



**BIDEFORD TOWN COUNCIL**

**Minutes of the Tourism Committee Meeting  
held in the Council Chamber, Town Hall**

**Tuesday 6<sup>th</sup> August 2024 at 6.00 pm**

<b>PRESENT:</b>	East Ward:	Councillor Mrs J Gubb
	South Ward:	Councillor Ms R Clarke (Town Mayor)
	North Ward:	Councillor D Bushby Councillor J Gordon Councillor K Hind
	West Ward:	Councillor P Lawrence Councillor C Hawkins
<b>IN ATTENDANCE:</b>		Mrs L Dixon-Chatfield, Town Clerk's Asst

017 **TO RECEIVE APOLOGIES AND REASONS FOR ABSENCE**

None.

018 **TO RECEIVE DECLARATIONS OF INTEREST ON ITEMS ON THE AGENDA**

There were no declarations of interest received at this point in the meeting.

019 **PUBLIC PARTICIPATION SESSION**

There were no members of the public in attendance.

020 **MINUTES**

Proposed by Councillor P Lawrence and seconded by Councillor Ms R Clarke, the minutes of the meeting held on 25<sup>th</sup> June 2024 were approved and signed as a correct record.

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

021 **TO DE-BRIEF ON BIDEFORD'S GOT TALENT.**

The Chairman drew member's attention to the Financial Analysis (which forms part of these minutes) and they discussed the figures. They had also received a de-brief sheet with items to be discussed for next year's event. From this they concluded:

- More improvement is required on the backdrop ie the panels providing the "corridor" for contestants to enter the stage. Some sort of covering is required to make it look less industrial.
- They agreed that big generic banners are needed for outside the Pannier Market, not necessarily just for this event but designed so that they show an event is on in the Pannier Market Hall that has been organised by this Council. There needs to be a blank space that can have the event and date added.
- They agreed that an adjustment with the lighting is necessary, whilst it was an improvement on last year, more "fine-tuning" was needed. Councillor Lawrence suggested that Mr Clark from Up Close Theatre would be a good person to assist as he has extensive experience in stage lighting.
- Members discussed the age categories which this year were 13 years and
- under, 14 years and over. They agreed to keep them as they are for next year.
- Members did not see the need for skirting around the stage but were interested in looking at the costings of purchasing a modular stage, for this and other events in the Pannier Market.

Members were very pleased with how the event had run and had received positive feedback. They all agreed, however, that whoever is invited in to run the bar will need to be asked for a donation to the event. Councillor Bushby made a suggestion of the Council running its own bar.

The Chairman pointed out that the allocated budget had been £3,500 and that there had been a clear underspend. All members agreed and discussed the allocation of funds for providing entertainment for the Town.

The Clerk notified members that she had sent out seven letters to larger businesses to request a donation for sponsorship; she had received two donations. The Chairman pointed out that perhaps the timing was wrong and that the letters need to go out earlier as businesses do receive requests for other Town events.

Councillor Hind and Councillor Ms Clarke both wished to formally recognise that the event was very well organised and came under budget. They congratulated the organising team.

022

**TO UPDATE ON CHUDLEIGH PICNIC.**

The Chairman reminded members that the event date is Sunday 1<sup>st</sup> September from 12.30pm until 4.30pm. She requested that as many members as possible help in setting up. This would be from 10.30am.

The Clerk gave a brief history on how the event was started (to celebrate 100 years of the Chudleigh Memorial) and Councillor Bushby added that this was an event essentially for East the Water residents, although not exclusively.

The Clerk advised that the portaloos were booked and would arrive on the Friday, the Rangers would secure them into the same positions as before and they would be collected on the Monday. The Rangers would also provide wheelie bins which would be labelled for rubbish/recycling as necessary.

Booked are:

- North Devon Hog Roast
- Hockings Ice Cream van
- Splat the Rat
- Bideford Youth Pipe Band
- Swiss Miss Bakes
- Burton Activity
- Up Close radio providing background music and PA

The Clerk would make sure there were vouchers for the ice creams and would arrange for flyers to be delivered to the immediate neighbourhood outlining that there would be activity in the Chudleigh Fort park area.

Members discussed a “wet weather contingency” and asked the Clerk to contact ND Hog Roast (as this is the highest expense of the event) to find out more.

The Chairman concluded that the event is a really nice, relaxed afternoon and looked forward to seeing her fellow members there.

## 023 **TO DISCUSS IDEAS FOR VE DAY 80 BEACON LIGHTING (8<sup>TH</sup> MAY 2025).**

Members noted the ideas already put forward from the previous meeting and the Chairman called upon them for further ideas or expansion of those put forward.

The Clerk gave a very brief explanation of the Beacon Lightings (historically) for the benefit of a “new to Tourism Committee” member.

The Chairman pointed out that she personally favoured using the Pollyfield Centre again as they have all the facilities and are a big space. She added, that with more improvements being made to the Centre, it could be an even better venue next year.

Members discussed an idea to hold the event in the Pannier Market and light the Beacon on one end or the other of Longbridge, but logistically this could be very difficult, if indeed possible with permissions required from Highways.

Councillor Bushby noted the idea of using the Pannier Market and added that this was a good space that would be of no cost. He also noted that the Pollyfield Centre had done an excellent job for D-Day 80, so either venue would be good. There was as much to see of the Beacon itself from Pollyfield as from the Pannier Market. It was more about facilities. The Pannier Market would require a lot of organising which could fall flat on its face whereas the Pollyfield Centre is less work and easy to organise.

Members asked if it would be possible that the Pollyfield Centre would let the Council have the space for no charge at all. For D-Day there had been some charges. The Chairman said they could be approached.

They also considered making up banners ready for the event.

The Chairman suggested that a decision is made at the next meeting as time would soon start slipping away.

#### 024 **TO DISCUSS IDEAS FOR OTHER EVENTS**

The Chairman invited members to put forward ideas:

- A Tractor Run (Councillors Gordon & Bushby)
- Jigsaw Puzzle Day/Event – (Councillor Lawrence)
- Cream Tea Festival
- Toy Fair
- Railway Festival & Model Train Event (Councillors Bushby & Hind)

#### 025 **SET DATES FOR BIDEFORD FAIR, BIDEFORD'S GOT TALENT AND CHUDLEIGH PICNIC FOR 2025**

The Chairman requested that the dates be set for the Tourism Committee led events. The Clerk explained that the Mayor's Parade had already been agreed to be integrated into Bideford Fair in 2025 – on 7<sup>th</sup> June.

Members set the dates as follows:

##### **Bideford Fair/Mayor's Parade – Saturday 7<sup>th</sup> June 2025**

The Clerk has pencilled in this date with Torridge District Council and will contact them to confirm.

Members agreed that SWEMS be invited to organise the Bideford Fair side of the event as previously done.

##### **Bideford's Got Talent**

Members agreed that Auditions would take place on Friday 18<sup>th</sup> July 2025 with the Finals on Friday 25<sup>th</sup> July. They further agreed that SWEMS be invited to organise the event.

##### **Chudleigh Picnic**

Members agreed Sunday 31<sup>st</sup> August 2025.

#### 026 **DISCUSS DESIGN FOR PORT MEMORIAL DECORATIVE BED 2025**

Members felt that the theme of VE-80 should be the design for the Port Memorial Bed. The Clerk showed them the basic logo and they agreed to work on that as the flower bed with a backboard with a similar message to the D-Day-80 design, using the information in the Beacon Lighting guide from the Pageant Master.

The Clerk agreed to get costings.

027 **DISCUSS SUPPORTING THE PROVISION OF PRIZES FOR A TOWN CHRISTMAS EVENT**

The Chairman asked the Clerk to explain, who briefed members on the Town Christmas Event on 14<sup>th</sup> December involving the Town Centre and the Pannier Market with a Food Festival in the Market Hall, street entertainment in the Town Centre and involvement of the Traders. Main details are yet to be confirmed but the Town Clerk had requested that this Committee discuss the provision of prizes for a Christmas Window Display competition.

Members unanimously felt that this type of competition is already covered with trophies that are awarded at the Mayor’s Introduction each year and that it would be a duplication. They therefore felt that this Council could not support the provision of prizes for a trader’s event.

Proposed by: Councillor Bushby and seconded by Councillor Lawrence, and

**RECOMMENDED: That the event is not financially supported by this Council.**

(Vote: For: 7, Against: 0)

028 **DATE OF THE NEXT MEETING**

The Chairman informed members that the next meeting would be Tuesday 17<sup>th</sup> September 2024 at 6.00pm.

The business of the meeting having been completed, the Chairman thanked the members for their attendance, and the meeting concluded at 7.25 pm.

Signature of Town Mayor: .....Date: .....

Signature of Chairman: .....Date: .....



## Bideford's Got Talent Financial Analysis

## Agenda Item 5

	Actual	Budget	Variance	Explanation
<b>Income</b>				
Cash	455.00	500.00	45.00	
Credit Card	49.13	-	(49.13)	
<b>Total Income</b>	<b>504.13</b>	<b>500.00</b>	<b>(4.13)</b>	
<b>Revenue Expenditure</b>				
Indirect Labour	337.50	-	(337.50)	
Direct Labour	675.00	-	(675.00)	
Sound and Lighting	350.00	-	(350.00)	
Security	204.00	-	(204.00)	
Prizes	350.00	-	(350.00)	
SWEMS	697.62	-	(697.62)	
Stage	75.00	-	(75.00)	
General	-	3,500.00	3,500.00	
<b>Total Income</b>	<b>2,689.12</b>	<b>3,500.00</b>	<b>3,425.00</b>	
<b>Profit / (Loss)</b>	<b>(2,184.99)</b>	<b>(3,000.00)</b>	<b>(815.01)</b>	

### Notes:-

Set up worked better for:

- Changing rooms
- Stage
- Judges table, sound & light, broadcast siting
- No access to Butcher's Row
- Bar

Items to discuss for next year:

- Increase footfall via improved marketing
- More improvement on the backdrop ie the panels
- Skirting for bottom of the stage – banner style BGT or BTC or plain
- Re-visit age category
- Big banners to go outside the Pannier Market building – banners that can have the dates changed on them.
- S&L would like to work on the lighting
- Push for More Contactless Payment -Cheaper easier and more secure.