

# Beer

*Devon's best kept secret*

## Beer Coastal Community Team Meeting

30 January 2020, 7.00pm Balcony Room, Mariners' Hall

### **Present:**

Karin Frewin (Beer Village Manager), Helen Follett (Beer Parish Council), Barry Follett (The Folletts at Beer), Geoff Pook (Beer Parish Council), Mandy Graham (Beer Parish Council & Bat Friendly Beer), Jackie Tite (Rock Villa), Darren Clinch (Beer Parish Council), Chris Pickles (Beer Men's Shed), Nora Jagers (Beer Heritage), Henry Jagers (Beer Parish News), Wendy Dodd (Beer Parish Council), Lorraine Kingsley (Holiday Cottages)

**Apologies** – Mike Lambert, Richard Scott, Tracy Kenworthy

### **1. Review and Approval of Minutes –**

Those present agreed the minutes of the 21<sup>st</sup> November 2019 meeting.

#### **Sea Hill Rope**

Thanks were given to The Beer Men's Shed for installing the lower rope after the cabinet on Sea Hill.

#### **Village Data Survey**

Karin reported that she had received around 28 responses from local businesses to the survey. These will be collated and the results presented at the next meeting. These results will be very useful for Annie Dallaway as in March she has to report on the CCF funding Beer received.

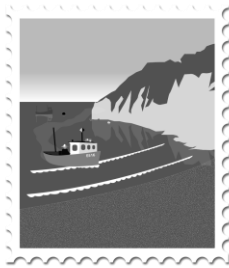
Again, Karin requested that local businesses who have websites please change their back links to the new village website rather than the old Visit Beer site which is not being updated.

### **2. Update from Beer Parish Council**

#### **Fireworks**

The Parish Council would like to acknowledge the massive success of the New Year's Eve Fireworks held on the beach. It was estimated that the attendance was at least 850 plus. The sum of £870 pounds was raised in the collection buckets and this is still rising. Mandy Graham would like to see more colour on the buckets that are going back into the village. Darren Clinch suggested that smaller hand held collection tins were much better in local shops as they would not take up so much space on the counters. Mandy Graham thanked Karins advertising campaign and for talking on Radio Devon about the fireworks. It is the CCT intention to hold the fireworks next New Year's Eve.

**Action** – Helen Follett to order 10 hand sized collection tins.



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## **Search Engine Optimisation for website project**

Karin produced an excellent report for the Parish Council on the Search Engine Optimisation work. When you search for Beer, Devon the new website should now come up on the first page of google. The old website is still visible however we acknowledge that this has been existence for many more years than our new one. Traffic is now being driven to the new website. This has been greatly helped by the two new webcams situated at the sailing club looking out to the beach.

## **Capital Expenditure**

Beer Parish Council carried out a consultation with people in the village for the S106 funding. It has been decided to introduce a Kayak store on Beer beach on the east side which was a popular suggestion from the consultation. EDDC will grant a section of the beach for this. Beer Parish Council will charge for the use of storing kayaks and they need to have discussions about how it will be policed. The rental charge for the council kayak storage will be the same price as the Sailing Club.

With any remaining funds it has been decided to place a bench on the SWCP between Beer and Seaton. Mike Green has the location. If there is still money after this a finger post is to be erected around the Dolphin Hotel and Fore Street to drive visitors up Fore Street towards the Top Shop.

Chris Pickles would like a donation to be made to Beer Men's Shed for the Sea Hill handrail and additional notice boards. This appears to have stalled as Annie Dallaway would like an invoice from Beer Men's Shed. Chris Pickles said that Beer Men's Shed was unable to raise an invoice. Helen Follett said this may have to wait until the Beer Parish Council new financial year now.

Helen Follett said she hosted a CCT table in St Michaels Church for the Christmas event and this raised £86 selling tea towels, mugs and drink bottles.

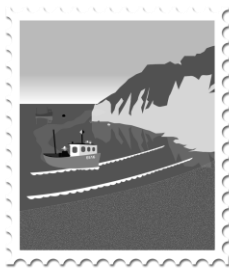
Geoff Pook, Helen Follett and Karin Frewin met recently to review the first year of the Village Manager role. We are delighted that Karin will continue in the role with some tasks changing that need to be finalised in February.

Karin Frewin, Helen Follett, Mike Green and Nora Jagers attended The Jurassic Coast Trust conference held in Poole. The theme was Sustainability in Business. They found it very useful and some great contacts were made which could result in additional events in the village.

## **CCF funding**

Helen Follett reported that in March 2021 our current funding ends so we now need to start investigating new available funding. Geoff Pook said that the UK Shared Prosperity Fund will replace the CCF in 2021.

**Action – Barry Follett to start investigating alternative forms of funding for the CCT from April 2021 onwards.**



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### 3. Village Manager Update

Karin thanked Mike, Nora and Helen for attending the conference with her.

#### **What can we do about our high street and retail in 2020?**

Totally Locally is a national campaign that started 4-5 years ago. The concept is to stop people shopping in the large supermarkets and encourage them to spend money in local shops. Karin Frewin has signed Beer up and we shall be working with Seaton. The plan is to be a part of what Seaton is doing and it takes place very shortly from the 15-29 February. It starts off with Fiver Fest. The £5 message is that if everyone spent £5 a week in local business then it would nationally be worth £13.5 bn. For a business to take part it has to offer something for a fiver.

Action - Please let Karin know as soon as possible if you are interested in taking part. The charge is £5 per business. Needs to be done next week.

#### **Does anyone have any ideas for shops in Fore Street?**

Nora Jagers said that lots of visitors do not know of Pecorama's existence and they just go straight to the beach. Pecorama should make much more use of its own shop.

It was suggested that Beer Men's Shed could use the Pecorama Shop as both a workshop where visitors could see wood work being carried out. Also, the items made could be sold in the shop to contribute to the rent. There was then an idea about Axminster Tools being involved as they are great supporters of Beer Men's Shed.

Action – Karin to introduce Chris Pickles to Ben Arnold and Michael Pritchard to explore further

Why not develop Beer as a USP village for Craft Courses? It's by the sea it has accommodation to offer delegates. Courses suggested by those present were Pottery, Woodwork, Knitting, Quilt making, Crab pot making, Stone Turning, Knot tying and wreath making. Geoff Pook said that there was probably AONB funding available for Craft Courses.

Action - Geoff Pook, Darren Clinch/Kirsten, Chris Pickles, John Scott, Karin Frewin to be a part of a work group to explore this further. Invite Graham Hughes to be part of this group.

#### **Dates of next meeting:**

The dates of the next meetings in 2020 are as follows. All meetings start at 7pm

27<sup>th</sup> February, 26<sup>th</sup> March, 30<sup>th</sup> April, 28<sup>th</sup> May, 25<sup>th</sup> June, 30<sup>th</sup> July, 17<sup>th</sup> September

29<sup>th</sup> October, 26<sup>th</sup> November