



Seaton Chamber Meeting Agenda

12th March 2024 – 6.00pm

Pebbles Coffee House

Welcome and opening words from the Chair

Carl thanked everyone for attending – he expected more of the public/membership to attend but perhaps the weather has put people off. Apologies received from Richard Betts and Carly Tribble.

Carl explained that as a Chamber we are making headway with the various projects we have going on even if that is not the public's perspective as of yet. We still need more help, not people to sit on the committee but to work with the committee to action certain projects and initiatives that we want to achieve.

ShipShape Festival

This is being launched now and intended to take place throughout the whole of April. We have been talking to landlords regarding making their properties in the town look better and the Chamber believes that Seaton is in a better shape than other local towns. Events as part of the festival are:

- 1st April – launch day with a digital campaign to get everyone out in their neighbourhood to kick off the festival by tidying, gardening, planting etc their houses and properties. The idea is to post on Facebook using the #.
- 5th April – a beach clean and children's scavenger hunt organised in collaboration with Clean Jurassic Coast CIC.
- 13th April – family day at the Hideaway to include facepainting, book reading, tug of war etc with an emphasis on a 'clean' theme.
- 27th April – finale party at The Gateway with live music, bar etc. Tickets available from the Gateway.

The Chamber have also paid for a cherry picker from Harcombe Engineering to clean gutters etc on high buildings in the town. We want to put pressure on the council to fulfil their obligation of keeping our town tidy. Amy Bonser suggested getting the school involved. James Tribble to send out posters and information to local schools.

Toilets Update

The Chamber are still in ongoing communication with EDDC and are 95% of the way there. Carl provided an update on the toilets near the tramway/underfleet, these would cost circa £60k to be refurbished with the building then being offered as both toilets and a commercial space, ideas for the commercial space were put to the floor, general feedback around linking the space to align with how the town is promoting itself, maybe cycle hire, beach equipment hire or something similar. Similar approach to Marsh Road toilets, which would consist of 1 toilet and 3 storage units.

Website and Marketing

The Chamber have contracted out Sonder Digital to run a social media campaign for ShipShape Festival and also to design us a website. Sonder have kindly offered us discounted prices which we are very grateful for.

Christmas 2024

Christmas lights, 2023 lights were considered poor, the town council has a stock of lights but these will potentially be exhausted in 2 years as they are used to replace broken ones etc. a plan has been put together by the chamber for a 2024 event on the 30th November, this could involve lights, Carols, Children from the school decorating a tree with baubles, stalls etc.

- a. Meeting planned with council on 13th March, looking at options to sponsor an event and for the Chamber to organise stock of Christmas trees through a local trader, in addition it is noted that circa 20 spare tree brackets exist.
- b. Member of the public suggested using the wall brackets for flags in the summer months.
- c. Mentioned there maybe electrical sockets in walls near the seafront/beach wall.
- d. A potential light feature on the roundabout could cost as much a £10K or £3.5k to rent.
- e. Noted Lyme Regis have a light committee and the cost of the lights is circa £14k a year.

Membership VFM

Member of the public expressed concern on behalf of others that money being invested in the Chamber but not seeing or made aware of activities and projects the chamber maybe working on. Carl highlighted that the committee are volunteers and volunteer their own time to support the community of Seaton.

- f. Communication is regarded as key be it website, social media, posters in shops etc.

- g. Midweek Herald was mentioned but it was suggested a one-page advert can be as much as £400.
- h. Ask about stickers for shop windows or posters.
- i. Summer celebration event – member of the public suggested a stall at this event to promote the Chambers activities.
- j. Believed there may be a tramway event – potential for a stall at this event also.

AOB

Seaton Moridunum, as far as the Chamber aware, no monetary bids have been received by the council, the Chamber have offered a zero bid for the location, however, should be noted that to convert the site to a Café or Restaurant would cost and estimated £650K.

Town map – on Hold due to costs to produce.

Status of Malt house – believe that new owners will be taking over soon.

Member of the public suggest some sort of collecting structure where the public could donate pound coins, with the structure/collection being linked to the Seaton Down Hoard which is on display at Exeter Museum, with the idea to collect the number of £1 coins to replicate the number of coins found in 2013 (circa 22, 888 in total) this new hoard could then be used on town projects by the chamber – idea was considered really good and should be looked into

Owners of 'Tide' attended the community meeting and are intending to open fully by the weekend for the Grizzly.

Member of public explained a venture he is looking into associated with space at the hospital to be used possibly for young people, through a grant could be used to create music via music decks and also looking at the possibility of a community radio station.

Member of the public who is also a school teacher at Axe Valley stated that students often mentioned that students that live in the town have little to do in the town and would be great to see something for the younger generation.

Harepath Road retail development, Seaton Chamber have been contacted by the developers asking for the Chamber to act as a voice for the traders and indeed the community in regard to the development,

- k. Currently consultation with interested parties at present prior to formal planning application
- l. Exhibition being held in the town 13th & 14th and that the chamber had been invited to discuss the development.
- m. Developers would like the Chamber to canvas members for thoughts and input.

- n. Mixed thoughts from members of the public at the Chamber meeting especially around location and it will not encourage visitors to the retail park to travel into the town – transport corridor would be key.
- o. Personal thoughts from Chamber
 - i) Site always earmarked for employment and not housing.
 - ii) Unlikely to draw manufacturing/high skilled type employment due to location.
 - iii) Will create employment opportunities.
 - iv) Development is not directly related to the Baker Estates planning application but no doubt both parties have been in discussions.
 - v) Generally, should consider supporting the development but work with the developer to create opportunities to support the town.
 - vi) No doubt the likes of M&S and The Range have spent a lot of money on market research to establish that Seaton is the right location to have an outlet and it is not just summer footfall but year-round, others may follow as smaller outlets do tend to follow these types of development.

The meeting closed at 8:15pm