

# KEYNSHAM TOWN COUNCIL

Minutes of the Events, Arts, Tourism and Heritage Committee meeting held on  
Tuesday 12<sup>th</sup> February 2020 at 4.00 p.m. in the Key Centre

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PRESENT: Keynsham Town Councillors D Biddleston, C. Fricker (Substituting for C Brennan) and J Wallcroft.  
Community/Business members R Davison and J Cron

Councillor H MacFie (for part of the meeting)

IN ATTENDANCE: D Drury (Deputy Town Clerk), C Scott (Town Clerk), D Amesbury (Marketing and Communication Assistant) and Rev Nigel Williams (Guest Speaker)

1. APOLOGIES FOR ABSENCE

Councillors C Brennan, T Crouch and B Simmons.

2. DECLARATIONS OF INTEREST

J Cron declared an interest in matters relating to the Art Space.

3. DISPENSATIONS

There were none.

4. PUBLIC PARTICIPATION

There was none.

5. CONFIRMATION OF MINUTES

RESOLVED:

That the minutes of the Planning meeting held on 3<sup>rd</sup> December 2020 were confirmed as a true record and were signed by the Vice Chairman.

With permission of those present at the meeting item 18 was brought forward for discussion.

6. ST. JOHN'S CHURCH 750 ANNIVERSARY CELEBRATIONS

An update on event plans for the 750<sup>th</sup> anniversary of St. John's Church was received from Nigel Williams (Curate of the Keynsham Team Ministry). A flier was distributed detailing the monthly celebration activities planned. It was explained that the Church were seeking assistance from the Town Council in respect of financial support, publicity and/or administration.

The Deputy Town Clerk explained that the Town Council had been approached by the Flower Festival Planning Committee regarding a floral display (on a Keynsham Historical theme) and it had been agreed that the Town Council will produce a floral

exhibit produced by the Town Council Grounds Maintenance Supervisor (a trained florist and ex-employee of Fry's) of the arrival of the Fry's Factory in the Town.

### **RECOMMENDATION to TOWN COUNCIL**

**That £100 be allocated to materials required for the Town Council floral arrangement. This financial support will allow the Church to support another community group's floral display from their limited funds.**

**(Clerk's note – this would be from GPOC budget).**

Ric said that it would be great if the Town Council would support the proposed Music Festival concert that is to be part of the anniversary celebrations.

It was recommended to Rev Nigel Williams that he come back to the Committee with specific details and costings of a particular event that the Church would like the Town Council to support.

#### 7. TOWN COUNCIL 4 YEAR ACTION PLAN/COMMITTEE BUDGET 2020-2021

- (i) The Four Year Action Plan, as decided by Keynsham Town Council on 10<sup>th</sup> December 2019 was received and noted.
- (ii) The EATH Committee budget for 2020-2021 approved by Town Council at its January meeting was received and noted.

### **ARTS**

#### 8. CULTURAL CONSORTIUM NATIONAL HERITAGE LOTTERY FUNDING BID

Georgi Tyler's apologies were tendered as this meeting conflicted with a B&NES meeting. In view of this, the presentation in respect of the £100,000 bid for cultural consortium National Heritage Lottery Funding bid did not take place. This is a ringfenced part of the Heritage Action Zone Award (submitted by B&NES with KTC as a contributory funding partner of £40,000 towards the overall project). Suggested Consortium Group members to support the bid – KMFA Limited, the ArtSpace Consortium, KTCRfm and Keynsham In Bloom, however the consortium requires a named lead. This will be made at the next EATH meeting.

**At the next meeting recommendations will need to be made to Town Council in respect of the proposed consortium group members and whether Town Council should lead.**

#### 9. BUSINESS DIRECTORY

It was reported that the Business Directory is still not complete and needs further amendment. A deadline of the next Town Council meeting for approval of this publication has been given. This will delay the distribution with the next Keynsham News.

It was explained that the directory launch was unanimously approved by the NDP Steering Group and that the delivery of this project was important for the Businesses of Keynsham and the community.

An electronic version was discussed, and it was explained that the town council current website could host a copy of the directory but as the site was limited to two such documents one of the Keynsham News publications would need to be removed. For additional documents to be held on the current website a fee would have to be paid.

The directory will be on the website as a PDF version and would not have the facility for searching for specific trades or services as the publication which was agreed was not really ideal and such a platform should be incorporated into the new Town Council website once it is produced. There may also be the opportunity to display publications with the option of page turning.

The committee were informed that a new fully accessible website needs to legally be in place by September 2020.

#### 10. PRINTING FOR THE SPACE EVENTS

A question raised as to how printing undertaken by the Town Council on behalf of the Space activities was being paid for. Ric said that all printing was being charged to the Music Festival. The Committee raised concerns as to whether Keynsham Music Festival Limited were happy paying for all printing including for activities such as the Comedy Club.

#### 11. ARTS NEWSLETTER

The members of the Committee received a copy of the Winter Arts Newsletter.

Suggestion for content for the Spring edition was as follows:

- Art and craft related items from the activities proposed for the St. John's Church 750 Anniversary Celebrations
- Local arts projects – Community At 67 Craft Club, Messy Church, other art clubs in the town
- It was suggested that there should be a section dedicated to a particular art group and a visit should be made to each to take images and record their activities. The Pottery Studio at St. Monica's was suggested as the first group/facility.

A call out will be made to all the local arts groups in order to get articles for the Spring edition.

#### 12. GWR POSTER PROJECT

##### 12.1 Poster display themes 2020/2021

- (i) It was reported that the January – March display (photographic competition images) was well received by the public and there had been some good comments.

The April – June display will be Gardens of Keynsham images from the award winning In Bloom gardens 2019.

- (ii) RESOLVED:  
That the artist (Creative Mojo) working with residents in local care homes and adults with disabilities be contacted and asked if they would like to produce some artwork for the January 2021 – March 2021 poster display at the station. The artist needs to be informed that the artwork needs to be in portrait format, the artwork will be turned into a GWR poster image and that the artwork will be credited in a strap line with the artists name and detailing which Keynsham residential/care home they are from.

## 12.2 Commercial production/sales of products arising from GWR poster designs.

- (a) The Cttee considered the request from the Finance Committee to produce a detailed strategy on commercialisation of poster designs. This was to include costings for production in various sizes of poster, other products, amount of any royalties, any commission arrangements to be made with identified sales outlets, final selling price and production run numbers.
- (b) The production of A3, A4 posters and postcards and royalty percentages to any artists was discussed. It was decided that any print of posters should be in A2 and that a print run should only be undertaken when there is a suitable outlet for sales e.g. the Art space at the Music Festival, a pop up Art Space or the Town Council office. The Committee were informed that there was currently no budget allocated to the production of posters or postcards and that a strategy needs to be formulated in respect of the commitment to sell these products.
- (c) A suggestion was made that the digital images of the two sets of station posters be given to the Art Space Consortium to produce and sell the posters/postcards and that they give the Town Council the profit back rather than the Town Council arranging production of the posters and postcards.
- (d) The fact that currently members of the public do not know that copies of the posters are available to purchase or where to buy them was highlighted.
- (e) It was suggested that in the next Arts Newsletter a centre page spread showing the two sets of posters be included with information detailing how to order prints.
- (f) No decision was made as to whether the photographic images from the current Keynsham photographic by month poster display should be turned in to a calendar. It was thought to be a good idea but there were reservations as to whether they would sell especially as the Town Council had already experienced being left with a large number of unsold Clock Tower booklets.

### RESOLVED:

- (i) That a short run with a limited amount be created for sale at various events to see how popular the sales would be.
- (ii) That a notice be put up at the station detailing where prints may be purchased.
- (iii) That the next Arts Newsletter centre page spread be dedicated to the two sets of posters and information detailing how to order prints.

- (iv) That the run of the prints are not undertaken until there is somewhere to store the stock.

#### RECOMMENDATIONS TO FINANCE COMMITTEE

- (i) That a run of A2 posters - 5 each of the 12 Artist impression poster images and 5 each of the 12 photographic competition poster images be produced.
- (ii) That a run of postcards - 5 each of the 12 Artist impression poster images and 5 each of the 12 photographic competition poster images be produced.
- (iii) That the cost of this project be taken to the next Finance Committee meeting and that this Committee consider the funding of production of the above items.
- (iv) That all monies raised from the sale of the products above go back into the Arts budget.

The question of Royalties to the artist providing artwork for the posters was discussed. A figure of 15% was suggested. Also, the fact that it was felt to be unfair that Artists that had requested the original poster depicting their artwork (once display at the station had finished) were being asked for a fee of £75.00 when it was considered that they should be given to them free of charge. The Committee were reminded that the price of £75 was a one-off agreed by Finance Committee for the sale of one poster from the clocktower series to a Member of the Public. No decision had been made on whether to charge artists for the poster depicting their artwork once it was taken down from the station.

#### RECOMMENDATION:

That the matter of Royalties and whether the posters be provided free to the artists be put on the Town Council agenda for March.

#### 13. TIMELINE PROJECT

An email received from Mark Minkley (B&NES) dated 19<sup>th</sup> December 2019 stating that currently B&NES Council no longer have capacity in their team or the previously set-aside budget to take this project forward was reported to the Committee. The Deputy Town Clerk reported that she had been told that Marc Higgins of B&NES was now leading on the Riverside project, the proposed location of the Timeline Panels and that she had contacted him and had had no response with regards to the way forward and completion of this project.

#### RESOLVED:

That the Deputy Town Clerk send another strong email to Marc Higgins seeking a response.

#### **RECOMMENDATION TO TOWN COUNCIL**

**That the Town Council request that the B&NES Ward Councillors for Keynsham look into the matter to ensure that this project is taken forward to completion.**

14. TWO MINUTE UPDATES

- a. The Space  
There was no update.
- b. Live Streaming  
The Town Clerk gave an update on the present situation and reported that she has been regularly asking the B&NES officer leading on this project to get it completed as soon as possible.
- c. Keynsham Radio  
It was reported that the station was now live and broadcasting not only to Keynsham but as far as Bath and into the South Glos. area.
- d. Other current Arts activities in Keynsham  
There was none to report.

**TOURISM**

15. VISIT SOMERSET

It was noted that the Town Council has approved the renewal of membership to Visit Somerset. The Town Clerk is arranging a meeting with John Turner to discuss how the contract will work.

16. MARKETING AND COMMUNITY ENGAGEMENT STRATEGY WORKING PARTY

This matter was discussed in conjunction with items 17 on the agenda

*Councillor H MacFie joined the meeting at this point.*

17. TOWN COUNCIL BRANDING/WEBSITE ACCESSIBILITY PLATFORM

The EATH Committee members felt that they did not have the expertise to form a Sub Committee or Working Party to determine a brief of producing a marketing and community engagement strategy or where to start in respect of producing branding or an accessible website for the Town Council.

The Town Clerk stated that she could work with the Working Party to cover the requirements to achieve the above, but this would mean having to pass on some of her workload to other members of the office staff.

**RESOLVED**

- (i) That the sub-committees required to achieve items 16 and 17 above be merged into one Branding and Marketing Engagement Working Party and that 5 members be allocated to this group.
- (ii) That the following be appointed to the Working Party

Councillors D Biddleston, C Fricker, H MacFie plus non councillor member Judith Cron with the Town Clerk to facilitate.

- (iii) That one further member be appointed at the February Town Council meeting.

## **HERITAGE**

### 18. Update on Public Realm Project and Heritage Action Zone

A brief update was provided by members that attended the consultation display. It was felt that B&NES officers were doing a good job of re-assuring the members of the public present that they would be listened to. Also, that members of the public were asking some very valid questions.

## **EVENTS**

### 19. VE75 COMMEMORATION EVENTS

The following events were noted

- i) Friday 8<sup>th</sup> May – Choir Jam and local Forces bands/choirs are coming together for a big concert to be held in St. John’s Church.
- ii) Saturday 9<sup>th</sup> May – In Keynsham British Legion – There is to be 1940’s swing band dance lessons followed by an evening of 1940’s music, dance and refreshments.

#### RESOLVED:

- (i) That St. Monica’s Trust be visited by Councillors D Biddleston and C Fricker and discussions be held with regards to an event being held at this location that the Town Council could support.
- (ii) That any outcome of the meeting be reported back to full Council so that the level of support and any financial contribution can be considered.

### 20. TOWN COUNCIL – SKATE PARK EVENT – SATURDAY 9<sup>TH</sup> MAY 2020

The information regarding the skate park event from 10 a.m. – 4 p.m. on Saturday 9<sup>th</sup> May 2020 to launch the Young People’s consultation for the Keynsham Neighbourhood Plan was received and noted.

### 21. DATE OF NEXT MEETING

The next Events, Arts, Tourism & Heritage Committee is scheduled for **Wednesday 8<sup>th</sup> April 2020 at 4pm. venue to be confirmed.**

The Meeting finished at 18.03

Signed: ..... Date: .....  
(Chairman)