

BEARSTED PARISH COUNCIL

Minutes of the Parish Council meeting the Communications and Community Committee of Bearsted Parish Council held at KGV Memorial Hall, Bearsted on Wednesday 28 June 2017 at 7.30pm

Present: Cllr Richard Ash
Ms Barbara Dunford
Cllr Fiona Redman (Acting Chair)
Cllr Tony Ryan

Also in attendance were the Clerk Mrs Sarah Lewis, and Ms Annette LeBreton (Farmers Market Manager).

REPORTS FROM MEMBERS OF THE PUBLIC

There were no reports.

1. **Election of Vice Chair**
Cllr Tony Ryan agreed to take the position temporarily until the committee was up to full numbers and able to elect the position properly.
2. **Apologies and absence**
Apologies were received and accepted from Cllr Dan Conner (work commitments), Cllr Paul Young (family commitments) and Cllr Jonathan Askin (health matters).
3. **Declaration of Interests, Dispensations, Predetermination or Lobbying**
There were no such declarations.
4. **Minutes of the last Communications & Community committee meeting.**
The minutes of the previous meeting dated Wednesday 24th May, 2017 were agreed as a true record and duly signed.
5. **To consider any issues arising from the last minutes.**
There were no issues.
6. **Events**
Farmers Market:
MS Dunford reported to the committee that she had surveyed some of the stall holders following the departure of a few market traders for other Sunday markets. It was highlighted that although there are many other Sunday markets locally, few are held on Saturdays. Current and previous stall holders were asked for their opinions on expanding the market and increasing footfall, and a positive response was given to holding the market on Saturdays. A loyalty discount was also highlighted as a desirable incentive by some stall holders. The possibility of 'themes' for the market to coincide with Valentines, Easter, Mother's Day etc was put forward for further consideration.
A conversation ensued regarding the Cricket and Football seasons and safety on the green with a market operating at the same time. It was suggested that stalls could be positioned a safe distance away from the activities facing away from the green with the pitch back to the green. It was highlighted that the stalls would gain increased footfall from spectators to the sports.

The opening hours were discussed and it was unanimously agreed that the market should run on the 4th Saturday of each month (apart from where the few events such as the Fayre/Carnival or the Christmas Market clash), to commence from September 2017, and the hours are to be 10am – 2.30pm. Pitch fees will be £15 for non-powered stalls, and £30 for powered and volume stalls. As a loyalty incentive, stall holders will be offered the opportunity to pay for 3 months in advance, and receive month 4 pitch free of charge.

Cllr O'Sullivan will be asked to perform a risk assessment to assess the best stall positions.

ACTION: CLERK

As a gesture of goodwill the council will approach the Bearsted and Thurnham Womens Institute who also hold a Saturday Market at the WI Hall, with the offer to advertise their sale in conjunction with the Market on the Green and offer a pitch free of charge should they wish to use it to sell any excess produce following their sale.

ACTION: DC/FR

Query will be raised with Bearsted Football club as to the precise location on the Green that they use on Saturdays.

ACTION: TR

A brief will be drawn up for current stallholders explaining the change and the reasons behind it. July's pitch fees will be waived.

ACTION: AL/DC

Cllr Fiona Redman will look at the possibilities of changing the Christmas Market date to the first Saturday in December.

ACTION: FR

The new market dates will be advertised via social media platforms and in the Downs Mail. New banners will be ordered and a flyer for the market will be created.

ACTION: BD

Key performance indicators were discussed, and following a 6 month period, the committee hope to have secured at least 25 key stallholders, and will produce a satisfaction survey for both stallholders and the public. An analysis will also be carried out at such time to gauge to the financial success of the market.

KFMA terms and conditions:

Ms LeBreton confirmed that there would be no implications in changing the market to a non-traditional farmers market.

Development of new stall holder criteria:

Ms LeBreton will draw up the criteria with emphasis on local artisan produce, together with Terms and Conditions, the booking form and payment options.

ACTION: AL

Market on morning of Music on the Green event:

It was agreed that the market would go ahead on the morning of the event with non-power picnic type produce on the playground area. Stall prices will be £15 per pitch. This was unanimously agreed.

Possibility of use of toilets at the Cricket Club and Bearsted & Thurnham club:

After a brief discussion, it was agreed that the Cricket Club would be approached for the use of the pavilion toilets for stall holders.

ACTION: CLERK

Fireworks 2017

The fireworks event will be addressed at the next meeting.

Event for older generation.

There were no further updates.

Event for younger generation.

The committee agreed that the planning of this event was not progressing effectively and that it would be wise to postpone the event until the Spring. The Clerk will send notifications to the Bearsted Woodland Trust and those who had been approached to participate.

ACTION: CLERK

Christmas Fair

The Committee received an update on a recent meeting with the event planners. Details of an overall budget and timeline are due to be available for the July meeting.

ACTION: FR

7. **Community Matters**

Play scheme 2017

The Clerk gave a brief report on the recent risk assessment that was carried out at Roseacre School. Cllr Redman agreed to take on some of the admin action points to help with the Clerk's current workload.

ACTION: FR

Newsletter.

Cllr Ryan and Ms Dunford reported that the newsletter is due to be published in August.

Website

The Clerk informed the committee that all relevant statutory updates had been carried out, and that the website is currently being updated.

Premises License for the green

Ms Dunford reported that this matter is in hand. The Clerk will obtain the rateable value of The Green. It was unanimously agreed that the licence will cover the following hours: Weekends and Bank Holidays – 9am until 10pm, and normal weekdays (only for specific activities) 12pm until 10pm.

ACTION: CLERK

Market Trading Licence

This matter was deferred.

8. **To agree the committee Terms of Reference**

This was deferred. To be circulated prior to, and agreed at the July meeting.

ACTION: FR

9. **Downs Mail page**
The committee agreed that the upcoming events should be highlighted on the Bearsted Parish Council page and promotion of the relaunch of Market on the Green.

ACTION: CLERK
10. **Social Media Update**
Ms Dunford had kindly offered to assist with the Social Media platforms due to the Clerk's current workload.
11. **Matters for Information**
Correspondence: Correspondence from The WI had been covered previously at item 6.
Cllr Ash informed the committee that he will be standing down from the Communications and Community Committee following this meeting. He was thanked for his contribution.
12. **Future agenda items**
Fireworks event
Terms of Reference
13. **Date of next meeting**
The next meeting of the Communications and Community Committee will be held on 26th July 2017 at the KGV Hall at 7.30pm.

There being no further business to transact, the meeting ended at 9.40pm

Signed..... Date.....