

## **MPAPP Minutes – 13<sup>th</sup> September**

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In attendance: Keith Thomas (KT), Zara Aitken (ZA), Cllr Craig Palmer (CP), Ray Tew (RT), Nicki Maclean (NM), Maureen Smith (MS), Cllr Marcus Kravis (MK), Sam Rawle (SR)

Apologies: Jim Whittaker (JW), Cllr Andrew Kingston-James (AKJ), Brian Howe (BH)

### **1. Chair role**

KT has drafted a Chair Role Profile and is awaiting comment from RT and NM. RT was in discussion with someone re Chair role, but they have pulled out due to there being no remuneration available. RT has at least 1 other person in mind.

Action: KT to share Chair role document with MPAPP members.

RT & KT agree we need to make sure it is not an onerous task but ensure we don't belittle the role so that it isn't just turning up at a meeting. MPAPP members to give consideration to anyone in network who may be put forward.

### **2. Youth Representation**

ZA updated group that Minehead Eye's Youth Voice Forum has temporarily disbanded. Minehead Eye trying to reform group. So options are to wait for this group to reform, or invite Paul Matcham as youth representative. NM suggested Charlie Kennedy at Minehead Eye might be a good option.

Action: Group agreed ZA to approach Paul and Charlie to explore either joining, as well as an additional shadow board if the youth voice forum reforms later on.

### **3. Shared Prosperity Fund – Priority Themes**

KT gave update on Somerset Shared Prosperity Fund Priority Themes. MS questioned how we can tie SPF priorities into things that are already happening, such as Men's Shed. KT explained decisions won't be made until Oct/Nov. KT feels these initiatives will be aligned with local community networks. Discussion ensued re Local Community Networks. Consultation currently in progress and boundaries not yet agreed. Could be that MPAPP could participate in LCN.

Action: ZA and KT to discuss MPAPP response to LCN consultation via Spark Somerset.

### **4. Minehead Bay Festival**

ZA gave update on Minehead Bay Festival held on 3<sup>rd</sup> Sept. Festival considered a success and was well attended. No estimate of attendance numbers yet, but drone footage may help to assess attendance. Great community engagement from locals. Lots of positive feedback on the day and on

social media. BBC Radio Somerset interview to publicise the festival in the run up and a double page spread in Free Press last week covering the festival.

Collaboration with Minehead Eye to plan this event was extremely positive. Lots of engagement from other community groups, such as Rotary Club. Possibility that we might tie up next year's festival with other events in town in collab with BID next year to provide a Minehead-wide event, rather than just seafront.

KT queried how we can make it a sustainable event and suggested SPF could be a possible avenue for funding. NM recommended forming 2-3-year plan for festival to capture SPF funding. KT queried whether new arts and culture strategy could help. NM to check if this is a possibility.

Action: RT and ZA to produce report on festival, i.e., objectives, goals and successes.

Action: ZA to share official photos with MPAPP.

## **5. Key Priority Project Updates**

ZA gave updates on MCDT activities.

Open air gallery – Photos selected and contractor chosen. Date to be agreed for works to be undertaken to replace old images with new images.

Shelters – Architect chosen. Budget and costings being explored. NM updated group that planning team are under pressure, so better to get planning through as soon as possible.

Capital project survey – ZA to share survey with Colin Johnson and MTC. NM suggested sharing ideas of environmentally friendly projects to stimulate ideas. Worth exploring gymnastics equipment ideas if there's a need. RT queried whether we add a semi-permanent feature that could be used for events. NM suggested utilising roundel areas for a stage. ZA to produce targeted ideas generation in form of a more targeted survey.

Community group mapping/mapping of social capital - RT gave update on community group mapping project due to commence with The Onion Collective. MCDT to lead on project with ZA in data controller role. Hybrid meeting (online and in person) in Minehead Community Hall during the first two weeks of December. KT queried timescale of delivery after December meeting.

Action: ZA to set a timetable of project delivery to monitor progress.

## **6. Joint website for Minehead**

RT queried whether it makes sense to have a joint website for tourists visiting Minehead. NM commented that Destination Management Organisations (DMOs) will become Local Visitor Economy Partnerships (LVEPs) which means destination marketing landscape may change going forward. Could be opportunities for funding. MK queried whether we are talking about a Visit Minehead

website and identity or whether we will join with Porlock and Watchet as a Visit West Somerset to join coastal strip. RT thinks that we need a wider discussion around this.

Action: KT suggested ZA reviews what we have for Minehead at the moment, who is promoting what, how it's being managed and maintained, and costs and implications for revamping websites and branding. Could fit within SPF route if we want to revamp and re-engineer.

RT queried at what point we can engage with the Coastal Tourism Strategy.

## **7. Future Meetings**

KT proposed meetings should continue to be held monthly until end of year.

Action: ZA to circulate poll for next three meetings.