

MINUTES OF THE HERITAGE & CULTURE COMMITTEE

MEETING HELD ON THURSDAY 28 MAY 2009

Present: Cllr W B Garvie – Chairman

Cllrs: J Bryson, F Partridge, H Partridge

Mr C Jewell – Bude Canal & Harbour Society (BCHS)

Mrs A Longley – Archive Volunteer Coordinator (AVC)

Miss S Meads – Museum Development Officer (MDO)

Miss P Wright – Shop Supervisor

In Attendance: Cllrs J Blatchford, L Deely, L Moores, N Tucker

Mrs C Kett – Town Clerk

HC/23/09

Election of Chairman

Cllr W B Garvie was proposed (Cllr F Partridge) and seconded (Cllr J Bryson)

Resolved: That Cllr W B Garvie be elected as Chairman for the ensuing year

HC/24/09

Election of Vice Chairman

Cllr H Partridge was proposed (Cllr F Partridge) and seconded (Cllr W B Garvie)

Resolved: That Cllr H Partridge be elected as Vice Chairman for the ensuing year

HC/25/09

To receive & accept apologies for absence

Cllr P La Broy

HC/26/09

To receive Members Declarations of Interest

Mr C Jewell, as a Trustee of BCHS, declared a personal interest in HC/29/09 (ii)

HC/27/09

Maximum 15 minutes for electors present to put questions or make observations regarding the Heritage & Culture Committee

A cllr commented upon the quality of the exhibitions in The Castle and the professionalism of the staff

Resolved: That the following items be taken next: The Castle Heritage Centre & Gallery (ii) Shop Supervisors report & Annual Heritage Events (i) Stratton Commemoration Weekend 16/17 May 2009: report on the activities which took place, analysis of success of the event and financial report

HC/28/09

The Castle Heritage Centre & Gallery:

(ii) Shop Supervisor: report

This is attached as '*appendix 1*' to these minutes. The Shop Supervisor proffered an explanation of the content of the report

Resolved: That the purchase 65 chair covers and 130 sashes in two different colours be approved by the Committee

HC/29/09

Annual Heritage Events

(i) Stratton Commemoration Weekend 16/17 May 2009: report on the activities which took place, analysis of success of the event and financial report

Miss Wright reported upon the success of the weekend, the activities which took place, the 'additionality' brought to the event which was hoped could be built upon next year. A copy of a letter commending the Town Council for organising the event was circulated. The financial report (attached as '*appendix 2*' to these minutes) was discussed in detail. Members of the Committee agreed that in future years, in order to keep staffing costs down, volunteers from members would be sought

The Chairman and the Committee thanked Miss Wright and all the other staff who contributed to the weekend

Miss P Wright left the meeting at 7.55pm

HC/30/09

Minutes

- (i) **To consider the approval of the minutes of the Heritage & Culture Committee meeting held on 26 March 2009**

Resolved: That the minutes are a true and accurate record and should be signed by the Chairman

- (ii) **Report by Town Clerk on matters arising**

HC/15/09 (ii): HC/11/09; tarmacing to take place during the coming week

HC/22/09: the post would be advertised during the coming week

HC/31/09

Helebridge Barge Workshop: update

The MDO reported that the costings and work plan are with the HLF for consideration prior to the actual submission of the application; training event for volunteers taking place on 16 July

The Town Clerk reported that BCHS had indicated that it would make a grant of £500 towards the Helebridge Barge Workshop project. It was agreed that a letter of thanks be sent to BCHS

HC/28/09

The Castle Heritage Centre & Gallery:

CONT

- (i) **Site Survey: update**

Resolved: That once the schedule of works is completed Watts and Associates are instructed to proceed to issue the tender documentation on behalf of BSTC as per the timescale specified

- (ii) **Shop Supervisor: report** already dealt with

- (iii) **Archive Volunteer Co-ordinator: report**

- Volunteers are working way through old Council ledgers
- Loan of collection of books from BCH Society being progressed
- Approach from history student to do some holiday volunteer work
- Devon Association visit 17, 18 & 19 June 2009

Resolved: That Helebridge Barge Workshop to be open to this group on 17 June 2009

- Contact made by South West Maritime History Society

HC/32/09

Museum Development Officer: report

- Surfing Museum – going to be located at Braunton
- Looking at enhancement ideas for the museum display
- Visited old museum building with volunteer team to check condition of the building
- Organised wood worming of some items in the store
- Removal of rubbish from left over from education activities
- Contacted mobile scanning company re the digitisation of photographs
- August 2009 exhibition – range of artists invited to exhibit
- Will be attending a ‘Valuing Volunteers in Cornwall’ conference

Resolved: That scanning/digitisation commence within the current years budget

Cllr L Moores left the meeting at 8.45pm

HC/29/09

Annual Heritage Events

CONT

- (i) **Stratton Commemoration Weekend 16/17 May 2009: report on the activities which took place, analysis of success of the event and financial report**

already dealt with

- (ii) **Bude Canal & Gurney Day 26 July 2009: report and update**

The Town Clerk and MDO reported upon the arrangements made to date which include Trevithick replica, steam car, stationary steam engines, steam bicycle, steam

gramophone, vintage tractors, Punch and Judy, Screech Owls, Jazz band, Bude Town Band, Bude Metric Brass

During the discussions Cllr N Tucker left the meeting at 8.48pm & Cllr Deely left the meeting at 8.50pm

Mr Jewell detailed the arrangements re the Canal and Barkhouse area including the locking in of 'Ruth' over that weekend

HC/33/09 Poughill Churchyard & Cemetery: consideration of the introduction of 'No Dogs' policy following complaints and concerns re the level of dog excrement

The Town Clerk reported upon complaints received from the public regarding the level of excrement and also from the outdoor staff who were being splattered with it when they were cutting grass in the cemetery and churchyard. Discussion followed.

Resolved: That 'no dogs' signage be placed at the entrances to the cemetery and the churchyard and a dog bin located at the entrance to the cemetery

The Chairman closed the meeting at 9.15pm

Signed:Date:.....

Appendix 1

**The Castle Bude Heritage Centre ~ May 2009
Shop Supervisor's Report**

Shop performance year-on-year

The figures below have been lifted directly from the daily till takings. No adjustment for VAT, etc, has been made

July 2007 - March 2008 £5,957.15
April 2008 - March 2009 £18,329.37

Credit must go to all the shop staff who have worked extremely hard to make the shop successful and welcoming. Over the past year it has gained a reputation for quality products and as such more local residents came to look for birthday gifts etc

The Shop Sales for April & May

	2008	2009
April	£989.48	£1,033.61
May	£1,415.78	£1,353.03 [To the 25 th May 6 trading days left]

The range of stock in the shop is now quite comprehensive and the majority of retail prices are in the main, below £10. This has meant that sales have remained steady and comparable with 2008

Marketing

- **Heritage Centre Season Tickets**

To date thirteen season tickets have been sold to Bude-Stratton residents. Already two of the ticket holders have returned to see the Heritage Centre and brought their visitors with them

- **Customised Products**

The shop now stocks a number of Highfield Preserves products with customised Castle Bude labels, designed in-house. These have proved to be very popular, and a repeat order had been placed for several of the products. The shelf life of these products is very good, 2011

- **Cornwall Today Magazine**

The Heritage Centre was contacted at the beginning of May by a feature writer, with the monthly publication, Cornwall Today. The writer required background information on the history of seaside holidays. A telephone interview was conducted with the shop supervisor and Anne Longley and the article is due to be featured in June's edition of the magazine

- **Brides in Cornwall**

Contact has been made with Brides in Cornwall who have given the Willoughby Gallery a free listing in their civil weddings venues on their website

After speaking to the shop supervisor, the marketing representative requested the websites of Heritage Centre [Town Council's] and the Castle Restaurant and suggested the possibility of being included in an appropriate future feature

- **Mailing List**

A mailing list is gradually being built up of people who wish to be informed of forthcoming gallery exhibitions, forthcoming events and activities, and two enquiries have been made as to whether the Castle produces a newsletter

- **Regular updates**

Regular updates of forthcoming events, activities, exhibitions etc., now go to Visit Cornwall; Admart; This Cornwall [Cornwall Council newsletter]; Cornwall-Devon Media; Radio Cornwall and Where to go South West

- **Adverts have been placed as follows:**

A jointly funded advert with the Restaurant has been placed in the Bude Stratton's wedding supplement, 29th May

A joint advert with the Restaurant has been placed in the Out and About, South West edition. This publication is subscription only to coach operators and tour companies and has a circulation of appropriately 3,500

An advert for Bude Canal and Gurney Day has been placed in the Summer Uni Brochure produced by Budehaven which gives details of summer activities for children/young people

- **The Castle Leaflet**

A reprint of 20,000 has been done. The leaflets will again be distributed by Publicity South West. Because of the virtual blanket-coverage of the CATA guide in Cornwall*, the majority of the leaflets will be distributed throughout North Devon. [The CATA summer brochure, which includes The Castle, will be distributed countywide through all CATA members and by Seymac. The usual CATA print run for the summer brochure is 1.5 million.]

Visitors to the heritage centre are asked, when buying a ticket, where they found out about the centre. The statistics below reflect the answers to this question for the period 20th April to 25th May. The number of answers do not correspond to the number of visitors as only one person, from the pair, family or group buying tickets, is asked and whose answer is recorded.

20 April to 25th May 2009

CATA	Leaf	Sign/Flag]	TIC	Advert	B & B	Reccom	Repeat
48	26	46	25	0	20	4	1

- **Weddings**

There are now four confirmed bookings for 2009. To date enquiries fifteen have been made about The Castle as a wedding venue

The conversion rate from this number of [2009] enquiries is 2 confirmed bookings for 2009 and two confirmed and one provisional for 2010

As request by the Heritage and Culture Committee research has been carried out into the cost of chair covers for weddings in the Gallery. The prices of the companies identified were very similar, and as such the details given below are from only one company - Textile House

www.textilehouse.com

Standard Chair Cover Sizes

Using our database of 300+ chair types and 13+ years of experience designing chair covers we offer 17 standard sizes & shapes designed to fit 99% of standard banqueting chairs found in the UK.

Chairs A - E below are examples of some standard type stacking banqueting chairs used extensively in hotels and other venues. Our XS, S, M, XM, L, XL, XXL chair covers (see table below) are designed to fit these styles of banqueting chair in an extensive range of sizes.



Chairs F - J below are some specific chair types such as the widely used 'Cheltenham' or 'Gilt' chair (F) often used in marquee and catering venues and Bistro, Folding, and Conference style chairs.



The XS, S, M, XM, L, XL, XXL chair cover sizes below are available in both Square and Round Back versions. The measurements shown are in cms and are the approximate maximum dimension of each of the measurements that the chair cover

Chair Cover Pricing

We try to keep it simple. No hidden expenses. Clear transparent pricing. The range of choices can be bewildering however. That's why we would be delighted to take your call or answer your email and prepare a full quotation and guide you through and price up the different options for you. Remember, all items are normally available either from stock or within a few days from our UK manufacturing facility

Chair Covers

- Standard Polyester (White and Ivory)
- All Sizes and Styles £8.95 (min. order 10)

Sample Covers £10.00 (refundable) + £4.95 p&p

Chair Cover Quantity Discounts

- 100+ Chair Covers £8.45 each
- 150+ Chair Covers £7.95 each
- 200+ Chair Covers £7.65 each
- 300+ Chair Covers £7.45 each
- 400+ Chair Covers £7.25 each
-
- 500+ Chair Covers £6.95 each

	Add To Price
<i>Superior PolyTwill (White & Ivory)</i>	£1.00 per chair cover
<i>Superior PolyTwill (Other Colours)</i>	£2.00 per chair cover
<i>PolyCotton (White & Ivory)</i>	£1.25 per chair cover
<i>Polyester Standard (Other Colours)</i>	£1.00 per chair cover
<i>Speciality Fabrics (Crushed Tafeta, Lame, Damask, etc)</i>	Varies. £2.00 - £4.50 Please call or email.
<i>Certified Flame Retardant</i>	Add 60%
<i>Collect, Design Custom Chair Cover, Produce Sample, and return chair to you.</i>	£95.00
<i>Custom Chair Covers. Same prices as standard prices above. (Min. Initial Order 56. Min. Top Up Order 24)</i>	

Sashes

- Organza Standard Colour Sashes £1.50 each
- Organza Premium Colours £1.75 each
- Organza Premium Plus range £2.45 each
- Organza Super-Size Standard Colour Sashes £3.95
- Organza Super-Size Premium Colour Sashes £3.95
- Organza Super-Size Premium Plus Colour Sashes £3.95
- Single Polyester Sashes £1.50 (min 40)
- Double Polyester Sashes £3.45 (min 40)

- **Estimate**

Cost of 60 chairs covers plus sashes made for weddings - from Textile Town:

60 chairs [below the discount of 100+ chairs] estimate £9.00 per chair plus material costs of £1.00 - £600 + VAT [@ £10 each]

60 Organza standard colour sashes £1.50 each £90 + VAT

Total £690 + VAT

A new publicity photograph for the gallery wedding venue must be taken. The photograph being used was taken with the gallery set-up with the Restaurant's chairs. As such is misleading. When people come to ask about the venue, they are shown blue plastic chairs

- **Stratton Commemoration Weekend 16 - 17 May**

The Stratton Commemoration Weekend went well despite the inclement weather. Overall attendance for both days was approximately 300 putting it on par with 2008. The tickets prices were increased for 2009, and set on par with those for the Heritage Centre. They were all-day tickets enabling the holder/s re-entry to the afternoon re-enactment.

This year's Commemoration Weekend was the first in 33 years to have a new format - i.e., the morning activities; and though publicity was extensive [see attached], it will take time for people, especially local people to realise this.

The morning additionality was welcomed and encouragement given to the event's town council organisers to grow this aspect of the weekend for the future. The Living History experience and the birds of prey were very popular.

The senior shop assistant did outstanding work, manning the shop's stall for two rainy days, making £184.23 almost entirely in fudge, chocolate and preserves sales.

The event organisers would like to thank Deputy Mayor, Councillor Barrie Garvie for all his significant help on both days. Thanks also to Councillors Leslie Moores, Heather & Frank Partridge and Jerry Blatchford for attending the Commemoration event on Stratton School sports field.

All publicity, including press release and the event programme was written and designed in-house

- **Education and Life Long Learning**

A meeting was held with Richard Wolfenden Brown and the Museum Development Officer to look at ways of enhancing all learners experience in the heritage centre. This is especially relevant for younger learners, in view of the recent review of the National Curriculum for Key Stages 1 & 2 The Work Experience placement completed the teachers' WW11 loan box and accompanying notes. Her task was to make the loan box Bude-centric and this has been successfully achieved.

- **Cornish Audio Visual Archive [CAVC]**

There has been a recent visit from Dr Garry Tregidga, Institute of Cornish Studies. The shop supervisor showed him around the building and after additional discussion with Kit Davis, is very keen to hold the 2010 CAVA conference at the Castle.

CAVA was created by the Institute of Cornish Studies, University of Exeter in partnership with the Cornwall Centre, Cornwall Record Office, College of St Mark & St John and the Rescorla Centre. Its activities are based on the core aims of:

- Preserving audio-visual collections relating to Cornwall in a safe and secure environment.
- Developing CAVA as a leading research and learning centre for oral history, film studies & performing arts.
- Promoting the archive as a cultural resource for Cornwall and the Cornish overseas.

It is hoped that this will also be an opportunity for others concerned with archival material to look around the Castle's well managed and comprehensive archives.

- **Building and Staff Management**

Working with the caretakers, simple ways of reducing overheads have been identified:

- draught excluder has been fitted around the outside door which leads to front steps. This has made an immediate difference to the rooms upstairs.
- all lights in rooms not in use are not turned on in the morning - gallery; education room; office etc.
- a problem with one of the recess lights control power points is in the process of being rectified

The staff and volunteers at the Castle continue to search and investigate ways to improve their performance, efficiency and effectiveness. They have picked up the challenge, of what has been an adverse start to a new year, the loss of the two senior members of staff, admirably

Patricia Wright
May 2009

Appendix 2

Stratton Commemoration Day - May 2009

	2008	2009
Opening Balance	785.22	1064.22
Gate Takings	748.00	969.48
Shop Sales	0.00	168.42
Contributions		
The Tree Inn	200.00	150.00
Kings Arms	120.00	100.00
Others	50.00	
Total	1903.22	2452.12

SUMMARY OF THE COMMEMORATION DAY EVENTS

	2008	2009
Gate Receipts	748.00	969.48
Contributions Received	370.00	250.00
Shop Sales	0.00	168.42
Total	1118.00	1387.90

Expenses

Toilet Hire	94.00	130.00
Wreath	20.00	25.00
Info Signs	0.00	25.00
Posters	0.00	125.00
Falconry	0.00	180.00
Living History Facilitator	0.00	350.00
Storyteller	0.00	240.00
Jag Signs Banner	0.00	200.00
Temporary Licence	0.00	21.00
Staff Costs	0.00	1124.50
Refreshments	0.00	177.90
Postage	0.00	32.00
Total	114.00	2630.40

Donations Made	£	£
Sealed Knot	500.00	600.00
Venue (School)	100.00	100.00
St. John Ambulance	100.00	170.00
Devon & Corn Const	0.00	0.00
Medical Centre	25.00	25.00
Welcombe Spinners	0.00	100.00
Bude Lace Makers		0.00
Total	725.00	995.00
Net +profit/-loss	279.00	-2237.50
Opening Balance	785.22	1064.22
Closing Balance	£ 1,064.22	-£ 1,173.28