

MEETING OF TOWN TEAM COMMITTEE
22nd November 2013 at 5.30pm

At the Town Hall, Ivybridge

Present: Gary Streeter, District Cllrs Saltern and Barber, Town Cllr Mrs Silsbury, County Cllr Croad, Steve Hitch, Amanda Pellatt, Richard Peachey, Steven Vincent and Joanne Parr

In attendance – Lesley Hughes (Town Clerk, Ivybridge Town Council) and Richard Pillar (Pillar Land Securities Ltd)

1. Apologies were received Cllr Mrs Karen Pringle, Caroline Hodgson, Jack Sutcliffe, Margaret Punchard and James Doxford.

2. Declaration of interests and permitted dispensations

No new declarations were made in addition to those approved at the meeting on 28th September.

3. Notes of the meeting held on 4th October were considered (previously circulated).

The minutes were then approved and signed by the Chairman.

4. Stowford Mill – Richard Pillar of Pillar Land Securities was welcomed to the meeting and invited to outline his role in relation to Stowford Mill.

Richard Pillar confirmed that he was the lead developer for Stowford Mill and gave the background to him becoming involved in this tricky but exciting site. It had huge potential but it was vital to have enough equity to purchase and develop the site – he was pleased to confirm that this was in place. He was keen not to over promise and ensure it was deliverable. Meetings with the South Hams District planners were underway and some initial thoughts were outlined. He concluded by promising to return to a future meeting once the surveys had been completed and the ideas were further advanced. He was thanked for attending and left the meeting.

5. Feedback from wider Town team meeting on 25th October (notes and information previously circulated). Steve Hitch commented on the Leisure Centre proposals as previously circulated to Town Team members which had been amended to include a sports hall following the feedback from the exhibition in the Library. Although sports halls didn't make much money the plans had been reconfigured. It was understood from Tone Leisure that they had a good meeting with South Hams District Council but obviously any new plans for the site were not going to happen soon. Gary Streeter offered his support and hoped that the Leisure Centre proposals would happen.

6. Marketing, branding and logos – Cllr Barber expressed the hope that this topic could be considered another day. He then provided a destination marketing presentation based on attendance at the Action for Towns event at The Watermark. In respect of branding the town Richard Peachey felt that it was still evolving and it was hard to pin down a brand which would be relevant in perpetuity.

Gary Streeter confirmed that after Christmas the survey of businesses would commence so that between Christmas and Easter we could see what the Ivybridge brand could be. Elizabeth indicated that she already had the details of 25 names from Fore Street and obviously Levanter would have those for Glanvilles Mill.

Roger Croad advised that the TV programme Inside Out was featuring town centres – 12% vacancies nationally/Devon, Totnes for example was 4.8%.

Steven Vincent referred to his attendance at the event and felt that we weren't necessarily trying to encourage tourists/visitors from outside the town – we had to be clear about who we were trying to reach. The challenge was to understand why, with people having limited leisure time, they should spend it in Ivybridge. It was asked if Plymouth University (because of their involvement with Stowford Mill) might be able to be involved with helping on the marketing.

The January meeting would have marketing/branding as an agenda item.

7. TESCO 106 money – Cllr Mike Saltern explained that SHDC had to retain the money but it would be ringfenced to be under the control of Ivybridge Town Council acting on behalf of the Town Team. The Town Clerk would need to present one side of A4 as business plan to SHDC.

After the Christmas Parking initiative about £18,000 would remain available to spend as outlined to the September meeting and the case would be supported by the Town Team plan for the town.

In respect of advertising the free parking at Christmas Cllr Saltern advised that an advert was in the Ivybridge magazine and there were free posters. It had been suggested to him that advertising on Palm FM at £350 could be an option – would businesses want to support that? Experience of business members at the meeting was that radio didn't prove to be very successful.

8. Glanvilles Mill, Fore Street and Business update – no specific items to raise. Countrymans Choice had closed but it was now under new management and had reopened.

9. Walkers are Welcome – Amanda Pellatt updated the meeting and stated that she had not yet done a hard sell but had already obtained 300 of the 600 signatures required. It was all very positive. Access to the Moor keeps being raised as it is a steep, gravelly track from the town at the start of the Two Moors Way. The few accommodation providers in the town were not being as helpful as they could be, but in due course a launch event for the Walkers are Welcome status would be held.

10. Christmas Festivities – the Town Clerk circulated the leaflets for the Christmas Festivities the following Friday which outlined the activities taking place.

Date of next Committee meeting – Friday 10th January at 6pm

Signed.....
Chairman

Date.....