Minutes of the Tourism Committee Meeting held in the Council Chamber, Town Hall on Tuesday 18th January 2022 at 6.00 pm.

PRESENT:

East Ward:

Councillor Mrs J Gubb (Chairman)

South Ward:

Councillors Mrs S Langford Councillor P Lawrence Councillor S Inch

North Ward:

Councillor D Bushby

West Ward:

Councillor C Hawkins

IN ATTENDANCE:

Mrs L Dixon-Chatfield, Town Clerk's Asst

#### 064. TO RECEIVE APOLOGIES AND REASONS FOR ABSENCE

None received

065. TO RECEIVE DECLARATIONS OF INTEREST ON ITEMS ON THE AGENDA

Councillor P Lawrence (South Ward) - Item 7 Trustee of Up Close Theatre

066. PUBLIC PARTICIPATION SESSION

There were no members of the public present.

#### 067. MINUTES

Proposed by Councillor Bushby and seconded by Councillor Langford, the minutes of the meeting held on 7th December 2021 were approved and signed as a correct record.

(Vote - For: 5, Against: 0)

068. TO RECEIVE UPDATES ON ORGANISING THE CELEBRATIONS FOR HM THE QUEEN'S PLATINUM JUBILEE.

The Chairman did not have any updates and invited the Clerk to put forward what she had received.

The Clerk suggested to Members that another meeting with Mrs Ferguson would be a good idea to see how she was progressing with arranging the food and the celebratory cake. Councillor Bushby noted that he had awarded her funding from his Authority Community Grant for a second floodlight outside and that the monies had been received by Mrs Ferguson. The Clerk would put forward some dates.

She further reported that Sonic Fireworks had been in touch and had requested a site visit to see the ground where the display would be set up.

Councillor Inch pointed out that the Authority, who own the land, had a policy of "no fireworks on Authority land" in place, Councillor Bushby assured Members he would look into this as this was an exceptional circumstance due to the importance of the event. The Chairman, Councillors Bushby and Inch agreed to meet with Sonic at the site. The Clerk would set up meeting dates. Councillor Inch preferred evenings. The Clerk had the site plan and would apply for the licence for the fireworks, and would send a copy to Councillor Bushby.

The Clerk reported that she had heard from Jonathon Marshall (Free Spirit Show) and was in dialogue with him regarding the date.

The Clerk was pleased to report that she had spoken with the Town Clerk regarding Welcome Back Funding for items in preparation for the Jubilee Celebrations. Items such as bunting, flags and flag-wavers could be purchased with the Welcome Back Fund. There was also a possibility that the backboard for the Decorative Display bed at the Port Memorial could also be funded this way. Members were pleased to hear this news and suggested buying plenty of bunting as it could be used in the future.

### 069. TO RECEIVE AN UPDATE ON THE CREAM TEA EVENT FOR 2022

Councillor Lawrence reported that he had attended a meeting with Chris Farris (Market Development Officer) and the Clerk to make a determined start on the Plans for this event.

It had been arranged that the first Press Release would go out by the end of this month and that the Sponsor for the event would be determined by that date also. The Clerk and Chris Farris would work on this.

The importance was to keep the momentum up on the social media pages and Chris Farris would look after this side of the event. Both he and Councillor Lawrence would get as much radio air-time as possible. The Clerk would contact all those that showed their interest in 2020, when the first event was to take place but was cancelled due to Covid.

Councillor Lawrence continued that there would be banners made and that the Clerk had started this in 2020. Councillor Bushby said to let him know when they were ready and he would help to put them up – they needed to be in prominent places. He further asked if Welcome Back Funding could be obtained. The Clerk had already checked this with the Town Clerk and the answer had, unfortunately, been that it would not qualify.

The date of the event has been set for the third Sunday in May which does not interfere with Bank Holidays or usual Market days. This year this is 15th May.

Whilst the event is to celebrate the Cream Tea, Councillor Lawrence explained that, to add more to the day there would be a competition for 5 categories of Cream Tea: Best Devon Cream Tea, Best Cornish Cream Tea, Best Savoury Cream Tea and Best Takeaway Cream Tea, with the fifth one being Supreme Champion. Harry Juniper would be approached to produce a special plate for the overall winner, which would be mounted on a plinth so that a badge could be attached for each year, making this is an Annual event. There would be small trophies for the category winners.

As this is the first of its kind, Councillor Lawrence explained, the aim is to keep it simple and build on the event year-on-year. He added that this year it would be focussed on the Cream Tea but that could be expanded in the future. This year would be stalls for the different elements of the Cream Team and an area for preparation. Hot water would be available for those entering the competition. Chris Farris would be looking to find companies to do clotted cream making and scone making demonstrations, as well as a tea company to do tea-tasting.

Councillor Bushby suggested having boards at the entrances that show the timings of the different demonstrations, music etc. That way, he felt, people would be inclined to stay longer rather than wandering around and leaving. Councillor Lawrence added that he intended to have announcements through the day too, using the Market PA.

Councillor Lawrence added that some musical interludes would be set up twice during the day. Overall, he was pleased with how the plans were looking.

# 070. TO DISCUSS THE POSSIBIITY OF AN UP CLOSE THEATRE EVENT IN THE TOWN HALL IN MARCH

Councillor Lawrence reported that the Production Director of Up Close was not anticipating any productions until later on this year as Covid is proving difficult and because of this there had been a significant reduction in people attending performances.

Councillor Mrs Langford asked if there had been any further discussion with Up Close about a Fringe event in the Town. Councillor Lawrence had not heard anything but would speak with the Production Director about future plans.

It was agreed by members to remove Up Close from future agendas until proposals and ideas were forthcoming.

# 071. TO DISCUSS HOLDING CLEAN UP DAYS THROUGH 2022

The Chairman asked members how they would feel about starting up the Clean Up days and had a positive response. It was agreed that these had worked well and that is was hoped that as many Councillors as possible would get involved, not just the Tourism Committee.

The first date of the last Sunday in May (29th) was suggested, in order to spruce up the Town before Jubilee. but after being informed that this was the day of this year's Bike Show members agreed on Sunday 22nd May. A later one would also be organised on Sunday 18th September.

The Clerk would inform McDonald's and Asda of these dates. Councillor Bushby suggested she contact some of the successful Grant recipients who run Groups, to perhaps organise something within their own environments ie Men's Shed, Bideford Heritage Railway etc. It was also suggested that the East Ward Councillors set up a team for their area.

Councillor Mrs Langford was very concerned about the amount of graffiti that there was through the Town. Councillor Bushby noted that the lamp posts were looking filthy where posters had been put on them with sticky tape.

The Clerk would put the usual measures in place and look at what was needed in the way of graffiti kits, cleaning apparatus etc.

### 072. DATE OF THE NEXT MEETING

Tuesday 8th March 2022 at 6.00pm. The Clerk would contact members regarding meetings for Jubilee.

The business of the meeting having been completed, the Chairman thanked the members for their attendance and the meeting concluded at 6.40 pm.