

**MEETING OF TOWN TEAM COMMITTEE**  
**10<sup>th</sup> January 2014 at 6pm**

**At the Town Hall, Ivybridge**

Present: Gary Streeter (in the Chair), District Cllrs Saltern and Barber, Town Cllrs Mrs Pringle and Mrs Silsbury, Steve Hitch, Caroline Hodgson, Jack Sutcliffe, Margaret Punchard, Amanda Pellatt, Richard Peachey, Steven Vincent and Joanne Parr

In attendance – Lesley Hughes (Town Clerk, Ivybridge Town Council) and John Coates (Tone Leisure)

1. Apologies were received Cllr Roger Croad and James Doxford.
2. Declaration of interests and permitted dispensations  
No new declarations were made in addition to those approved at the meeting on 28<sup>th</sup> September 2013.
3. Notes of the meeting held on 22<sup>nd</sup> November were considered (previously circulated).  
The minutes were then approved and signed by the Chairman.
4. Marketing/Branding and logos
  - Cllr Saltern confirmed that £10,000 was earmarked as part of the TESCO 106 money for the purpose of marketing and the description had been kept purposely vague to allow for flexibility
  - Website funding was anticipated as coming from the Portas Pilot money
  - Cllr Pringle asked how work could proceed now when Stowford Mill development, which was going to hugely influence the perception of the town, has not yet commenced
  - Steven Vincent believed there needed to be an exercise where 3 or 4 concepts were selected. The cost was getting the branding out and the message of what the town could offer
  - Cllr Barber questioned who was the target – if Ivybridge people then needed to connect with them, not have a logo. The second market was people outside the town – do it professionally or not at all
  - “Brainstorming” proposed for next open meeting
  - Get initial ideas from Plymouth University as they were involved with the Stowford Mill project

**Action:** LH to follow up with Plymouth University to see if they could assist with ideas on marketing/branding

GS to see if marketing dept reps from Plymouth University could attend the next meeting.

CH and SV to discuss how to promote and advertise the work of the Town Team to a wider audience to engage more people and explaining the

different roles that people play. CH wished to ensure that people understood how the Town Team, Ivybridge Town Council, Neighbourhood Planning Group all work together. She would aim to do a summary in the magazine.

- Steve Hitch asked how would the University be able to assist as there needs to be a knowledge of the town before it can be marketed. It seemed like a lot of effort to promote something which hasn't changed.
- Steven Vincent felt that there was a lot of information but the Town needed to be properly promoted
- Could Ivybridge Community College assist?
- Amanda Pellatt expressed the view that we were always asking people for comments and we had to offer something for them to discuss.
- John Coates advised that Tone Leisure had used Marjons in the past and perhaps they would be an option.

5. Business email list and contacts (item 1 of Town Team plan refers)

Gary Streeter advised that he and Elizabeth Silsbury were putting the list together to contact all businesses – Elizabeth had most of the Fore Street businesses and Jack Sutcliffe would forward on details for Glanvilles Mill businesses.

Richard Peachey advised that not all business would want to be involved.

**Action** – Gary Streeter to send out email to advise that there would be consultations with businesses so that they could be involved in discussions.

6. TESCO 106 money

Cllr Mike Saltern talked through the proposals for use of the remaining 106 money and the adjustments he had proposed to the short business case prepared by the Town Clerk.

In response to information on the car parking at Christmas, MS advised that there had been a 22% increase on last year. It wasn't clear if this had been reflected in business takings – mixed. MS was getting a breakdown of all the days. Margaret Punchard advised that for her Christmas Eve had been very busy

Cllr Barber asked how any scheme would be funded in future?

The idea was put forward that users could pay more during the year for parking in exchange for free parking at Christmas but MS said it was up to the Town Council to consider this and put ideas forward.

Businesses could be invited to a meeting to discuss charges. More data on usage of the car parks was needed.

**Action** – the business case for the remaining 106 money be submitted to SHDC.

7. Leisure Centre area – update on stakeholder meetings

John Coates welcomed the meeting held between Tone and SHDC which was excellent. SHDC has been supportive of ideas but the review was nowhere near reaching a conclusion. Obviously Tone would prefer to have the decisions made asap but the contract had two years remaining. Steve Hitch added that it would be good to maintain the momentum but he didn't know the aspirations of others. Needed to find out what the police were going to do in terms of their site. Jack Sutcliffe advised he was being chased by a possible occupier for the Leisure Centre site and he would forward info onto SHDC.

**Action** – Cllr Saltern offered to follow up the situation about the police station as a member of the Scrutiny panel.

*(Richard Peachey left the meeting at this point)*

8. Walkers are Welcome – Amanda Pellatt

Amanda handed out forms for everyone to get 10 signatures. A Steering group was needed and an annual report, along with evidence of continued support. There was a list of requirements that had to be met and Amanda was working through them.

Amanda suggested launching the designation in tandem with John Jones and the Reluctant Ramblers who were appearing at The Watermark on 30<sup>th</sup> May and walked from one gig to another, and would arrive via the Two Moors Way. They tended to bring celebrities with them. It was agreed that Amanda would do an article for the Ivybridge Magazine. She also advised that she was doing her Walk Group Leader assessment this year and would therefore be a qualified guide.

9.. Glanvilles Mill, Fore Street and Business update

Jack Sutcliffe referred to discussions he had with tenants earlier in the day. It had been a tough December. Levanter experience was that stores nearer to London were doing better, not the case in Ivybridge. He felt that the critical list was getting bigger not smaller. Shareholders took no money from the scheme last year. The managing and letting agents would be changed in February.

He queried the situation with Endsleigh, which wasn't a Garden Centre and also TESCO wasn't just a foodstore. They both benefited from the ease of parking right next to the stores. How could trade be captured from Endsleigh or how could some benefit be gained from working with Endsleigh and TESCO?

10. Events

Steven Vincent questioned the role of the Town Team – does it want to initiate events. Need a website and links for events with a list of what is happening this year. (Mention was made of Martin Coard's Ivybridge business website)

Amanda commented on the Arts Festival and the time it takes to organise such an activity – around two days per week over a year in advance. It needed someone to own and organise it and perhaps Creative Connections would be able to fulfil that role. The Watermark did an event in 2013 but did not have the time to organise it again.

Resource issue – time and money. Bridge Ceremony as an example was low key. Cllr Saltern advised that the Rotary were getting involved and intending to extend it to include a beating of the bounds.

It was possible that the Stowford Mill project may have an element of 106 funding, or the developers themselves may be prepared to offer 3 years of funding towards a co-ordinator, but there would be other priorities like affordable housing, education and open space.

11. Creative Connections

Amanda Pellatt advised that for many years there had been a gap in the town in terms of arts workshops. Been looking for something and now a group of artists had joined forces to form a social enterprise. Unit 9 in Glanvilles Mill would be the location and upstairs the archive material from Stowford Mill would be based whilst it was sorted. Exchange of skills – educational and inclusive arts for all.

Margaret Punchard confirmed that workshops for all, including some from herself on knitting plus spinning workshops. It offered links to schools and showcasing community arts.

In the long term it had to be sustainable.

12. Wider Town Team meeting

Cllr Barber expressed the view that 22<sup>nd</sup> April 2014 was an unsuitable date as the school holidays would mean that families were away from the area.

13. Date of next Committee meeting – Friday 4<sup>th</sup> April at 5.30pm

Signed.....

Chairman

Date.....