

BIDEFORD TOWN COUNCIL



Paul Swan
Town Clerk and Responsible Financial Officer

Town Hall
Bideford
Devon
EX39 2HS

Telephone:
Bideford (01237) 428938

Thursday 25 June 2024

To: Members of the Market Management Committee

You are hereby summoned to attend a meeting of **Market Management Committee** of the above-named Council to be held in the Council Chamber, Town Hall, Bideford, on **Thursday 1 August 2024 at 6.30 pm** for the purpose of transacting the following business.

In accordance with The Public Bodies (Admissions to Meetings) Act 1960 members of the public are welcome to attend. There is a legal right to film/record/photograph/report public meetings.

Paul Swan
Clerk to the Council

AGENDA

1. To receive apologies and reasons for absence.
2. To receive declarations of interest on items on the agenda and note any requests for dispensation received by the Clerk prior to the meeting. Enc
3. Public participation session of 15 minutes duration on items on the agenda.
4. To approve the minutes of the Meeting held on 20 June 2024 as a correct record. Enc
5. Accounts - To approve the payments listed. To follow

6. Chairman's / Market Administrator's Report.
7. Market Hall:
 - a. To consider and resolve upon engagement with Town Traders / Bideford Regeneration Board / SWEMS in developing and hosting a Market Hall Event on Saturday, 14 December 2024, in tandem with the Town's "Late Night Shopping," Event.
 - b. To consider moving the Signing of the Lease Civic Event to coincide with Event scheduled for 14 December 2024 (where 7 December 2024 has nothing).
8. Tenant / Trader representatives:
 - a. To receive report / request.
 - b. To discuss options to promote occupation of vacant Butcher's Row Units alternate use.
9. Tenant / Trader representatives.

Enc

PART II (Closed Session)

10. **To resolve to exclude members of the public and the press to progress a matter of a confidential nature under the Public Bodies (Admissions to Meetings Act) 1960 and Local Government Act 1972, ss 100 and 102.**
11. Chairman's Report – confidential, including staffing, matters.
12. Tenant / Trader.
 - a. To receive any terminations of leases by tenants / traders, give consideration to applications received
 - b. To consider and resolve upon tenant / trader / landlord / Market Hall matters, including vacant Butcher's Row Units.

MARKET MANAGEMENT COMMITTEE

Councillors:	D Bushby C Hawkins K Hind	Ms R Clarke (Town Mayor) J Hellyer	Mrs J Gubb Mrs L Hellyer
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Traders/Tenants:	Mrs Austin	Mr P Jeffers
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Date of Next Meeting: 12 September 2024

Declaration of Interests at meetings

- Where a matter relates to an interest in list A, the member shall not participate in a discussion or vote on the matter. He /she only need declare it if it is not already noted on the register of interests.
- Where the matter is in list A, but is a sensitive interest, the member shall not participate in a discussion or vote; the member shall disclose that there is an interest but not the nature of it.
- Where a matter relates to an interest on list B the member shall not vote and may only speak as a member of the public.
- A member only has to declare an interest in list B if it is not already on the register of interests.
- If the interest is in list B and is sensitive in nature and not already registered then the member shall disclose the interest but not the nature of it.
- Where a matter relates to the financial interest of a friend, relative or close associate (other than in list A) the member shall disclose the interest and not vote. He or she may speak but only as a member of the public.

List A:

- 1 **Employment, office, trade or vocation** – carried on for profit by member or spouse or civil partner.
- 2 **Sponsorship** – any payments for the previous 12 months, other than by the Council, to assist in Council duties
- 3 **Contracts** – any current contracts between the Council and the member or his/ her spouse or civil partner or a company the member is a director or partner of.
4. **Land** – any beneficial interest in land within the area of the Council by member, spouse or civil partner.
- 5 **Licenses** - any license, alone or with others, by spouse, civil partner or member to occupy land in area of Council.
- 6 **Corporate Tenancies** - any tenancy where the Council is the landlord and the member, spouse or civil partner has a beneficial interest in the tenant.
7. **Securities** – a beneficial interest is held in a body that has land or business in the area of the Council by the member, spouse or civil partner that either exceeds £25,000 or the total share capital is in excess of one hundredth of the of the total shares issued.

List B:

Any interests which relate to or is likely to affect:

1. Any body where the member has general control or management and was appointed by the Council.
2. Any body that the member is in a position of control or management and either:
 - (a) exercises functions of a public nature;
 - (b) is for charitable purposes; or
 - (c) has the purpose of influencing public opinion or policy (including political parties and trade unions)
3. Any gifts or hospitality that the member has received by virtue of his or her office in excess of £50.

*Further details can be found in the Bidford Town Council Code of Conduct
adopted 21.06.2012*



BIDEFORD TOWN COUNCIL

Minutes of the Market Management Committee

held in the Council Chamber of the Town Hall on,

Thursday 20 June 2024 at 6.30 pm

PRESENT:	North Ward:	Councillor D Bushby Councillor K Hind
	East Ward:	Councillor Mrs J Gubb Councillor J Hellyer Councillor Mrs L Hellyer
	South Ward	Councillor Ms R Clarke (Chairman)
	West Ward	Councillor C Hawkins
	Market Complex	Mrs K Austin

IN ATTENDANCE: Mr R Coombes (Deputy Town Clerk)
Mrs C Parsons (Website / Social Media officer)
Ms A Jackson (Marketing / Branding Presentation)
1 x Tenant
1 x Public

15. **APOLOGIES FOR ABSENCE**

N/A.

16. **DECLARATIONS OF INTEREST AND ANY REQUESTS FOR DISPENSATION ON ITEMS ON THE AGENDA**

There were no declarations of interest.

17. **PUBLIC PARTICIPATION SESSION OF 15 MINUTES DURATION**

A Tenant explained their Notice to Quit.

A member of the Public spoke in support of the Tenant and the need for the Town Centre to have more independent shop outlets.

Councillor Hawkins proposed a suspension of standing orders, seconded by Councillor Hind, to debate “a non-agenda item,” in relation to the outgoing tenant.

The Chairman directed that the subject would be discussed in Part II (12.a. To receive any terminations of leases by tenants) and did not call for a vote to be made.

18. **MINUTES**

Proposed by Councillor Bushby and seconded by Councillor Hind, the Minutes of the Meeting held on 23 May 2024 were approved and signed as a correct record.

(Vote – For: 5, Against: 0, Abstention: 2)

19. **ACCOUNTS**

It was proposed by Councillor Mrs Hellyer and seconded by Councillor Bushby, and

RESOLVED: That the lists of payments for 23 May 2024 be approved.

(Vote – For: 7, Against: 0)

20. **CHAIRMAN’S / MARKET ADMINISTRATOR’S REPORT**

The Chairman confirmed that she would attend the Market on Saturday and again on Sunday, Bide-food Festival.

The Chairman confirmed her continued Market Complex visits / walk throughs.

The Clerk will establish a date from members to attend Holsworthy Market.

Mrs Austin confirmed that it is a lovely flat area with an amazing offer.

The Town Clerk has been given the go ahead to submit a Heritage grant application for a structural survey, of the Market Complex.

21. **MARKETING / BRANDING STRATEGY PRESENTATION**

- a. The Chairman welcomed Ms Abi Jackson, the Apothecary 8/9 Butcher’s Row, to the Meeting and invited her to make her presentation.
- b. Ms Jackson thanked the Chairman, and introduced her presentation, which is attached forming part of these Minutes, by explaining her twenty years’ experience of working within the brand / advertising industry. (She had been observing the issues (within the Complex), noting commentary on and off line, since taking up her tenancy; there has been a lot of negativity.)
- c. The Chairman thanked Ms Jackson and invited questions. Points included:
 - Development of Market Hall as an Event Venue / Community Hall.
 - The Facility does need to be used.
 - Improve reputation through working together.
 - Solid strategy – attract / approach dedicated businesses consider incentives.

- Councillor Bushby commended Ms Jackson for an excellent presentation. He asked how and when the process could be engaged in terms of identifying strengths, setting out and abiding (branding) protocols (division needs to stop).
 - Ms Jackson identified the need for a broad cross section of stakeholders for a first meeting to include tenants, Committee members, community managers noting outside interested parties who had made positive observations.

The inaugural meeting should allow for consideration of the Complex to play to its strengths, finance, social media, calendar (of Events), break down problems / issues / challenges in order to overcome them.

- Councillor Bushby asked if there was a (consultation) cost.
 - Ms Jackson explained that she would not charge, she has her own business to commit to, market and run, but there would be a consequent benefit from an invigorated Butcher's Row / Complex.
 - It would be a full time job for one; it will require joint working.

It was proposed by Councillor Bushby and seconded by Councillor Hawkins, and

RESOLVED: That the Committee engage with Ms Jackson to coordinate and implement a strategy to revitalise Butcher's Row and the Market Complex.

(Vote – For: 7, Against: 0)

Members discussed the constitution of the meeting to consider, develop, engage and implement the Marketing / Branding initiative.

It was proposed by Councillor Ms Clarke and seconded by Councillor Mrs Gubb, and

RESOLVED: That the inaugural meeting will commence at 5.30 pm on Thursday, 1 August 2024, made up of Committee members and identified stakeholders prior to the formal Market Management Committee Meeting (scheduled to commence at 6.30 pm).

(Vote – For: 7, Against: 0)

22. MARKET HALL:

a. Deposit Payments for future bookings.

Councillor Mrs L Hellyer led discussions that included:

The process of hiring the Hall should not be made harder.

- Deposits for Commercial Booking / Event.
- Payment in full to confirm bookings.
- Occasions where Events have been pulled that could have allowed for other bookings; potential loss of income.

It was proposed by Councillor Ms Clarke and seconded by Councillor Mrs Gubb, and

RESOLVED: That the item is deferred.

(Vote – For: 5, Against: 2)

b. Market Hall Public Liability.

Members considered further information provided by the Council's insurer, Zurich, and the Solicitor at NABMA.

It was proposed by Councillor J Hellyer and seconded by Councillor Mrs L Hellyer, and

RESOLVED: That the minimum level of insurance cover for the hiring of the Market Hall is set at £10 million.

(Vote – For: 7, Against: 0)

Councillor Bushby noted that Zurich had stated (Zurich in covering the Council Events, including the running of a Council market) where an individual trader is “a hobbyist” simply to make a little bit of money from their crafts etc they would be adequately covered under the Council's Public Liability insurance. The Council, though would be expected to take into consideration what they are selling. If it something high risk then the Council should insist for them to obtain their own coverage.

If the individual trader is however operating in a business venture, and it is their main source of income, then they would be expected to have their own insurance without exception.

23. **TENANT / TRADER REPRESENTATIVE**

The Chairman invited Mrs Austin to address the Committee.

Mrs Austin in thanking the Chairman confirmed that she had canvassed tenants eliciting the general request for more advertising, more marketing, a suggestion that the Town Crier is engaged to promote Hall Events and a date for the removal of the scaffolding.

The Clerk confirmed that the scaffolding is scheduled for removal on 21 July 2024.

Councillor Mrs Hellyer requested that the Banner, advertising “Market this Saturday,” is removed when there is not a market scheduled.

24. **PART II (CLOSED SESSION)**

Proposed by Councillor Ms Clarke, seconded and

RESOLVED: To exclude members of the public and the press to progress matters of a confidential nature under the Public Bodies (Admissions to Meetings Act) 1960 and Local Government Act 1972, ss 100 and 102.

(Vote – For: 7, Against: 0)

The Chairman invited the Market Tenant to remain.

25. **CHAIRMAN’S REPORT**

Members considered a letter received from the Managing Director of the Devon Traders Association Limited on 31 May 2024.

It was proposed by Councillor Ms Clarke and seconded by Councillor Mrs L Hellyer and

RESOLVED: That a responding letter is sent expressing the Committee’s concerns and position.

(Vote – For: 7, Against: 0)

26. **TENANT / TRADER**

a. Terminations / Applications.

Members had noted and accepted the Notice to Quit given by the Tenant of 26 Market Place.

It was proposed by Councillor Ms Clarke and seconded by Councillor Mrs Gubb and

RESOLVED: That Mr Wade be offered the Tenancy to Market Place Shop Unit 26 on vacation by the present tenant. That he commits to reinstating any changes made.

(Vote – For: 7, Against: 0)

b. Tenant matters.

Members discussed an outstanding debt repayment plan.

It was proposed by Councillor Ms Clarke and seconded by Councillor Mrs Gubb and

RESOLVED: That the debtor confirms their structured payment plan noting that any deviation would lead to Court Action to recover any outstanding payment.

(Vote – For: 7, Against: 0)

The business of the meeting having been completed, the Chairman thanked the members for their attendance and the meeting concluded at 8.10 pm.

Signature of Town Mayor: Date:

Signature of Chairman: Date:

BIDEFORD TOWN COUNCIL - Accounts for approval at the Market Management Committee Meeting - 20 June 2024

Number (All) ▾

Date Entered	PV	Description	Extended Description	Net	VAT	Gross
30/05/2024	(blank)	Triangle	Broadband / line	61.33	12.27	73.60
	BSPM6	Llyds	Service Charges	45.11		45.11
		Robbie D Scaffolding	Bird Cage Scaffolding	900.00		900.00
31/05/2024	(blank)	Coastal Recycling	Waste removal	118.08		118.08
		Clear Sky Publishing	N D Scene - Feature / advert	130.00	26.00	156.00
5/6/2024	BSPM7	TV Licence	(blank)	13.25		13.25
		Mkt recharge	TC staff costs	3,482.36		3,482.36
10/06/2024	(blank)	Vodafone	Phone charges	27.59	5.52	33.11
		Triangle	Broadband / line	61.33	12.27	73.60
		Post Office	Special Delivery	7.95		7.95
		Robeda	Window / Roof Truss repair	2,831.45	566.29	3,397.74
11/06/2024	(blank)	Tamar Trading	Maintenance Items	176.24	35.24	211.48
14/06/2024	(blank)	EDF (995)	Electricity	341.30	17.07	358.37
19/06/2024	(blank)	Nicholsons	Hygiene Items	228.95	45.79	274.74
		JAG Signs	Board updates	769.07	153.81	922.88
20/06/2024	(blank)	Bideford Cobblers and Keys	Standard / Mortice x 2	126.00		126.00
Grand Total				9,320.01	874.26	10,194.27

Bank Balances at	6/20/2024	- Current Account	£	4,418.46
Bank Balances at	6/20/2024	- Deposit Account	£	35,035.92

BIDEFORD MARKET COMPLEX

PRESENTATION TO BIDEFORD TOWN COUNCIL

THE THINKING

”

**Good Design
is Good
Business**

The success of any brand is that it is underpinned by a solid strategy – it’s the strategy that will help you speak to a wide audience, (from locals to tourists) in a way that will still resonate.

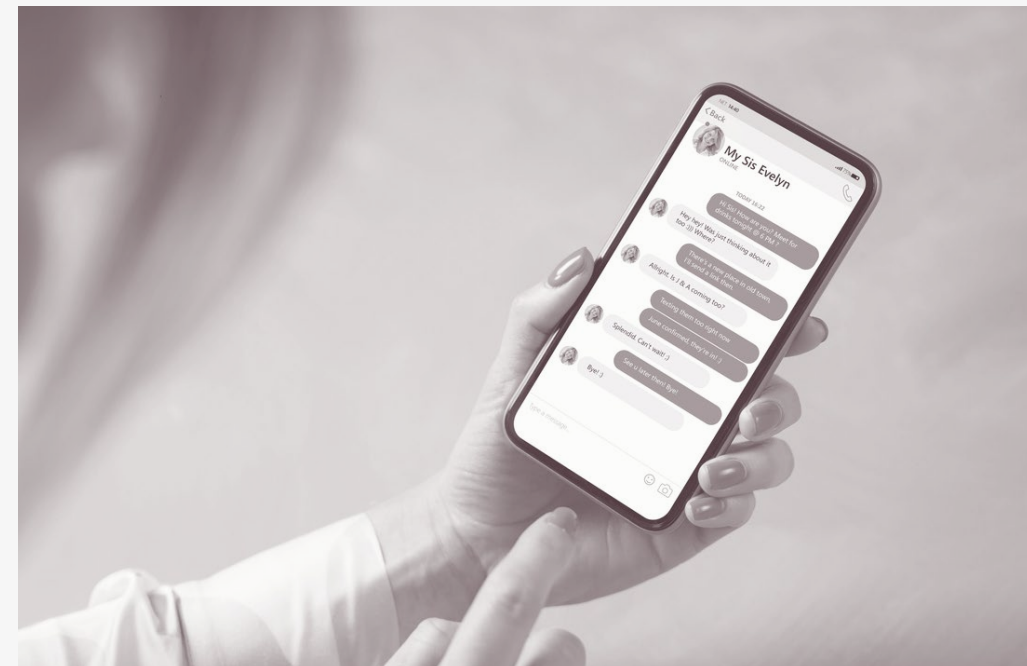
It’s the strategy that defines what Butchers Row & The Pannier Market is all about and becomes the yardstick against which all future communications and business activity can be measured.



IT'S HARD OUT THERE

Negativity on and offline has been hard to manage over the last few months but understanding the barriers to entry means we can effectively knock them down one by one.

Added to which the issues on the high street are not Bideford-centric. There's a category problem we are up against.



LOCAL COMMENT

“This is a fantastic venue in desperate need of repurposing & rebranding” - source Facebook

STATISTIC

26.5 percent of retail sales in the United Kingdom were generated online



SO WHAT'S THE SOLUTION?

Well any brilliant brand has an emotive element to it – it's what causes people to love it beyond all reason. What we need to create is more than a brand, we need to create a lovemark.

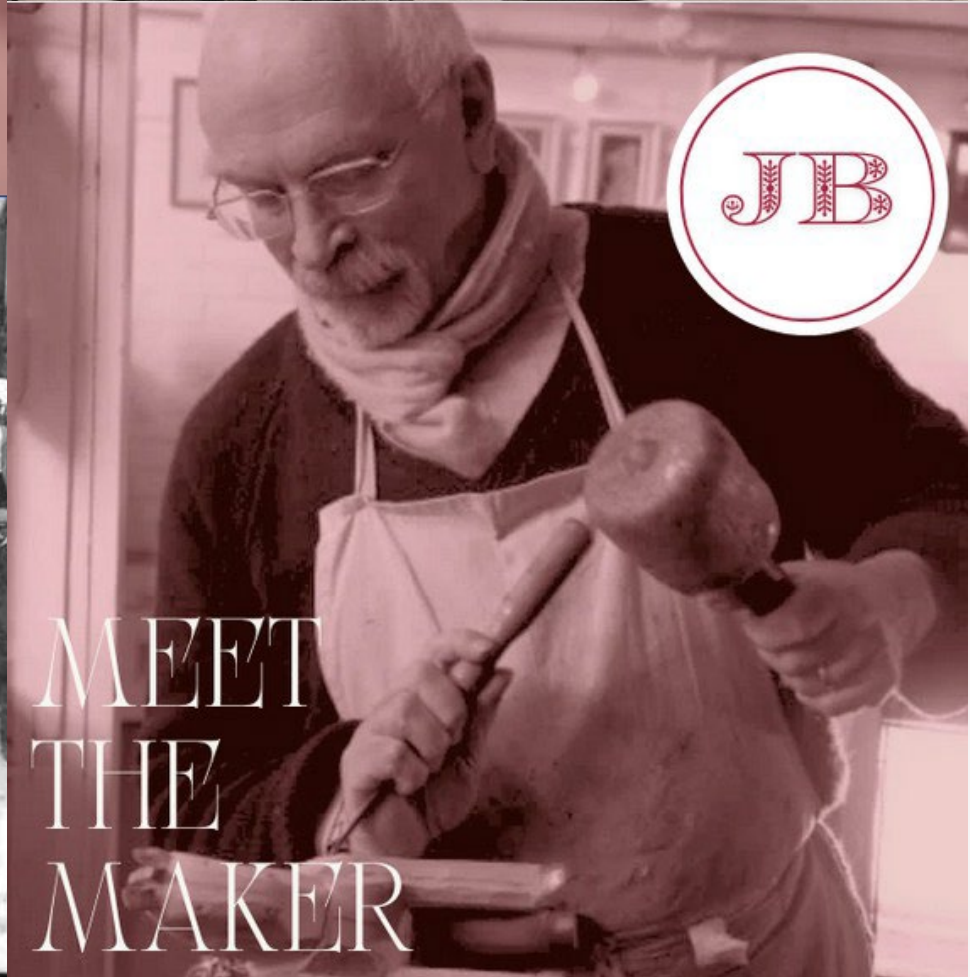
Research shows not only do emotive brands do better in tough times - they are more valuable longer term.

Now, we are not saying that you need to become a superbrand like Coke overnight, far from it, but what we do want is to create a brand that people from a wide spectrum are instantly attracted to and love beyond all reason - so the barriers are not an issue. By maximising your positioning, you can create an identity that is robust enough to secure Butchers Row & The Pannier Market's future.



AND WE HAVE SOME AMAZING STORIES TO TELL

Whether that's the history of the market dating back to the first Market Charter of 1272 or some of the Butchers Row residents - there's some exceptional content we can leverage



BUT WE DO NEED TO MEET OR MANAGE EXPECTATIONS

Expectation:

- 30+ resident businesses
- Regular, well-attended markets
- Toilets, Wifi, dog and child friendly
- Arts & Crafts hub with high end offerings
- A diverse range of hot and cold foods, fresh produce...
- A sole trader shopping experience
- Themed events



Voyager37639992777

2 contributions

👍 0 ...

Sarah D

Oxfordshire, UK • 90 contributions

👍 0 ...

eoooo

Massive letdown

Sept 2023 • Couples

Apparently shops are open Monday to Saturday. Obviously they failed to tell the shop owners. Only 2 shops open - a pottery shop and a sweet shop. There were many disappointed people walking through.

eoooo

Wouldn't rely on it ...

Sept 2023 • Couples

Very poor market. Was supposed to be open at 10 am on a Tuesday, but we got there, and it wasn't open & and it didn't open at all. We were very disappointed as we had paid for parking.

Written 11 October 2023

lynetteslatter

Northleoch, UK • 202 contributions

👍 0 ...

Stedley

Rotherham, UK • 75 contributions

16 0 ...

eoooo

Awful

Dec 2023 • Couples

Most disappointing. No stalls when we went on a Tuesday and most of the permanent shops closed. A total waste of time.

••o•o•o

Disappointing

Feb 2024 • Couples

Worth a look because there are some very interesting independent crofters selling their wares. However, a market it is not!

David T

Exeter, UK • 511 contributions

16 0 ...

eoooo

Not an essential part of a visit to Bideford.

Jun 2024 • Friends

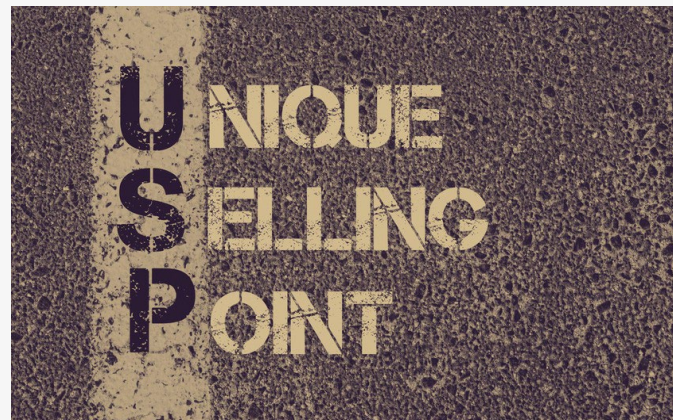
For a location that describes itself as a market, and supposedly 'open' on a Tuesday in June it's a totally misguided description. Even some of the permanent shops were closed, and there was no sign of 'a market'. It's at the top of a steep street and parking is difficult. It also appears to be undergoing some sort of restoration, and scaffolding made access difficult. Faded glory?

THE PROCESS

The first stage would be to hold a “Crunch” session where we dig into the detail and try to define the answers listed opposite.

We may decide that some public consultation may seed into this - as this will drive ownership and get buy in from our community as they feel part of the solution.

But whoever is round the table it needs to be broad so it can reflect back at us at all angles.



Problem Analysis

What is the current problem we need to solve?

What are the barriers to entry?

Define our Values & Personalities

Who are we, what are our truths and how do we sound?

What make us different?

What do we have that nobody else does - and nobody can copy

What partnerships & channels do we have?

Current partnerships we can leverage & what communications

platform
s do we
have

VALUES

Your values should be viewed as unchangeable truths - no matter where or how people come into contact with your brand they should always be visible.

We would normally develop three or four core values and they are the foundations on which the brand is built. If you have many more, it is hard to get them across in all messaging and the result is confusing and fragmented for the end user.

These then lead on to the personality of the organisation.



PERSONALITY

Whilst your values should never change, the personality of a brand is how it shows itself to the world. But, in the same way as in the human world where people with the same values can have very different personalities (or can even act differently given a different situation), so can brands.

There are normally around seven personality aspects. The most important difference between a value and a personality aspect is that they do NOT all need to be shown at all times. The values must be driven through everything, but the personality aspects reveal themselves more selectively.

They allow the brand to behave differently depending on who it is talking to – which is perfect for your different audience types. It is these personality traits that allow your brand to flex, without alienating either one or both audiences – you can in fact still come out smiling on the other side.

The key is that whilst the personality may show itself as being slightly different in different applications, the values at the core remain absolutely rooted in stone. They do not shift - not even a little bit.

WHAT DO YOU STAND FOR? WHAT MAKES YOU STAND OUT?

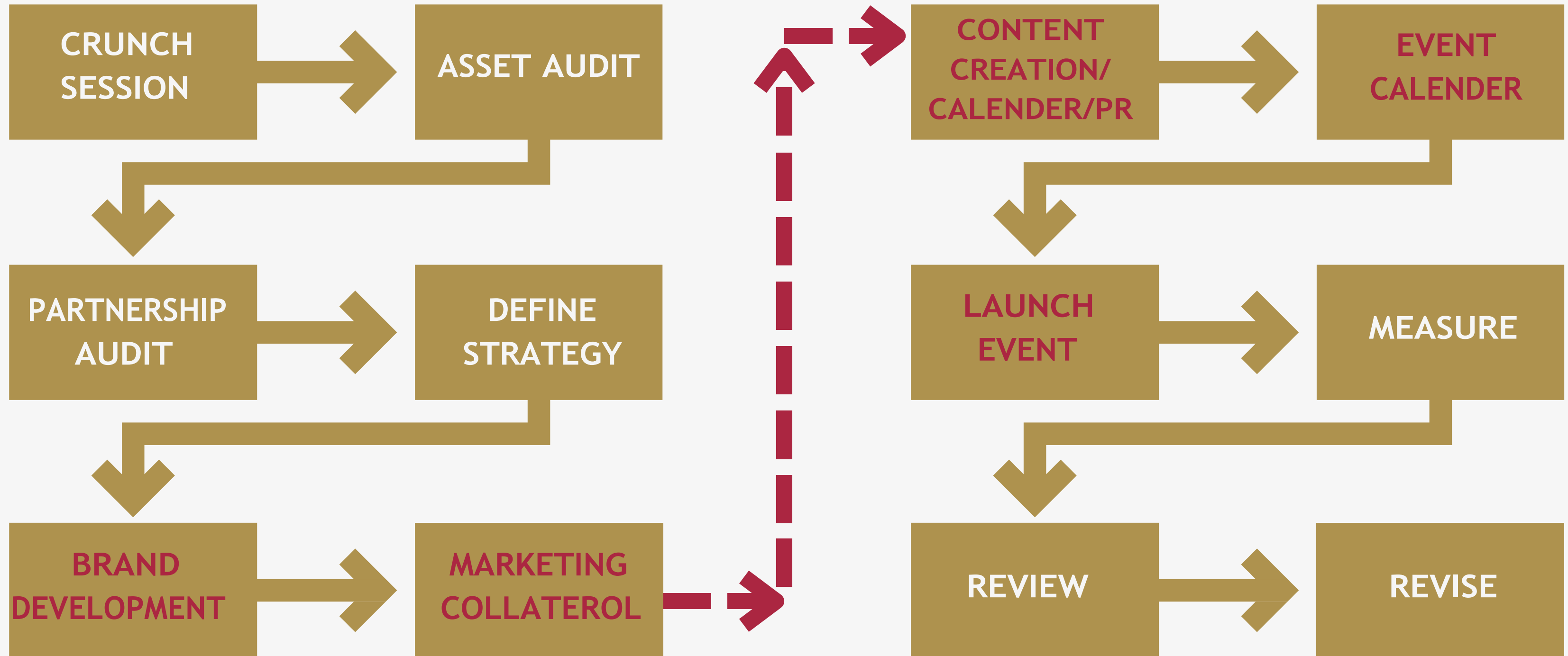
Once we have done this groundwork we will be able to define what makes Butchers Row & The Pannier Market different. After all, it's always about marketing differences rather than similarities. In some respects it possibly feels like we need to take a step back and go through this process in order to move forward, but in doing so we will be able to discern the unique qualities that will create the emotion that is so needed.



THE BENEFITS

- A set of mini brand guidelines that act as a benchmark for all activity
- A clear cut idea of how we communicate & operate - from how we speak, the types of businesses in the Market Complex through to any events we hold
- A deeper understanding of our audience
- A way to break down barriers - so that people will love us no matter what
- The beginnings of a marketing strategy that could then lead to:
 - An increase in footfall
 - Less empty units
 - Less negative chatter

THE STEPS



WHAT WE NEED GOING FORWARD

- Agreement in principle this is the way forward
- Appetite from the council to invest with resources
- A marketing working group with clearly defined roles and responsibilities that plays to strengths
- Passion!



THANK YOU

BIDEFORD TOWN COUNCIL - Accounts for approval at the Market Management Committee Meeting - 1 August 2024

Number (All) ▾

Date Entered	PV	Description	Extended Description	Net	VAT	Gross
24/06/2024	(blank)	E.ON Next	26 Mkt Plce 1 - 28 Apr 24	64.11	4.78	68.89
25/06/2024	(blank)	Encompass Security Solutions	Call out / re-set alarms	60.00	12.00	72.00
28/06/2024	(blank)	Llyds	Service Charges	39.77		39.77
		Coastal Recycling	Waste removal	140.64		140.64
01/07/2024	BSPM7	TV Licence	(blank)	13.25		13.25
		Mkt recharge	TC staff costs	3,482.36		3,482.36
10/07/2024	(blank)	Vodafone	Phone charges	26.49	5.30	31.79
12/07/2024	(blank)	EDF (995)	Electricity	179.49	35.90	215.39
19/07/2024	BSPM10	Real Ideas	Feasibility Study	1,215.00		1,215.00
	BSPM11	DCS Pest Ctrl (Crmwll) Ltd	Pest Control	120.00		120.00
23/7/2024	BSPM11	J Fisher	5 x secure bldg	200.00		200.00
25/7/2024	BSPM11	Triangle	Broadband / line	61.75	12.35	74.10
29/7/2024	BSPM11	EDF (985)	Gas	7.25	0.36	7.61
		SES/SWW	Business Water	174.94		174.94
30/7/2024	BSPM11	Llyds	Services Charges	30.82		30.82
31/07/2024	(blank)	Coastal Recycling	Waste removal	123.70		123.70
	BSPM11	Valda Energy	Electricity	23.65	1.18	24.83
1/8/2024	(blank)	Tamar Trading	Maintenance Items	71.07	14.22	85.29
		Jewson	Maintenance Items	10.47	2.09	12.56
	BSPM16	TV Licence	(blank)	13.25		13.25
		Mkt recharge	TC staff costs	3,482.36		3,482.36
Grand Total				9,540.37	88.18	9,628.55
Bank Balances at	01/08/2024	- Current Account	£	2,953.75		
Bank Balances at	01/08/2024	- Deposit Account	£	44,731.78		

From: Paul Swan <townclerk@bideford-tc.gov.uk>
Sent: Wednesday, July 24, 2024 2:34 PM
To: Deputy Town Clerk <deputytc@bideford-tc.gov.uk>
Subject: FW: Bideford Traders Christmas '24 Meeting - Recap

Richard

If you can please update MMC with below +

- Would they be prepared to make it a bigger event at the pannier Market
 - Solo singing artist Solo acoustic artists - £200 plus, then;
 - Duos £250, then;
 - Band £400 to finish

- SoL

- Waive hire fee for Lucy as Council event.

Thanks

From: Discover Bideford <discoverbideford@torridge.gov.uk>
Sent: Tuesday, July 23, 2024 11:56 AM
To: Abi Jackson; jolene szwer; Karen Austin; Tamsin & Megan; Rebecca Grant
Cc: Paul Swan <townclerk@bideford-tc.gov.uk>
Subject: Bideford Traders Christmas '24 Meeting - Recap

Hi All,

Thank you so much for coming to the Bideford Traders Christmas meeting last week Thursday 18th July 2024.

Your attendance, engagement and assistance is greatly appreciated!

A short recap to keep us on track 😊

- **Objective**

- Encourage collaboration and explore views for a whole town Christmas event to support Traders.
- To promote Town shopping and activities in Bideford - Working together in a coordinated and joined-up approach.
- To create a full programme of the day's activities: Workshops, entertainment, promotions

Confirmation of event details as per Bideford Traders Christmas Survey

- Date - 14 December 2024
- Times – 10am until 7pm
- Theme – A Victorian Frost Fair: Victorian costumes (encourage traders to dress up), window displays (ribbons, wreaths, greenery, lanterns)

Example link: <https://www.english-heritage.org.uk/christmas/victorian-christmas-traditions/>

Bideford Regeneration Board / Discover Bideford (Kirsty and Tess) to assist with:

- ✚ Communication / Updates to be sent to Town Traders via Discover Bideford. Mood board to be included to explain the theme.
- ✚ Marketing & Promotion – Creation of Marketing plan connected with the Discover Bideford website. To include - Digital advertising, traditional advertising (Cryer to be included), posters, bus stops, email campaigns and socials.
- ✚ Programme co-ordination

✚ Funding Opportunities

✚ Investigate licencing and permissions

Bideford Town Council (Paul Swan) to assist with:

✚ Mill Street Road closure until 7pm

✚ Window Display competition for Traders – To be investigated

✚ Co-Ordination of Bidefood Fest at the Pannier Market

✚ Bideford Town Mayor involvement

✚ Possible Christmas Grotto

Event Elements & Activities

❖ Mulled wine / cider, gin bar and roasted chestnuts – Megan (Magpie and Hook) to engage with venders and get costings.

❖ Evening Activities / Entertainment - Sally (Lightening Tree) to engage with Crabby Dicks, Dicky's and Silk Lounge (Cooper Street).

❖ Bideford Town Band (Christmas Carols) – Paul Swan to engage with Bideford Town Band.

❖ Bideford Town Mayor involvement - Paul Swan to arrange

❖ Possible Christmas Grotto – Paul Swan to look into possible options

❖ Interactive Street Theatre / Street Performers – Kirsty to engage with Bideford Arts, Culture and Heritage group (Which Red Herring productions are a part of).

❖ Bideford by Candlelight– To be arranged by Jolene (BOBB)

❖ Donkey and portable Tourist Frame - Jolene (BOBB) to investigate costings

❖ Festive Window Treasure Hunt - Jolene (BOBB) & Sally (Lightening Tree) to investigate options

❖ Bands, Solo Artists, magician, horse and carriage - Abi and Karen to engage with venders and get costings.

❖ Victorian people standee (To be placed at One Atlantic, The Burton and Christmas Light Switch on) – Tessa (Discover Bideford) to investigate and get costings.

- ❖ Activities – Group (all) to engage with other Town traders to see if they will be able to arrange workshops, special promotions or instore activities

If I have left anything out please let me know.

As discussed, the next meeting will be taking place next week **Thursday 01st August 2024 @ 17:15** in the Town Hall. I do hope you all can make it?

If you know of any other traders that would like to be part of the “Event Committee” please let me know and I will send them an invite.

It would be great if you are able to send me a breakdown of costing as soon as you have them. If unable to do so, please try have the costing available for the meeting (01st August 2024)

Any queries please do let me know.

Best wishes,

Kirsty

Discover Bideford Team

Economic Regeneration at Bideford, Torrington