

# Cullompton Swimming Pool Campaign

## Committee meeting 45

### 4<sup>th</sup> June 2014 – Padbrook Park

Present: Dave Haslett (Chair + minutes), Roy Gould, Lynn Craddock, Joyce Giffard, Meryle Staddon, Sue Scargill (Manager, Padbrook Park)

Apologies: Lynne Read, Mary Christie, Camille Harrison, Kevin Hurford, Cat Margrie

#### **1. Acceptance of previous minutes**

Unanimous.

#### **2. Updates and matter arising from previous minutes**

We have secured a storage area at a local farm. It is on the top floor of their grain store and accessed by a very steep set of stairs. Access will be by arrangement only, and no more than once a week. The owners will hold the key.

**Action Point** – Dave and Lynne (and Mary?) to move everything that needs to be stored to the new site.

Dave has given a presentation about the pool campaign to Cullompton Traders Association, which generated considerable interest and members gave £70 towards the sponsored cycle ride.

#### **3. Accounts**

We now have over £40,000 in our bank account, which together with the £20,000 held in trust for the hydrotherapy pool and the £40,000 promised by a local housing developer, takes us over the £100,000 mark. Unfortunately we can't make a big splash about it yet as we are still awaiting the official confirmation from the developer – though we know it is on the way. We also can't update the fundraising thermometer in our shop and on our website yet. But it is okay to mention it to shop customers when chatting to them, as long as we don't mention the developer by name before they make their official announcement.

As soon as we are allowed to do so, we will make a big thing of it. Lynne is also making another thermometer to go in the shop window – this will be prominently displayed as soon as the £100,000 is confirmed.

**Action Point** (brought forward) – Camille to let Dave have a copy of the audited accounts to go on our website.

#### **4. Padbrook Park update**

Sue said she would like us to move the site of the pool to the indoor bowls hall, which has now become available. This will allow Padbrook Park to continue using the hangar for storing their golf buggies and grass-cutting equipment, so an additional building will not be needed to house them. As the bowls hall is significantly larger than the hangar, it should cost a lot less to convert it for the pool as we would not need to extend it.

**Action Point** – Dave to arrange for the Steve Eastland (architect) to visit Padbrook Park and meet Gary Scargill to look at revising the plans for the pool. We will then publicise the new plans.

Sue asked if we had chosen the architect for the pool. Dave said this still needed to be discussed with the committee, but Steve Eastland was the only one who had responded out of the three we had approached. He is very keen to be the official architect, he only lives across the road from Padbrook Park, and he produced the first set of plans free of charge, so there is a lot in his favour.

Sue also asked who would make our grant applications. Dave said that a town councillor, Dr James Wakefield, had offered his assistance. He works at Exeter University and has plenty of experience of making grant applications.

The architect Steve Eastland also works closely with a private fundraiser (Steve Keable) who has had a great deal of success in making grant applications and raising funds for projects of this sort of scale. We have had an initial meeting with him – he wasn't terribly interested in us at that time as we had only raised about £30,000, but he indicated that he would be keen to help us once we reached the £100,000 mark, which we now have.

We are also working with the Community Council of Devon and are working through their Investment Ready Checklist, which is a list of all the things we need to have in place before we can start making grants applications. The most important of these is our survey, which we've just finished in Cullompton and now need to take to all the surrounding communities. They also run workshops on making grant applications, which some of our committee members have attended.

**Action Point** – Dave to let Sue have some collecting tubes for the Mile of 20ps.  
[Update: done.]

Sue suggested that our collecting tins (especially the ones at Padbrook Park) could have the 'Amount Raised' and 'Target to Reach' printed on them as well as our name and logo.

**Action Point** – Lynne to add a label for this next time the tins are collected and emptied.

## **5. Shop Update**

### Clothing

The buy-one-get-one-free clothing sale is coming to an end, and has been quite successful. We agreed that we would permanently reduce the price of clothing to £2 for adults, £1 for children, with higher prices for special items. We thought this represented exceptional value and should bring more people in once word got around. Now that the shop has been reorganised there is room to add an extra clothing rail. The storage shelves upstairs are crammed with clothes ready to be brought down and sold, so we are not going to run short. We decided not to reinstate the £1 sale rail for the time being.

Dave felt it was important to keep at least a few items of clothing in the window at all times to show customers that we sell it and to encourage them to come in and look at the full range. When we have no clothes in the window, clothing sales fall significantly. Signs in the window are not enough as people don't read them.

### Background music

It has been suggested that we should have music playing in the shop, as it can sound 'dead' at times. Sue confirmed that most of the charity shops she visits have background music playing, and it makes it a more pleasant environment.

Dave said we would need a music license from PPL, which costs £126 per year. If we only played BBC radio stations it would cost £63 per year.

A better option might be to make our own recordings, as we would then be the copyright holders and no license would be required. Dave suggested using his digital voice recorder as it can record at CD quality. We could take it to various places to record natural/environmental sounds that could be played back in the shop to add a bit of atmosphere – for example, beaches, swimming pools, forests, rivers, etc.

It would not be loud enough that people would actively listen to it, it would just be there to add some background noise so the shop isn't uncomfortably quiet – which it can be at times. A pleasant environment will also encourage people to spend longer in the shop. Shop volunteers will have the option of turning it off if they don't want it on during their session.

Sue suggested getting advice on this from Lynne's friend who carried out the recent inspection of our shop.

**Action Point** – to discuss further at the next meeting.

### Get-together

Lynne has arranged a get-together for all the shop volunteers to thank them for their hard work and so they can meet each other. This will take place at Community House on Saturday 14<sup>th</sup> June, 2 – 4 pm. Catering will be provided by Jeeves Sandwich Bar. A form has been left in the shop so the volunteers can sign up to attend, and most of them have said they will come. (Roy will be at Willand fête.)

**Action Point** (brought forward) – Lynne to find out about the legal status of PAT testers if electrical items sold in the shop are found to have a fault after being certified as OK.

## **6. Fundraising**

### A Celebration of Cullompton through Flowers, Art and Craft (4<sup>th</sup> – 6<sup>th</sup> July)

**Action Point** (brought forward) – Mary to find out if we are allowed to sell anything on our stall. [Update: we are not allowed to sell anything.]

### Cullompton Pre-School Sports Day – Friday 27<sup>th</sup> June

Culm Valley Learning Community is holding a week of sponsored events to raise money for the pool. They will then come to our shop on Monday 7<sup>th</sup> July to present us with a cheque for the money they have raised. The press will invited to attend.

As part of this, the Pre-School is holding a sponsored sports day at Willowbank Primary School's sports field, 1.30 – 2.30 pm on Friday 27<sup>th</sup> June, and they would like some of us to be there to collect money in buckets and sell raffle tickets (they will provide the prizes). Dave and Lynne will attend.

### Cullompton Town Fayre – Sunday 29<sup>th</sup> June, 11 am – 5 pm

At our next fundraising meeting we will need to set up a rota for our own stall plus the ferret racing (which the Town Council is arranging but we will get the money from if we man the stall and sell the tickets – no ferret-handling required). We will also need to decide how much to charge for the ferret-racing tickets and how much to pay the winner of each race. We will need to arrive at the rugby club at around 10 am to set the stalls up.

If the ferret racing proves popular we will see if we can get it for our Family Fun Day too.

Lynne has acquired a free ebook reader which we can raffle on our stall. We can also promote the campaign, give out leaflets, sell t-shirts, try to recruit volunteers for the shop and new committee members, and encourage people to return their survey forms.

Attendees so far: Dave, Lynn, Meryle, Joyce (maybe), Roy (float).

**Action Point** – discuss rotas and prices at next fundraising meeting.

### Kia-Ora

**Action Point** (brought forward) – Dave to visit Kia-Ora to look at the layout of the gardens, and book a date in June 2015. (Does anyone else want to come along to have a look?)

### Float

Roy is awaiting a response from Padbrook Park's greenkeeper about whether the float can be stored outside the hangar when it is not being used for fairs and fêtes. [Update: this has now been agreed.]

Roy will take the float to Willand fête (Blue Cross/Dog Show) on Saturday 14<sup>th</sup> June, Broadclyst summer fair on Saturday 28<sup>th</sup> June, and Cullompton Town Fayre on Sunday 29<sup>th</sup> June. There are events in other towns and villages throughout July. Roy will use the float to tell people about the campaign and encourage them to join and support it. He will also ask people to sponsor our events and help deliver the survey. It is important to engage with people outside Cullompton as they will make up two-thirds of our potential customers once the pool opens.

We now have a canoe to display on the float, but we still need swimming equipment, which Cat should be able to provide. Roy is also trying to obtain a mannequin or torso to dress up in swimming gear.

We only have the float until September, after which it will be handed over to Wiltshire Air Ambulance.

### Sponsored Cycle Ride – 20 miles

This was postponed as the canal tow path was too wet to cycle on. As only two of us are doing it, we will run the event as soon as the path dries out. In the meantime, everyone is encouraged to collect sponsors. [Update: Dave and Lynne completed the cycle ride on Thursday 19<sup>th</sup> June.]

### Sponsored Walk – Sunday 17<sup>th</sup> August

This will now be a walking half marathon – 13.1 miles. We can start from either the Football Club (following the leat path to Station Road) or the Sports Centre (following Duke Street and Fore Street) as both are the right distance. We will then continue along the footpath to Willand, join the cycle path at the Halfway House Inn, continue to Tiverton Parkway station and join the canal tow path at Boehill Bridge, then turn left and follow the tow path to the canal basin in Tiverton.

We will have a marshal at every mile mark in case people want to drop out.

We may need to arrange transport back from Tiverton at the end of the walk.

### Family Fun Day – Padbrook Park – Sunday 7<sup>th</sup> September

At our last fundraising meeting we went through the list of stalls and activities from last year's event and removed the ones which didn't make much money (particularly the wire loop game and the book stall). We now need to come up with some activities to replace them.

Suggestions included:

a fortune teller

a duck-shooting game using water pistols

Cat has a hook-the-duck game she uses to promote her swimming classes

Sue said she would be keen to have a dog show (for pet dogs), where perhaps 10 dogs at a time enter a category and the winner receives a dog biscuit. We chose not to do this last year as there is a dog show at the Town Fayre and our event was only a week after theirs. But there is a bigger gap between the two events this time, so it would definitely be worth looking at. Sue said it would also encourage people to bring their pets along, as a lot of people don't realise that dogs are allowed in. We agreed that we would look at the dog show at the Town Fayre and see how well it went and what we could learn from it.

We tried to get a dressed-up mascot character last year, but ran out of time. We will try again this year. The character will interact with the public and entertain them, wear a campaign t-shirt, have its photo taken with children, collect money in a bucket, and perhaps hold up signs or lead the way to events.

We will look at inviting the majorettes.

We agreed that we would give a guided tour of the site of the pool again, as it brought a lot of people in last year. A lot of people still haven't seen it, and the site has also changed since last year.

We will discuss this further at our next fundraising meeting, and start advertising the event as soon as Cullompton Town Fayre is over. Last year's poster can be reused with a few slight amendments. Hopefully we will be able to publicise that we have reached the £100,000 mark as part of the promotion for the event, which should encourage even more people to attend.

## **7. Survey**

We have just about finished delivering the survey to every household in Cullompton. The next step will be to print some more forms and take them to the surrounding towns and villages.

We have had about 530 responses so far.

### **Date of next meeting**

Tuesday 24<sup>th</sup> June, 6.30 pm at Padbrook Park.

There is also a fundraising meeting at Mary Christie's house at 7pm on Thursday 26<sup>th</sup> June.