

**Cullompton Swimming Pool Campaign  
Committee meeting 30  
Tuesday 18<sup>th</sup> June 2013, Padbrook Park**

Present: Dave Haslett (Chairman), James MacPherson, Lynne Read, Roy Gould

Guests: Cat Margrie, Leigh Brooks

Apologies: Mary Christie, Sharon Vaughan, Lynn Craddock

Absent: Chris Mussen, Helen Giles

**1. Acceptance of previous minutes**

Unanimous

**2. Updates and matters arising**

James was unable to obtain a list of local businesses from Nikki Woollatt so we decided to compile the list ourselves.

We have still not received the letters of support we were expecting. [Update: letters of support now received from MDDC, the CCA and Bramblehaies Surgery. College Surgery have requested another copy of our letter.]

**Action Point** – James to contact Gary Clarke, PTFA Chairman at Willowbank Primary School.

Only 5 schools have replied out of nearly 20 we wrote to. Hopefully Gary Clarke will have some advice on how best to approach them again and get a better response.

We were disappointed that the Culm Valley Gazette seems to be putting a negative spin on our campaign at the moment. We sent them details of Sharron Davies becoming our patron – a very big and positive story – but their article focused on the sale of Padbrook Park instead and suggested we were “treading water” until this is resolved.

We agreed that we would stop concentrating our publicity efforts on the Gazette exclusively and would make sure each story also goes to all the other papers including the Express & Echo, Mid Devon Star and Western Morning News.

**Family Fun Day, 7<sup>th</sup> July**

Preparations are now well under way but there are still some important issues to sort out with Padbrook, which Mary will need to discuss with them as soon as she returns from her holiday. We have a fundraising team meeting on Weds 26<sup>th</sup> June when the final arrangements will be discussed.

Mary and Lynne have visited Padbrook Park and sorted out the site for the Family Fun Day with a member of their golf staff.

Lynne was concerned that we would not have enough time to transport and set everything up on the

day of the event. We agreed that we would try to store as much as we could on-site during Saturday so that stalls could be set up as each gazebo was erected on Sunday morning. Lynne said she would set up her own tent and gazebo on Saturday to give us storage space, and she would spend the night on-site in her camper van to keep everything secure.

Dave said he could store items such as the human fruit machine in his storage unit in Wellington after the fun day, but he might need help transporting them there. They can only be stored there on a temporary basis as he hopes to get rid of the storage unit in the next few months due to the cost.

### Presentation to other communities

We agreed that our presentation, which has been given successfully to MDDC and Cullompton Town Council, should now be offered to other communities and groups that could help us. We would need a projector, but we thought most of them would probably have one we could use.

Lynne felt that the presentation should be given by two or three people rather than just one, with each of them covering a different section. This would make it more dynamic and take the pressure off a single presenter.

Dave suggested turning the presentation into a video (PowerPoint slides with a voice-over) which could be put on YouTube to enable it to reach a wider audience. The committee agreed but insisted that this shouldn't take the place of face-to-face visits to other communities. But we could make these visits easier for ourselves by simply playing the video and answering their questions at the end, or pausing the video to give more information at relevant points.

### PR Training

At the Town Team public meeting Michael Speirs offered to give local groups a PR training session. We took him up on this offer, but it turned out that he had been offering this session for years and no one had ever taken up his offer, so he didn't actually have anything prepared.

Dave visited him for a one-to-one training session where they went through our publicity/PR methods in detail. It turns out that we are already doing just about everything that we can without spending money. Michael was able to provide some useful contacts for local media, and had some good advice about how best to contact them. He also suggested putting together a collection of "quirky" photos (e.g. ourselves posing with pickaxes and spades ready to dig the pool), and especially photos of children, as the local papers were fond of using these. If we want to get the press to come to an event it is best to invite them to a "press conference" rather than to the event itself.

He also recommended posting our events on all the What's On in Devon listings we can find – there are lots of them, both online and offline.

We usually only mention our events on Facebook once – he recommends repeating each message multiple times. We should also keep asking people to invite their friends to Like our page – they will usually do this if prompted but will rarely do it without prompting.

Cat and Leigh agreed to become additional administrators on our Facebook page so they can help with this.

**Action Point** – Dave to add Cat and Leigh as Facebook administrators

He also recommended promoting the fitness benefits of the pool to local businesses – i.e. fitter works are more productive. This should help get their support. When asking for donations he said we were more likely to be successful if we asked for donations of goods (i.e. prizes) rather than money. Linking with the Blackdown Hills Traders Association would also be a good idea as they have around 300 members.

**Action Point** – Roy will provide details of a contact person at the Blackdown Hills Traders Association

### **Feasibility Team Update**

The first draft of the questionnaire has been completed, and we tweaked it some more during this meeting. We are waiting to see if the Town Council, Traders Association or Town Team want to add their own questions, as they can then get involved with delivering them.

We agreed that it would be best to go door-to-door to ask the questions, rather than delivering the questionnaires and hoping they would be returned. This is the best way of getting a good response but will take considerable effort – especially as people are likely to want to chat about the campaign.

### **Shop update**

The decision on who would manage to shop during July was left unresolved. [Update: Dave managed it during June and carried on by default.] Lynne agreed to manage it during August.

We are fairly short-staffed at the moment as many volunteers are away for the summer.

### **Accounts update**

We have just over £7,000 in our bank account, not including shop takings for May or June.

There are eight 100 Club numbers available if anyone wants to join.

### **Any other business**

We will be meeting Sharron Davies at Exeter Arena on Saturday. Dave, Lynne and Cat will attend. We don't want to overwhelm her with too many people on this occasion as she is only there to support her daughter who is competing at the event. [Update: Cat was unable to attend, so Roy took her place.] We will also invite two children from Culmstock school to attend, as they are supporting us by doing a sponsored run for us every day throughout June.

We will be meeting Paul Tucker, MDCC grants officer on Thursday. Dave, James and Lynne will attend.

One of the landlords in town has contacted us about a possible new shop next to the launderette. This is in a much better location than our current shop and although it is about the same width it goes back a lot further. Dave will meet the landlord to find out more information.

**Action Point** – Dave to meet landlord of potential new shop.

We are aiming to have someone at Razzfest (6<sup>th</sup> July) to ask people to sign our support form. Dave should be able to go. We will need to check with the Rugby Club that they are happy for us to be

there.

**Date of next meeting**

Tuesday 9<sup>th</sup> July, 6.30pm at Padbrook Park

Fundraising meeting (final planning for the Family Fun Day) Wednesday 26<sup>th</sup> June, 7pm at Mary's house.