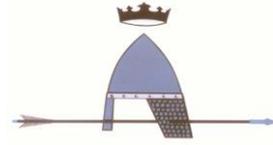




Battle Town Council



MINUTES of the EXTERNAL RELATIONS AND TOWN DEVELOPMENT COMMITTEE held on TUESDAY, 1 DECEMBER 2015 at The Almonry, High Street, Battle at 7.30pm

Present: Cllrs A Ratcliffe (Chairman), G Favell, P Fisher, D Furness and A Russell

In attendance: Andy Beams (Town Clerk)

- 1. Apologies for absence** – received from Cllr M Kiloh. Cllr M Palmer was absent. Cllr Furness had sent apologies for anticipated late arrival.
- 2. Disclosure of interest** – None.
- 3. To approve and sign the minutes of the previous meeting held on 6 October 2015.** These were duly signed by Cllr Ratcliffe.

4. Matters arising from the previous meetings

Cllr Ratcliffe and the Town Clerk updated Members on the progress of the tourist information point, which was now located in the porch of the Almonry. Now the porch had been repaired and repainted, a free standing wooden leaflet rack would be provided by Brochure Connect, and this is expected to be in place before Christmas. Cllr Favell requested the Town Clerk inform Cllr Howell of the situation, as she is currently working on a fingerpost project for the Environment Committee. The Town Clerk confirmed the only other outstanding matter was the provision of the fluorescent jackets with the Council name and logo for the groundsmen.

5. Social Media

The Town Clerk demonstrated the website for Members, and explained the additions made over the last few weeks, including an archive section of the last three years minutes from meetings. Access issues had all been resolved, and the site came up top of the list on search engines. The Town Clerk also demonstrated the new Twitter account which had begun to attract followers. The previous account was still in place, and could not be closed as all the access information had previously been given to a former councillor.

RESOLVED: Members acknowledged the improved site, and asked the Town Clerk to contact all committee chairmen to ask them to regularly check their pages and provide any relevant updated information to the Town Clerk for adding to the site.

Cllr Furness arrived at 7.50pm

6. Anniversary Logo

Cllr Ratcliffe reminded Members of the decision at Full Council to approve the logo and to consider registering its ownership and future licensing, subject to checking costs and the process. Cllr Ratcliffe also pointed out some issues with the logo which had arisen since the Full Council meeting and had been identified via the marketing groups, including the unsuitability of the text colour and the shape of the logo.

The Town Clerk had investigated the cost of registering the logo and found this to be £220 and the process would take up to four months, subject to their being no other problems. The Town Clerk also reiterated the perceived difficulty with future management and licensing of the logo due to lack of capacity in the office.

RESOLVED: Members agreed that while the Council would be happy for the logo to be used, and supported those who chose to use it, the registration and licensing of the logo was not

Battle Town Council

necessary. A recommendation would be made to Full Council that following further research into the matter, the logo would not be owned and registered with the Town Council until a business plan is in place and the logo trialled for 2016.

7. Concorde 1066

Members had received a report form Concorde 1066 seeking support for a grant application to RDC. They were looking for both the Town Council's written support and potential match funding up to £500.

RESOLVED: Members supported the application to RDC, but agreed that the match funding request would need to be assessed as a grant application to the Town Council. The Town Clerk informed Members that he was aware of at least two similar requests which would be made, requiring the same support. At the next F & GP committee meeting in January an assessment of the remaining grant budget would be made, and all grant requests would be considered at this time.

8. Defibrillators

The Town Clerk had circulated in advance of the meeting the findings of research on types of defibrillator. Based on these findings, the recommended unit was the Heartsine Samaritan PAD 500P, which was recommended by SECAMB. Members discussed various potential locations in Battle and Netherfield for this unit and any future ones.

RESOLVED: Members agreed to purchase one unit and to place at, or near, Battle Memorial Hall. Members agreed priority for the next unit the Council was able to purchase would be for Netherfield and planned to add additional units over the next few years.

9. Marketing Groups

Cllr Ratcliffe reported on a recent meeting of the Battle Marketing Group, where discussions had taken place about a Geotourist app being developed. The Marketing Group were attempting to get funding, and both the existing Battle Trail and the Arts Trail under development could be included on the app. An estimated ten thousand people had attended the bonfire event, with £3,600 collected in donations, a drop of £200 on the previous year. Next year's bonfire event will be held on 5th November. The Town Council have been invited to have a representative at a meeting between English Heritage and the coach companies in January to attempt to encourage tourists to spend more time and money in Battle.

Cllr Ratcliffe is due to attend the 1066 Executive Board meeting on 8th December. He showed Members the new logo which had been developed.

10. Better Battle

Cllr Ratcliffe informed Members of an idea in an attempt to get all the local organisations and traders working together in a more productive way. The Town Council could provide a forum for representatives from the different parties to meet and discuss ideas of mutual benefit.

RESOLVED: Members supported the idea and Cllr Ratcliffe agreed to work on a proposal for an initial meeting in the new year.

11. 950th Anniversary

The Town Clerk had prepared and circulated a draft diary of events, with the plan for it to be published on the website from January onwards. It is anticipated it will encourage those who see it to inform the Council of any other events not included, and would provide a comprehensive source of information. Cllr Ratcliffe agreed to send to the Town Clerk a list of other English Heritage events to add to the diary.

Battle Town Council

RESOLVED: Members agreed for the diary to go on the website from January, and to be regularly updated.

12. Economic Impact of Tourism in 1066 Country 2014

Members had received the report in advance of the meeting. Cllr Ratcliffe felt it provided useful information for traders and Members noted the content of the report.

13. Action Plan

Cllr Ratcliffe ran through an update on the action plan. Reference to maintenance on the Abbey Green was to be removed, as this was the responsibility of the Environment committee. Members also agreed to reduce the number of newsletters per year to three, and that in future the Town Council representative on the Chamber of Commerce should be a member of the External Relations & Town Development Committee.

13. Budget Report

Members noted the report.

14. Matters for information and future agenda items

Cllr Favell reminded Members of the need to appoint someone as the co-ordinator of the Resilience Plan.

Cllr Furness suggested hanging signs from the lamp posts in the High Street to advertise future events, as happens in other local towns. It was pointed out that the lamp posts in the High Street belong to ESCC, so permission would need to be gained from them.

14. Date of next meeting: 2 February 2016

There being no further business, the meeting closed at 8.45pm

CLLR A RATCLIFFE
Chairman

