

MPAPP Minutes – 15th November

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), Michelle Porter (MP)

Apologies: Jim Whittaker (JW), Cllr Andrew Kingston-James (AKJ), Brian Howe (BH), Cllr Mandy Chilcott (MC), Sam Rawle

Introductions

Introductions for Michelle Porter, new Assistant Clerk for Minehead Town Council.

1. Chair role

KT prepared person specification for Chair role following last meeting. No significant interest yet, but RT feels the community mapping of social capital work may produce interest in the Chair role. MK feels chair needs to be politically neutral and trusted, and that it's important to take time to choose right person.

Action: NM, KT and ZA meet before end of year to plan way forward into next year.

2. Youth Representation

ZA updated group that Minehead Eye's Youth Voice Forum disbanded but Charlie Kennedy is hopeful that it will regroup. Invitation to join as youth representative extended to Charlie.

Action: ZA to follow up with Minehead Eye and try to progress before next meeting.

3. Minehead Bay Festival Sustainability

ZA gave update on future plans for Minehead Bay Festival. KT queried whether there may be funding available with the new cultural strategy. NM explained this would be for the new council to decide.

NM gave update on Hinkley Tourism Action Partnership (HTAP). Publicity only for brand identity, rather than a logo, collateral and actual branding. Visit Somerset and Visit Exmoor DMOs have won this collaboratively. Will have meetings with local organisations in Jan. NM gave ZA's contact details so expected they will reach out to ZA. Brand identity and publicity budget is £17.7k.

Packages and itineraries – developing up to 7 new itineraries – themes yet to be determined. £10k budget.

Events - not yet decided but in talks with Isobel Pring, England Coast Path Officer. £27-30k max budget

Cluster networks – 6 networks - £15k budget.

KT suggested that ZA look at outputs and what festival achieves to target funders goals and objectives. Look at commercial sponsorship as another option. In order to meet SPF funding, the festival would need a training element.

ZA commented that there is funding left in the EE fund that needs to be spent by March 2023 - £20k approx. remaining. Then a 2-3-year plan could look at extending the festival beyond 2023.

RT feels community impact is a big part of the festival, encouraging volunteering. Keen to look at evidencing of need and determine key objectives. KT queried MTC involvement and whether MTC would consider providing funding and support. MP to speak to clerk about best way to approach this.

Action: ZA to share festival debrief report with MPAPP. ZA to meet with Minehead Eye and provide plan for MBF's future at next meeting.

4. Key Priority Project Updates

ZA gave updates on MCDT activities.

Open air gallery – Project completed, new images printed and mounted in gallery. Positive response from local community. KT queried whether this could be used as a model for other projects which could include community involvement and ensure the project can be refreshed every 2 years. CP suggested a poetry competition with winning poem somehow printed on the new shelters. RT mentioned that Minehead Information Centre had suggested using the images in a Minehead calendar for further revenue and marketing but will need to check copyright etc. NM suggested we use this and the poetry idea to capitalise on the Maritime Mile trail, e.g., incorporating into story walks.

Action: CP to email ZA with poetry competition suggestions so ZA can follow up with architect.

Shelters – Architect chosen. Budget and costings plan show only 1 shelter is achievable with current budget due to rising cost of materials. Funders have provisionally agreed to redirect funding from capital project to supplement the shelters project. General support from the group to support this proposal.

Action: ZA to send business case to funders for acceptance and redirection of the £35k capital fund to support shelters budget.

Capital project – As above, likely to be redirected to support shelters budget. MS has been compiling ideas and will retain these on file should they be needed again.

Community group mapping/mapping of social capital – RT & ZA met with The Onion Collective and received a demonstration of Understory software. In-person mapping session booked for 19 Jan at 2pm. Preliminary work to begin imminently.

Action: ZA to send out Understory document to MPAPP members.

Swimming Pool – ZA & RT attended public meeting held by Colin Johnson (CJ) to show support. CJ about to embark on full feasibility study, funded by MTC. No dates yet for outputs. ZA to keep in touch with CJ and offer MPAPP support for funding applications.

Visit Somerset Partnership – MCDT partnered with BID & Chamber of Commerce to support Visit Somerset partnership to include social media support and uploading events on Visit Somerset website to improve profile of Minehead.

5. Future Meetings

KT proposed next meeting should be held end Jan/early Feb.

Action: ZA to circulate poll for next three meetings.

6. AOB

MK queried if a response had been submitted for the Local Community Network consultation. ZA circulated the response previously but will send to MK again.