



All members of the **Town Centre & Economic Development Committee** are hereby summoned to attend a meeting of the **Committee** to be held on **Thursday 6 September 2018 commencing at 7pm at Cullompton Town Hall**

*Judy Morris*

**Signed: Mrs Judy Morris, Town Clerk**  
**Date: 30 August 2018**

## **AGENDA**

**Members of the public are very welcome to attend this meeting.**

**Membership:** Councillors: Eileen Andrews, Jordann Barge, Daniel Barnes, James Buczkowski, Iain Emmett, Gordon Guest, Janet Johns, Liza Oxford-Booth and Martin Smith  
Dorothy Anderson (Cullompton Farmers Market)  
Naomi Lihou (Street Market)

**PUBLIC QUESTION TIME: 15 minutes is set aside at the beginning of the meeting to enable members of the public to bring issues relevant to the Committee to the attention of Councillors. Up to 3 minutes is allowed for each question.**

**It may not be possible to reply and the question may only be noted. The question will be recorded and a response sent within 10 working days.**

- 1. APOLOGIES:** To receive apologies for absence.
- 2. DECLARATIONS OF INTEREST:** Members are reminded of the requirement to declare an interest, including the type of interest, and reason for that interest, either at this stage of the meeting or as soon as they become aware of that interest.
- 3. PUBLIC QUESTION TIME:** To receive questions from members of the public present at the meeting.
- 4. MINUTES:** To approve the minutes of the previous meeting held on 2 August 2018 (Appendix A).

5. **RESOLUTIONS:** To review actions from previous meeting (Appendix B).
6. **FINANCE:** To review Income & Expenditure account (Appendix C).
7. **MARKETS**
  - (i) Income and Expenditure report (Appendix D).
  - (ii) To receive update report for street market (Appendix E)
  - (iii) Evening Markets: to discuss a way forward.
  - (iv) To receive verbal update report for Farmers' Market (Dorothy Anderson).
  - (v) Promotion and advertising: To approve draft leaflet and consider any other actions.
  - (vi) Any other market matters.
8. **ST ANDREWS CAR PARK**
  - (i) To receive update with regard to management of the car park and agree any action required.
  - (ii) Parking of large vehicles: To agree way forward.
  - (iii) Parking barrier: To agree way forward.
  - (iv) Any other car park matters.
9. **TOWN CENTRE ENHANCEMENT AND REVITALISATION**
  - (i) Flag pole: To agree way forward.
  - (ii) Bus shelter, Lower Bullring: To agree way forward.
  - (iii) Mural: To agree way forward.
  - (iv) Rural Digital Access Points: To receive details and agree any action to be taken.
10. **CORRESPONDENCE:** Any correspondence received after the date of this agenda.
11. **DATE AND TIME OF NEXT MEETING:** Thursday 4 October 2018 at 7pm.

**In accordance with the Public Bodies (Admission to Meetings) Act 1960, members of the public and press are very welcome to attend the meeting. Members of the public will only be permitted to speak at the beginning of the meeting during Public Question Time.**



**Minutes of a meeting of the Town Centre and Economic Development Committee**  
held on  
**Thursday 2 August 2018 commencing at 7.00pm at Cullompton Town Hall**

**Present:** Cllr Jordann Barge (in the chair) and Cllr Iain Emmett, Cllr Janet Johns and Dorothy Anderson

Judy Morris: Clerk

1. **APOLOGIES received and accepted from** Cllrs: Eileen Andrews (personal), James Buczkowski (personal) and Liza Oxford-Booth (personal) and also Naomi Lihou (personal).
  2. **DECLARATIONS OF INTEREST:** None at this stage of the meeting.
  3. **PUBLIC QUESTION TIME:** None
  4. **MINUTES:** The minutes of the previous meeting held on 5 July 2018 were approved and signed as a correct record. Proposed Cllr Janet Johns, seconded Cllr Iain Emmett.
  5. **FINANCE: To review Income & Expenditure account:** Noted
  6. **CCTV: To receive update report:** The report was noted. CCTV coverage at the Exeter Hill end of the town should also include the area of the phone box and entrance to Reeds Place.
  7. **MARKETS**
    - (i) **Income and Expenditure report:** Noted
    - (ii) **Survey: To receive survey results:** The survey was undertaken by the Chairman, it was stressed that it was an informal survey, completed by 101 people which, it was felt, gives a good indication of market type preferences. Results were as follows:
      - Organic Market: 7%
      - Other (specified): 11%
      - Themed Market: 13%
      - Sunday Market: 30%
      - Night Market during the summer: 39%
- The suggestion of a night market was the most popular and it was thought that the Electric Nights market events in Tiverton work well. Suggestions for organising Evening Markets:
- Thursday evenings during the summer.

- Themed markets, if there is enough advertising people will attend.
- Around the world food event, food from different cultures.

Dorothy reported that the Farmers Market intend to build on the success of the 20<sup>th</sup> Birthday market that they organised in June and arrange something similar every year in June.

**RESOLVED:** That the idea of Evening Markets during the summer months is investigated further and placed on the agenda for further discussion at the next meeting.

- (iii) **To receive update report for street market:** Clerk reported that the indoor market has now closed. There were four stalls at the outdoor market this week. The Deputy Town Clerk is actively promoting the market and looking for new stallholders. The Chairman offered to provide the Clerk with the contact details of stallholders used by Exeter City Council.
- (iv) **To receive update report for Farmers' Market:** Still have a core of producers but would like a vegetable producer, footfall still a problem. Considering not holding markets in January and February, AGM will be held in September.
- (v) **Promotion and advertising: To discuss and agree any action required, including review of draft leaflet.** The draft leaflet was discussed and the following suggestions put forward:
  - Add photo of the High Street when an event is taking place.
  - Add details of Festivals, including Christmas Festival (last Saturday in November), Craft market in the Walronds second Saturday in each month.
  - Include map of car parks and markets.
  - High Street instead of Higher Bullring.

(vi) **Any other market matters.** None

## 8. ST ANDREWS CAR PARK

- (i) **To receive update with regard to management of the car park and agree any action required:** It has been noted that the "pay & display" machine is in the car park awaiting installation, signage not yet erected.
- (ii) **Parking of large vehicles: To agree way forward:** Defer until the next meeting in order to monitor what happens once the "pay and display" system is in operation.
- (iii) **To receive legal response re driveway access:** The Council's solicitor has confirmed that to grant a access would effectively mean granting an open right of way across the car park which could cause issues in the future.
- (iv) **Any other car park matters:** Investigate installation of barriers at the far end of the car park where there is a steep drop to the adjacent property. For further discussion at the next meeting.

## 9. TOWN CENTRE ENHANCEMENT AND REVITALISATION

- (i) **Historic England: Report on meeting due to be held on 1<sup>st</sup> August 2018:** Report circulated to all members present and noted.

**NOTE:** Cllrs Jordann Barge, Iain Emmett, and Janet Johns declared a personal interest in respect of the above item as they all live within the Cullompton Conservation Area.

- (ii) **Public toilets: Update:** Developer has requested a meeting with representatives from the Town Council and Mid Devon District Council to discuss a proposal in more detail.

**RESOLVED:** That an evening meeting is requested, date at their convenience.

- (iii) **Harlequin Valet site: Update and agree any action required:** No progress to report.  
(iv) **Flag pole: To consider provision of flag pole in town centre:** Suggestion that the Town Council arranges for flagpoles to be erected on either side of the War Memorial.

**RESOLVED:** That the Council purchases two flagpoles and obtains the necessary permissions to erect flagpoles either side of the War Memorial. Try and get this organised for the 11 November 2018. Proposed Cllr Iain Emmett, seconded Cllr Janet Johns.

(v) **Any other matters:**

- (a) **Bus Shelter, Lower Bullring:** Request received for a bus shelter to be erected in the Lower Bullring area (in front of Hayridge car park).

**RESOLVED:** That the Committee investigates a proposal to erect a bus shelter in the Lower Bullring area, in front of the Hayridge car park. Possible source for funding is the Communities Together Fund.

- (b) **Mural, Lower Bullring:** Suggestion that the Council investigates brightening up the Lower Bullring area by arranging for a mural to be painted on the side of the last/first building in Fore Street (adjacent to Reeds Place).

**RESOLVED:** That the Clerk contacts the building owner to find out if he would give permission for a mural to be painted on the side of the building.

10. **ACTION PLANNING: To review draft action plan 2018-21:** Update and bring back to the next meeting.
11. **CORRESPONDENCE: Any correspondence received after the date of this agenda:** None
12. **DATE AND TIME OF NEXT MEETING:** Thursday 6 September 2018 at 7pm.

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

## TOWN CENTRE AND ECONOMIC DEVELOPMENT COMMITTEE

Date of Meeting	Resolution	Financial implications	To be actioned by	Priority	Remarks
02/08/2018	That the idea of Evening Markets during the summer months is investigated further and placed on the agenda for further discussion at the next meeting		DTC	Medium	On the agenda for further discussion
02/08/2018	That an evening meeting is requested with MDDC and developer to discuss public toilet proposal	Long term maintenance costs but should be less than currently paying	TC	High	Meeting due to be held on 12 September at 6.30pm at the Hayridge Centre
02/08/2018	That the Council purchases two flagpoles and obtains the necessary permissions to erect flagpoles either side of the War Memorial	£400?	ATC	Complete by 11 November 2018 if possible (High)	DCC and MDDC contacted, awaiting feedback from MDDC Conservation Officer who has a concern about height - may require Conservation Area consent.
02/08/2018	That the Committee investigates a proposal to erect a bus shelter in the Lower Bullring area, in front of the Hayridge car park. Possible source for funding: Communities Together Fund	£400? (consider which budget might pay for this)	TC	Medium	DCC and MDDC contacted, awaiting feedback from MDDC Conservation Officer. DCC response: <i>"That site has a decent width footway, would just need to double check with Highways Team, but shouldn't be a problem. As long as it doesn't interfere with visibility coming out of junctions and is positioned away from underground services. What type of shelter would you like?"</i>
02/08/2018	That the Clerk contacts a building owner to find out if he would give permission for a mural to be painted on the side of the building	No costings at present	TC	Low	Building owner contacted, no objections in principle, provided the mural was "tasteful".

## APPENDIX C

**TOWN CENTRE AND ECONOMIC DEVELOPMENT WORKING GROUP**

2018/19 Budget Report to 30 August 2018

	Budget	Payments to date	Remaining balance
<b>St Andrews Car Park</b>			
EMR Car Park improvements	8000.00		
Car Park improvemenst (2018/19 Budget)	2000.00		
	<b>10000.00</b>	<b>0.00</b>	<b>10000.00</b>
<b>Car Park Running Expenses</b>	<b>2000.00</b>		
Business Rates (Monthly instalments)		1096.67	
Tree Report		180.00	
		<b>1276.67</b>	<b>723.33</b>
<b>CCTV</b>	<b>3000.00</b>	0.00	<b>3000.00</b>
<b>Public Toilets</b>	<b>5000.00</b>		
Toilet Rolls		30.40	
Labdon Bld Supplies		33.11	
		<b>63.51</b>	<b>4936.49</b>

<b>Town Maintenance</b>	<b>6500.00</b>		
Income Hanging baskets	974.00		
	<b>7474.00</b>		7474.00
<b>Expenditure</b>			
Alfies (Black bags)		110.00	
Mole Valley Farmers		193.87	
Labdons		50.16	
Hanging Baskets		1150.00	
Plants for tubs		62.50	
Bus shelter cleaning		388.00	
PPE		74.74	
Garage rent for 2018.19		639.36	
Weedkiller		190.60	
Water pump (new)		270.00	
Repairs to old water pump		166.66	3295.89
			<b>4178.11</b>

## APPENDIX D

### CULLOMPTON TOWN COUNCIL

#### STREET MARKET INCOME AND EXPENDITURE 2018/19: 1 April - 30 August 2018

<b>BALANCE FORWARD 2017/18</b>		<b>5223.00</b>
<b>INCOME</b>		
Market stall rents		1011.00
Electricity refund		444.43
Farmers Market contribution to premises licence		35.00
Sale of trailer		125.00
		<b>6838.43</b>
<b>EXPENSES</b>		
Contribution towards erection of gazebos	425.00	
Premises Licence	70.00	
Signage	90.00	
Buskers	280.00	
Electricity	219.69	
	<b>1084.69</b>	1084.69
Balance		<b>5753.74</b>

## **APPENDIX E**

### **MARKET REPORT**

#### **INTRODUCTION**

Markets are considered an important aspect of local communities as they have a long history and are focal points within British cities and towns, playing a vital role in High Street regeneration. There are always challenges with markets managed by local authorities in terms of investment and budgets but the Mary Portas independent review (2011) emphasised the considerable value of markets throughout the country and it is vital that we do all we can to ensure the longevity of the market here in Cullompton.

Having been tasked with looking after our market, I have been working out ways in which to make it a sustainable entity. In my opinion, the crux of this, is to make it larger and more vibrant - people won't use the market if it does not appeal.....

#### **TRADERS**

Whilst we do have a number of long-term traders:

- Jonas Fishmongers
- Ambrose Eggs
- Bawden's of Bampton (bread & pastries)
- Mole End Plants
- Lord Fudgie's Fudge
- Mandy's Must Haves (Jewellery)

who have their regular customers and no doubt some passing trade, I do not feel that there is enough variety on the market at present to attract more shoppers. A vital component missing, in my opinion, is a fruit & veg stall and overall, the lack of variety is not 'pulling the punters in'. Of course, any traders are competing against local shops which in our case is Tesco's & Aldi. That said, I do believe there is a market for the market (excuse the pun!) as although these stores will appeal to some, they won't for all and fresh, locally produced/sourced goods are generally welcomed (particularly in this current climate).

In the 7 weeks that I have worked at the Town Council, I have forged a good relationship with the existing traders and have taken the time to listen to their views – without the traders there is, fundamentally, no market.

#### **GAZEBOS**

An issue that the traders repeatedly mentioned was the condition of the gazebos available as a number of the older green ones had holes and tears. The purchase of four new striped gazebos and ensuring each trader has the use of at least one of these has helped to resolve this problem, to a degree. As the traders generally use two canopies each, they are still having to use the older gazebos. Obviously if we do manage to secure new stall-holders then this issue will become even more of a problem.

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It has been suggested that we could make six new serviceable gazebos from the old stock of gazebos that we have but six new canopies would need to be purchased in order for this to be realised.

The cost of making these 6 new gazebos would be:

Canopy @ £69.95 x6 = £419.70 Plus the staff member's time to build.

The alternative would be to purchase six completely new gazebos which will be in the region of £3,000.00. This price does not include the side walls. I believe the figures speak for themselves.

### TRADERS CONCERNS

- Foot fall –

A major concern to the current traders who are in agreement that we try to secure new stall-holders thus making the market itself more appealing and encouraging more shoppers.

- Parking Charges-

Traders are not happy at all with having to pay to park and would like a parking permit as offered at other markets. A solution could be to offer the stall-holders a £2.00 discount off of their pitch fee to compensate for them having to pay to park (thereby paying £8.00 instead of £10.00)

### RESEARCH

I recently met with the Tiverton Town Centre Manager who is also responsible for the Pannier Market and who has a wealth of experience in dealing with markets generally. I was extremely grateful for his knowledge and the insight which he gave me. We discussed at length the issues we face here in Cullompton and he has offered to conduct a free 'First impression' Report for us on his return from Annual Leave. I suspect this will be something along the lines of:

#### Good Impressions

Market Town, historically interesting

#### Bad Impressions

Lack of variety

Suggestions:

- That we look at becoming members of Culm Valley in Business Group (I believe annual membership is approx.. £15.00)  
*Everybody with a commercial interest in the Culm Valley is welcome to their meetings, which take place at The Little Bakery, 38 Fore Street, Cullompton on the first Tuesday of every month starting at 5.30pm*
- We have a market policy
- We have a programme of markets
- Have themed market events e.g. an electric night event

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I have been researching various other markets and looking at the ways in which they operate. A number of them have very eye-catching websites and their own logos. A lot more work is needed on this (but this is down to time-constraints on my part and the other aspects of the role I am trying to get to grips with!)

### SURVEY

A public survey regarding market preference was carried out in July of this year – the results of which are as follows:

Organic	7%
Other	11%
Themed Market	30%
Sunday Market	30%
Night Market	39%

### IDEAS – Future Planning

I have a number of ideas which we can try which may help to boost our market:

#### Marketing

- High-light the market on social media regularly. NB: I have been posting regularly to Facebook and a number of people have mentioned to me that they have seen this
- Have a dedicated Website for the market (in long term) Alan suggested this too. The page can list upcoming 'special' market days, downloadable forms to have a stall, plenty of photographs. Obviously there are companies that can build a website but these are not cheap (In the region of £1,000.00) and then you would need to pay a monthly hosting fee. We could consider using a company such as 1&1 who charge £0.99 per month for 12 mths and then £9.99 per mth. This would be a template based Web builder package but I have made a few Websites in the past this way so could easily sort one for the market. In the mean-time I will work on re-vitalising the market page on our Town Council Website.
- Forge stronger links with local businesses (shops) to ask for their support in publicising and referring customers to the market (– a reciprocal arrangement, see Corporate Identity below\*)
- Promote the Market with posters and leaflets.

#### Secure New Traders

- Speak to traders that attend/have attended other markets or events to see if they are interested in coming to Cullompton. Utilise any personal contacts where possible.
- Offer incentives to new stall-holders e.g. a free pitch for the first month in order for them to build a presence and to gauge viability for themselves and their business.
- See if any Farmers Market traders would be prepared to join Wednesdays market in addition to their regular slot.

## APPENDIX E

### Variety

- Try to source a varied range of stalls e.g. Car boot, Arts & Crafts, Art, Youth Stall.
- Dedicated theme days such as Healthy Living, Street Food
- Music & entertainment is always a good 'draw' and livens up the atmosphere. Can we have a regular busker or similar? I understand that we have used street performers in the past but they had charged a fee. I thought of contacting local colleges/music students to see if they would like to attend the market for free – a good starting platform (practice) for these individuals and useful for us.

### Corporate Identity (promotes a visual statement and unity)

Have a dedicated logo for the market:

- Traders could wear tee-shirts with the logos on;
- Badges with said logo can be handed out together with flyers incorporating something 'catchy' such as, "*Your local Market – Use it or lose it!*" (That, I'm afraid, could well be the harsh reality unless we can increase footfall and therefore revenue for the traders)

NB: A list of market stalls & a map of local shops \* which high-lights their wares (e.g. gifts & cards) can be added to the flyers.

- Flag/s with logo on can be flown from flagpoles on/near Higher Bullring.

### Finances

The balance of monies held in the market budget is £5,549.74 (as @ 26/7/18). I understand these monies were from the Mary Portas Grant and obviously provision will need to be made in terms of where any further money for the market will come from once these funds are depleted.

**Maria Weston**  
Deputy Town Clerk  
31/08/2018

