom**

Progress as at 22nd May 2018

A letter has arrived confirming that our judging day for is Thursday 5th July. We have 2.5 hours.

Hester is meeting with Peter Burrows this Friday (25th May) to walk the judging route as a test run and check the timings.

Lesley Jellyman has spoken to Hester and is acting as a South West in Bloom mentor. Hester and Lesley are going to meet up in the middle of June and walk the judging route. Lesley will help with the presentation booklet.

Hester has drafted up a 2018 presentation booklet for the judges. More photographs are required and Peter is going to email across to Hester as he has a good collection.

There has been a fairly good take up with town traders paying for sponsorship of planters and window boxes. Hester will send out reminders this week to those who have not responded.

Phil has a planned maintenance schedule for the painting of outside planters, etc.

Front Garden Competition

- A few entry forms have been returned but not a great deal.
- One Voice marketing is promoting the competition again.
- Closing date for entries is Monday 4th June. Judging day is Monday 11th June.

COMMUNITIES AND OPEN SPACES
Banners

Following the last meeting of the Communities Committee the bunting has been put up in the town centre.

In respect of the Seafront banners, one is being fixed by the engineers and three need to be replaced as they are likely to split when they are put up.

Last year two new banners were purchased and they cost £190 each to be printed plus £15 delivery.

Do the Committee wish to spend £585 on replacing 3 banners?

**Communities Committee
Update on Actions Arising**

Town Guide

Cllr Burrows to provide an update on progress in terms of distribution of the Town Guide at the meeting

Beacon in Seaton for commemoration of World War 1

The Town Clerk has contacted St Gregory's Church and is awaiting feedback as to whether they would be willing to have a beacon on their tower

Maps for car parks

Cllr Sanham to provide an update at the meeting

Seatondevon.org website

Two members of staff are had training on the 1st May on reviewing and updating the seatondevon.org.uk website.

Now working our way through the website and updating it

Painting of Street furniture

Cllr Rowland briefed the Town Maintenance Office on 22nd May 2018 regarding the painting of finger posts. It was agreed at that time that one would be painted to start with to trial it, as painting isn't as straight forward as had been anticipated.

Town Crier

Liaising with local press on whether they can do an article or instead of an advert. Once confirmed this will be published

Bus Shelters

Cllr Burrows to provide an update at the meeting