

**MINUTES OF THE HERITAGE & CULTURE COMMITTEE**

**MEETING HELD ON THURSDAY 14 JANUARY 2010**

Present: Cllr W B Garvie – Chairman  
Cllrs: F Partridge, H Partridge, I Saltern  
Mr C Jewell – Bude Canal & Harbour Society (BCHS)  
Miss P Wright – Castle Manager (CM)  
In attendance: Cllr L Moores  
Mrs C Kett – Town Clerk

**HC/01/10**      **To receive & accept apologies for absence**

Cllr P La Broy, Miss S Meads (MDO), Mrs A Longley (AVC)  
Cllr N Tucker (non-committee member)

**HC/02/10**      **To receive Members Declarations of Interest**

None

**HC/03/10**      **Maximum 15 minutes for electors present to put questions or make observations regarding the Heritage & Culture Committee**

None were present

**HC/04/10**      **Minutes:**

- (i)      **To consider and approve the minutes of the H&C Committee meeting held on 12 November 2009**  
**Resolved: That the minutes are a true and accurate record and that they be signed by the Chairman**
- (ii)      **Report by Town Clerk on matters arising from the minutes**  
None

**HC/05/10**      **The Castle Heritage Centre & Gallery:**

- (i)      **External Repairs: update**  
The Town Clerk reported that an extra ordinary Council meeting had been convened for Monday 18 January 2010 in order to consider the tender report for the works
- (ii)      **Castle Manager, Outreach & Marketing Officer: report**  
This is attached as an appendix to these minutes. The CM gave a detailed explanation of the content of the report
- (iii)      **Archive Volunteer Co-ordinator: report**  
The AVC was not present

**HC/06/10**      **Museum Development Officer: report**

On behalf of the MDO the CM reported upon the ‘Valuing Volunteers Scheme’

**HC/07/10**      **Stamford Hill Battlefield: report by Town Clerk on advice received re tree planting, Stewardship agreement and management of the site**

The report is attached as an appendix to these minutes. Detailed discussion followed.

**Resolved: That a site meeting be arranged with David Attwell to discuss the planting of 70 trees at the Stamford Hill Battlefield site**

The Chairman closed the meeting at 8.10pm

Signed: .....Date:.....

**Heritage and Culture Committee**  
**Period November - December 2009**  
**The Castle Manager, Outreach and Marketing Officer's Report**

**- Shop Report**

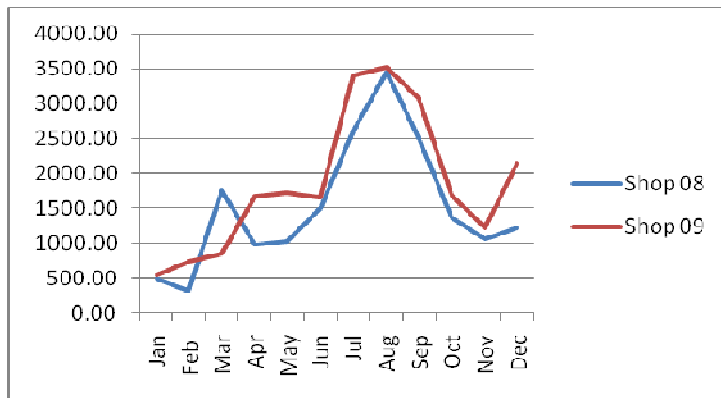
The shop had a very good trading December exceeding the same month the previous year - see below.

The shop staff has worked extremely hard through 2009 developing and building up customer relations which, in December paid off, with many locals coming in to buy gifts. B-STC staff also purchased gifts which helped to make December the third highest income [through the till] month.

The shop supervisor scored a 'hit' with the Christmas food hampers selling not just £350-worth to Holland, but several to local customers. It is hoped, with the help of The Castle's website, to develop this further in 2010. Biggest Christmas hit in the shop was the Cornish Directly Clock.

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Totals
08	500.22	312.44	1751.39	984.98	1033.61	1496.00	2617.02	3454.98	2511.83	1374.64	1063.24	1226.26	18326.61
09	540.96	735.68	843.03	1666.26	1725.46	1658.25	3406.95	3514.35	3078.93	1683.26	1228.91	2134.82	22216.86

*(These figures are amounts through the till - no adjustment for VAT has been made.)*



**- Website**

The Town Clerk has been receiving comments from those that attended 10<sup>th</sup> November presentations and it is hoped to have a decision in the near future.

**- Weddings**

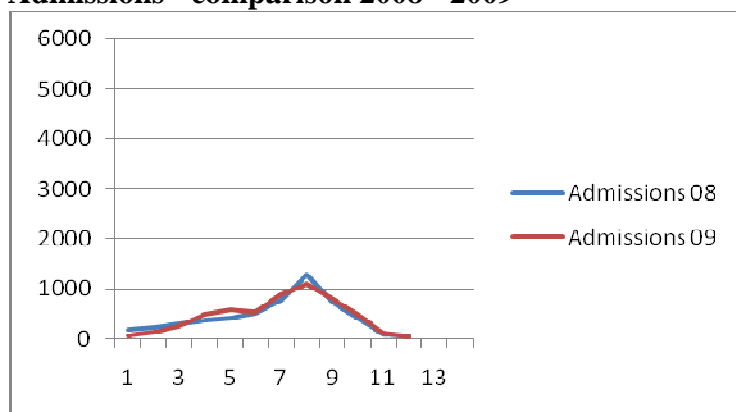
To date The Castle has 14 weddings booked. These are concentrated in May through to September. This is also the gallery's busiest period and most exhibitions will have to be taken down and put back up. Some like Ross Hoddinott, [June] and Bude Art Society (BAS), [August] 3 times

It may be of worth to consider having a seasonal tariff in order to try and spread wedding bookings across the year and not jeopardising exhibitions like the Bude Art Society - August, which in 2009 earned a commission of £3000 +.

**- The Heritage Centre**

Below is a graph showing the increase in visitors and income to the Heritage Centre 2009 over 2008. August 2008 peaked as a result of very poor weather.

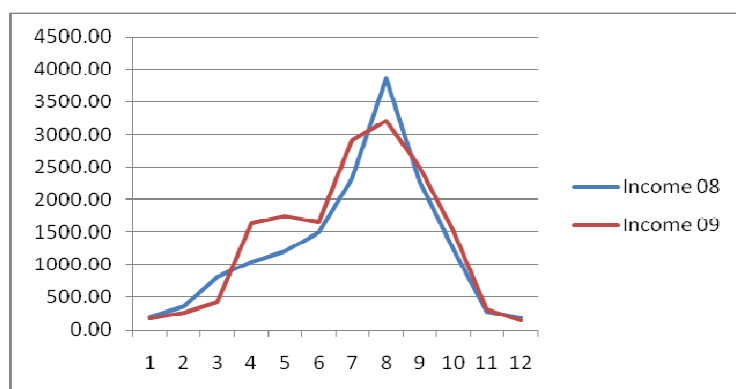
### Admissions - comparison 2008 - 2009



### Admissions - comparison 2008 - 2009

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Totals
08	189	224	290	361	422	509	772	1287	722	414	94	57	5341
09	56	132	252	490	571	533	899	1089	787	488	99	44	5440

### Income - comparison 2008 - 2009



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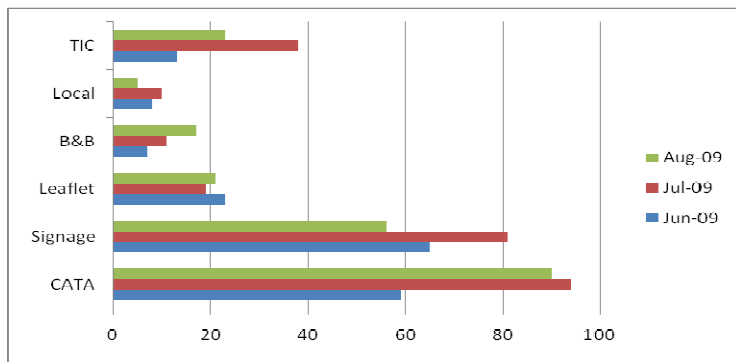
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Totals
204.00	351.75	811.50	1050.00	1195.00	1496.00	2322.50	3870.00	2289.00	1238.00	287.50	185.00	15300.25
178.50	271.25	422.25	1641.50	1752.00	1658.25	2919.50	3209.00	2501.50	1505.50	317.00	139.50	16515.75

Planned for 2010 is the loan of the fossil fish from The Natural History Museum, London, being arranged by the MDO. Re-interpretation of the Seashore section and consideration of changes to the first floor as a consequence of the empty 'Branscombe Room.

The publicity and income-generating value of CATA membership can be seen from the bar chart below. From the data collected over the three busiest months CATA was the main source of information for visitors to the Heritage Centre. Interestingly, signage, [the flags], came a close second. It is planned to replace the outside flags in 2010.

### CATA Stats for June - August 2009

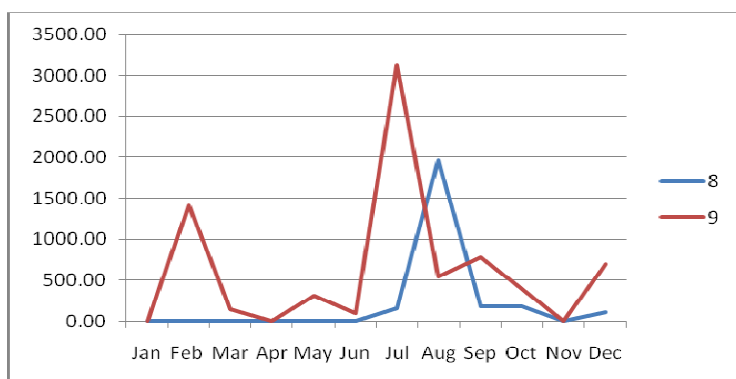
	Jun-09	Jul-09	Aug-09
CATA	59	94	90
Signage	65	81	56
Leaflet	23	19	21
B&B	7	11	17
Local	8	10	5
TIC	13	38	23



For the CATA summer brochure The Castle has taken out a same size advertisement - ½ of A5. The print run for the summer brochure is 1.2 million and besides being distributed throughout Cornwall and handed out at every CATA attraction, e.g., Eden; The Minack; all National Trust and English Heritage properties, it is distributed in motorway service stations and the like up to Bristol.

### - Gallery

Below is a graph showing the increase in gallery sales 2009 over 2008.



	Feb	Mar	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Totals
<b>08</b>	0.00	0.00	0.00	0.00	153.00	1967.7	176.20	179.75	0.00	112.15	2588.85
<b>09</b>	1415	150	305	100	3129.90 BAS	545	778.10	394.75	0.00	700	7517.75

*[The months of Feb and April 08 and 09 have been omitted as there was no income for these months in 08 / 09.]*

The 2009 gallery programme was more successful than 2008. The largest commission was earned from Bude Art Society. See Weddings over - regarding wedding / exhibitions clashes. The Gallery programme for 2010 is attached. Like 2009 this is a programme that has been put together by MDO Stephanie Meads. Enquiries are already being received for 2011 and one provisional booking has already been made of April 2011. The gallery now has a regular clientele who visit the gallery and then have coffee in the Restaurant.

*All the data displayed in this report has been efficiently and effectively collected over the past year by the Shop Supervisor and her staff.*

### - Archives

The November archives exhibition was very successful and attracted a lot of local interest.

The volunteer team has sadly lost two more volunteers, John and Jean, who have moved to Ramsgate to live with their daughter. The team is now down to 4.

The manager is working with the MDO and Holly Blackburn, Budehaven to create a training DVD for volunteers. It is hoped this will be completed by March. It has been funded by The Museum Development Fund.

The MDO, manager and volunteer team will be meeting to identify and compile a year's work programme. Among the hoped for activities will be an archives open day to attract new volunteers.

The archives received a very important donation in November from a Mr Godwin, Swindon, Wilts, which included a Branscombe painting of Stratton and several prints of local scenes.

#### **- Outreach**

The two December workshops funded by Sue Richardson, North Cornwall Activities Network, Christmas Card and Christmas Decoration making attracted 35 and 32 parents and children respectively.

Mr and Mrs Mullens' Good News Puppets had an attendance of 23 parents and children. All the activities were extremely well received with requests for 'More please. This is what The Castle should be for'.

The manager has been in discussion with Sue Richardson and The Castle is going to be the venue for two workshops in the newly established North Cornwall Children's Literary Festival, - half-term week - 16<sup>th</sup> and 17<sup>th</sup> February.

It is hoped that the Bude Library will also be able to come across to the Castle and facilitate story telling sessions during the same week.

#### **- Other**

Initial contact has been made with Kevin Kingdon, Grenville Regiment, Sealed Knot, regarding 2010's Stratton Commemoration Weekend which will be 15<sup>th</sup> - 16<sup>th</sup> May. The manager is awaiting a date for first meeting.

The manager will be contacting the team involved in the B-S Heritage Day in the very near future to set-up a first meeting. The Bude-Canal and Harbour Society have already made contact with their stall-holders.

#### **- Building Maintenance**

The downstairs archives toilet has now been converted into a cupboard for chairs and tables etc.

The Manager's office has been re-organised so that half is now a storage area for the wedding covers, flowers etc.

The Castle's boiler has been working intermittently. It has now received a full service from the company that installed the Parkhouse's new boiler. The replacement parts are on order and an annual boiler maintenance agreement will be put in place with this company.

#### **- The Castle Staff**

The Castle staff and manager have been working on aspects of The Castle's marketing strategy, and it is hoped to have a drafts of these sections for the next meeting.

Part-time shop assistant Mariella Southgate, was successful in her application and interview at St Hilda's College Oxford, where she has been offered an unconditional place, starting this October.

## **- The Castle Manager - Present and On-Going Priorities**

- The Castle website
- The Stratton Commemoration Weekend, 15<sup>th</sup> - 16<sup>th</sup> May.
- The Bude-Stratton Heritage Day, 8<sup>th</sup> August
- Organising the Outreach Programme for 2010
- Working with the MDO on interpretation / Heritage Centre changes
- The Gallery Programme for 2010 and 2011
- Weddings
- Helebridge
- Marketing Strategy
- The Castle staff - embedding any changes / training and new procedure
- Contacting all local schools to make introduction

Patricia Wright

The Castle Manager, Outreach & Marketing Officer

8 January 2010

### **HERITAGE & CULTURE COMMITTEE**

**14 January 2010**

**Agenda Item: 7**

**Following consultation with DEFRA re tree planting on the Stamford Hill Battlefield site I was advised by DEFRA to take advice from Cornwall Council regarding the suitability of the site for additional planting. The following is a report received from David Attwell and Coralie Barrow, Cornwall Council following a site visit to the Stamford Hill Battlefield Site**

Thank you for your time today and the opportunity to look at the battlefield site. We were both impressed by the effort that Ian and the team had made to manage the hedgerows and undertake scrub clearance on the steep banked meadow. This is a lovely site for the Town Council to be involved in and I am sure its value will develop over time.

You asked specifically if we felt tree planting on the steep meadow would be beneficial and I am afraid to say that in our opinion this would be a retrograde step. The value of the south facing grassland is demonstrated by the abundance of ant hills which require warm short turf and are a good indicator of a long term ley. Invertebrates in particular would be a key facet of this habitat and in general this type of slope has diminished greatly in part due to tree planting and in part succession in grazing. The question really to ask would be whether the value of the new woodland would outweigh the biodiversity value of the existing grassland and in this instance my recommendation would be favour the latter.

In terms of the second question of how you could develop the sites environmental value then the following points are suggestions that could be adopted as part of a pro-active approach to land management. This would need to be the main objective as some of the changes might impact on the income potential of the grassland. However in reality this would be minor and the potential benefits should significantly outweigh any losses.

1. Higher Level Stewardship – I would seriously look at whether you could upgrade your Countryside Stewardship Scheme to a new Higher Level Stewardship Scheme. I believe it is possible to progress but you would need to make your case based on an enhanced level

of management and potentially engagement. The agreements are for 10 years and once again have capital and annual payments. It is also worth noting that there is a category for special projects and this might be useful for some of the elements outlined below. I will ask Coralie to speak with Mark Beard and see if we can visit you as part of our site visits on January 19<sup>th</sup>.

2. Survey – it would be good to know in more detail what you have a plant survey would be beneficial to provide a baseline and to measure any potential enhancement projects against. We could identify someone to do this for you or possibly look to integrate it into a study or field trip. It could also be a good local schools project which might be built into a special project
3. Meadows - I think this area is one that would be good to develop. If you specified one of the two meadows (or both alternate years) as hay meadow to be cut from Mid July onwards this would allow you to develop the floristic diversity either by sowing green hay or through plug planting. The latter would enable greater community engagement whilst the former might deliver quicker results. Either way we could help with some of the practical logistics and I suggest this would be a great outreach project from the museum. The techniques are relatively simple and we have good experience we can offer you and the benefits are also visual and tangible.
4. Woodland – I would suggest asking the Council Forestry Officer to look at a longer term woodland management plan for the existing area. It is quite even aged and of predominant Beech in species and would benefit from some restructuring and under planting. This would be eligible under HLS if the plan was geared towards enhancements providing annual and capital payments. The wet woodland in the valley bottom could do with coppicing and opening up and a good plan with rotational coppice management would definitely improve its value. There could also be some re-coppicing on the compartment leading from the A39 to the site itself.
5. Wet Grassland – I know Ian will not welcome this but the other area of quick biodiversity gain would be make the wetland wetter! This is an ever diminishing habitat and it could be something that Natural England would welcome as part of an HLS application
6. Interpretation and Access – I think an HLS scheme could deliver some funds for further on site or off site interpretation and potentially access infra structure. Might be worth looking at in context of what you have in the museum already.

Kindest regards

David Attwell

**Christine Kett**  
**Town Clerk**