



Beer Community and Tourism Committee

Meeting was held @ Mariners Hall Beer on Wednesday 2 March 2022 @ 7.30pm

Present: Cllr Darren Clinch (Chairman), Cllr Mandy Graham, Cllr Emma Molony, Cllr Geoff Pook, Jess Boulton, Ruth Bullock, Grant Cueto, Wendy Dodd, Nette Hamnett, Norah Jagers

In attendance: Kayleigh Westlake (Events Coordinator), Annie Dallaway (Parish Clerk)

1. Chairman & meeting structure

Cllr Clinch was confirmed as Chairman of the Community & Tourism committee. The committee will meet bi-monthly with informal working groups convened by Kayleigh as necessary.

2. Apologies for absence

Alex Adkin, Wendy Cummins, Jo Fox, Fiona Hodder, Graham Hughes, Henry Jagers, Tracy Kenworthy, Lorraine Kingsley, Richard Scott, Jackie Tite, Woozie

3. Members to declare any interests in agenda items in accordance with the adopted code of conduct – there were none declared

4. Approval of minutes of 24 November 2021 – approved

5. Events

5.1 Bookings/T&C – to receive an update re process and bookings received

The fee structure in the events application form has been updated to reflect the 5% increase as agreed by the Parish Council. The Terms & Conditions have also been updated.

The following applications have been received:

- VW Buggy rally, Jubilee 21 May
- RNLI Duck Race, Jubilee 2/3 July

There was a lack of clarity regarding the requirement for a Temporary Event Notice.

ACTION: KAYLEIGH TO CONTACT EDDC EVENTS OFFICER TO CLARIFY LICENSING REQUIREMENTS

Other enquiries have been received including a proposal for a regular Cocktail Spritz Bar on the Jubilee, June-August. The committee suggested that a fixed fee might be appropriate for this seasonal booking with an agreed % of sales rather than a set pitch fee for each occasion.

ACTION: KAYLEIGH TO FOLLOW UP ENQUIRY

5.2 Promotion of land assets for hire/bulk licence – to discuss strategy

In previous years, EDDC has granted permission for BPC to **organise events on the Jubilee and Charlie's Yard** and to take the event fee. Cllr Pook will confirm this on-going arrangement.

ACTION: CLLR POOK

During Covid, a bulk licence was arranged for the Jubilee to enable local businesses to trade outdoors. The committee agreed that a bulk licence would not be needed for this season.

The events pages on the **Beer Village website** need updating in order to more effectively promote the Jubilee and Charlie's Yard as available for hire. There was a lack of clarity regarding who the web editors currently are and a suggestion that this should be a paid role. It was noted that Jo Fox was doing an amazing job with social media.

ACTION: ANNIE WILL LIAISE WITH HELEN FOLLETT AND THE WEB HOST COMPANY TO UPDATE THE WEBSITE

ACTION: KAYLEIGH WILL REVIEW THE DRONE PICTURES FOR SUITABILITY TO DISPLAY ON THE WEBSITE

5.3 Forward Plan 2022/23 – to propose draft plan of key events & resources

The Clerk suggested that it would be useful for the Parish Council to agree a forward plan of events for 2022/23. The Clerk highlighted that the Event Coordinator has limited hours per week and that it is important to ensure that planned events are manageable within council resources.

5.4 Mariners' Hall bookings secretary – to receive an update

Kayleigh is now managing the bookings for the Mariners' Hall.

6. Village map – to discuss format/size/print run & process

The latest village map/leaflet was produced in 2021 by Kf Marketing at no cost to the council.

ACTION: ANNIE WILL CONTACT Kf MARKETING TO CLARIFY WHETHER A 2022 VERSION OF THE MAP WILL BE PRODUCED AND TO ESTABLISH WHO HAS COPYRIGHT OF THE MAP

The committee is keen to refresh the village leaflet in the future and to explore putting the map on the website and introducing QR codes.

ACTION: ANNIE WILL EXPLORE IDEAS WITH THE WEB HOST COMPANY AND ALSO ENSURE THE CONTACT FORM ON THE WEBSITE IS WORKING

7. Merchandise – to receive an update re existing stock & outlets. To consider new lines

Kayleigh monitors all remaining stock (branded mugs, tea towels and water bottles) and local outlets. The committee agreed not to pursue any additional new lines but could consider one-off items related to a specific event. There will be a table of water bottles for sale as souvenirs at the Grizzly event.

8. Queen's Platinum Jubilee celebrations – to receive an update re planned events and the role of the Event Coordinator

A local community group has applied for a grant to the Arts Council 'Let's Create Jubilee Fund' to organise a series of art workshops in May and June.

The village is planning to produce bunting, a flower show, bell ringing, events in the Mariners' Hall and a beacon. Peco will be holding a steam gala. Kayleigh will be involved in the organisation of events alongside other community representatives.

9. Hemingway Vision for public space – to receive an update re plans for public consultation

Cllr Pook presented the Hemingway draft survey based on proposals in the Vision Document. The committee reviewed the questions and suggested the following additional questions:

Memorial Playground

- Move memorial statue to a more suitable site?
- Re-position Capstan on same site?
- Which pieces of playground equipment are important? (list)

Toilets (refer as accessible rather than disabled)

- Incorporate retail unit? (separate question)

Charlie's Yard

- Include option of provision of power for use by pop-ups?

Once the survey is approved, Hemingway will provide a link for the council to disseminate as widely as possible amongst the business and local community and visitors. Hemingway will analyse the data and reassess the original Vision Document accordingly. Further to this, Hemingway will visit Beer during the Easter holidays to provide an on-site consultation day and the results of this will feed into the final Vision Document which will ultimately be presented to the village for approval.

The committee noted that the proposals in the Vision Document are not specifically tied to the asset transfer but are general aspirations for the development of village assets.

10. Open Forum

The Regatta committee has asked if they can borrow the gazebos and tables during Regatta week. The council stipulates that the gazebos must always be erected by a person nominated by the council who may charge a fee. This fee alone would be passed on to the Regatta committee and an understanding to make good any damage.

11. Dates of 2022 meetings:

4 May

6 July

7 September

2 November

The meeting closed at 9.05pm

