Dulverton Town Council

Dulverton Traders Association

Dulverton Town Hall

Dulverton Heritage Centre

Emergency Town Centre Grant

Meeting Minutes

16th February 2022 10.15am

Via Video Link

Present: Christine Dubery (Chair), Haley Sampson, Chris Nelder, Margaret Rawle, Ken Warren, Ali Pegrum, Nick Thwaites, Louise Ogden and Chris Nelder.

Apologies: None

Approval of the minutes of the previous meeting: Minutes approved and accepted with the following amendment regarding the Literary Festival:
'book traders will be able to trade' to be removed.

Chairman's Comments: None

Matters Arising:

Appointment of a further member. Ali proposed a possible local trader to fill the existing vacancy. Christine agreed to make the necessary enquiries.

Exmoor Lawns Entertainment Area:
Members were reminded that the allocated funding has to be spent by 31st March 2022.
Members considered various quotes as obtained by Christine as follows:

1)	Sound Equipment	@£1,650
2)	Lighting: Stage lighting }	@ £1,518 (excl. VAT)
	General lighting}	
3)	Gazebo X 3	@ £3,600 (excl. VAT)
4)	Shed (for storage)	@ £3,410

	Total	£10,178

RESOLVED: To approve the expenditure above. Proposed by Christine Dubery, seconded by Ken Warren and carried.

Members were informed that All Saints Church P.C.C. will allow their staging to be available on a permanent loan basis at no cost. Further staging may be required.

Further spending will need to be considered including extra cabling, licences, a possible mezzanine floor in the shed, and more staging. Funding may be available from other sources in order to supplement these costs.

Future Events:

Farmers Markets – April – September: - To be held on the last Saturday in the month.

Queen's Jubilee Celebrations – To be held on 3rd June 2022.
The Working Group met on 4th February 2022, minutes from which have been circulated.

Music on the Lawns – To be held on 5th June 2022
The 'Two Moors Festival' intend to introduce the winners of its Young Musician of the Year contest.
Also performing will be 'Blooming Flutes' and the 'Take Note Community Choir'.
A funding application will be put forward to the Arts Council Jubilee Fund, which if successful will cover the cost of the entertainment. The application will be submitted by the Dulverton Town Hall Committee in partnership with Visit Dulverton and DTC. A decision should be forthcoming in April. One offer of sponsorship has been offered to date.

Vintage Fair – To be held on 4th September 2022

Fun Run – To be held on 18th September 2022
Christine will be away. Hayley has kindly volunteered to assume her responsibilities for the day.

Literary Festival: To be held on 20th November 2022
The Town Hall has been booked.

Dulverton by Starlight: To be held on 4th December 2022

Leaflets advertising all events have been printed for distribution. Visit Dulverton will have a stall at the upcoming Visit Exmoor event to be held on 1st March 2022 at Knowle Manor. Local traders will be invited to contribute their own leaflets for distribution.

Website:
The website has been officially launched, press releases being sent to local radio and television stations as well as the local press.
Google Analytical has been attached to the site, which will provide access to data concerning its use.
'Pay per Click' has also been implemented.
Regular blogs will be published on the website and it will be updated regularly.

Members considered the cost of a Management System Maintenance contract and subsequently:

RESOLVED: To approve the annual cost of £90, payable to Marketing Chameleon for a Management System Maintenance Contract. Proposed by Haley Sampson, seconded by Louise Ogden and carried.

It was further:

RESOLVED: To set a budget of £200 annually to meet the cost of the 'Pay to Click' service. Proposed by Ali Pegrum, seconded by Christine Dubery and carried.

Visit Dulverton/Promotions:
Ali has been actively working on the marketing of the upcoming events and is organising both the Vintage Fair and Literary Festival.

Financial Statement and approval of payments to date:
RESOLUTION: To approve payments as per Appendix A. Proposed by Margaret Rawle, seconded by Christine Dubery and carried.

HTAP Application (Events Creation Project):
The award will be used to help fund new and innovative events in Dulverton.

Any other business with permission of the Chairman:

Marketing company ADPR: The Company has been contracted by Somerset West and Taunton Council to promote the district and town centres. Arial shots/video are to be taken to highlight the various things you can do locally and enjoy in a town centre. Members expressed their concern at the timing of such a project, suggesting that spring may be a more appropriate time. They are also concerned at the lack of engagement with Dulverton stakeholders. Christine agreed to contact ADPR to obtain further information.
Members having noted that £50 has been made available for each town to use as part of a social media competition and have decided to organise a photographic competition, using the £50 for prize monies. It will be organised through the Visit Dulverton social media pages.

Sponsorship: Positive feedback has been received already following the publication of a sponsorship opportunities document.

Date of next meeting: Wednesday 16th March, commencing at 10.15 in the Town Hall, Fore Street, Dulverton.

Appendix A

Emergency Town Centre Grant – Payments for approval

16th February 2022

Expenditure	Amount £	VAT (if applicable)	Date Paid
Instaprint (reimbursement to Ali Pegrum)	23.06	0.83	15/02