

Minutes of Community Delivery Team meeting held on Wednesday 19 August 2009

Present

John Pollard Chairman, Jane Sharp HAPP Manager, John Bennett HAPP HCE Chair, Joe Colliver HAPP TT Chair, Jim Wright HAPP Treasurer, Maxine Hardy CC Hayle & St Ives Community Network Manager, Bob Amos guest speaker, Claire Casey HAPP

1. Apologies for absence

John Coombe, Bet Slade-Elmes and Ray Tovey.

2. Chairman's Welcome

John Pollard welcomed everyone and introduced Maxine Hardy.

3. Guidelines on Use of Logo

John Pollard gave background to the Hayle logo and explained there were no guidelines on its use. He emphasized the concern that if given carte blanche the logo could be misused. He stressed that he wanted the group to agree the guidelines at this meeting.

Bob Amos is a professional businessman in Hayle who had requested use of the logo within his business. He felt that if businesses could use the logo, it would help to promote a more positive attitude to Hayle in the community and maybe attract more business investment. He passed around draft guidelines and samples of how he felt the logo could be used by businesses.

A lengthy discussion took place on the general use of the Hayle logo, whether there should be variations on the wording beneath the logo and what restrictions would be required. It was suggested that 'official' logos were placed on the Hayle Town Council website and these could be downloaded, together with the terms and conditions of its use and penalty for misuse.

The following actions were agreed:

- a) Jane Sharp to proceed with registering copyright of the logo.
- b) John Bennett to check whether the logo is classed as a trade mark.

Further, it was decided that the 5 points given in Bob Amos' draft guidelines be approved for use with the final paragraph on page 2 being included as number 6 shown below:

- The Hayle logo may only be used to promote the town and vicinity of Hayle per se. It may be used on stationery, advertising and marketing materials, business signs, business cards, all other business forms, town signs, banners and on websites.
- The Hayle logo cannot be used on any website or printed medium that contravenes any applicable law or government regulation.
- The Hayle logo cannot be used as part of a business logo or incorporated within any other business logo.
- The Hayle logo cannot be changed or altered in any way, other than to be enlarged or reduced in size. To animate, or to distort the perspective or dimensional appearance of the Hayle logo is strictly prohibited. The Hayle logo cannot be altered in colour or in any other respect.
- The Hayle logo may not be combined with any other artwork form and cannot be used as a design element of any other logo or trademark.

- Hayle Town Council reserves the right to review the use of the Hayle logo at any time.

The strapline on the logo to be offered with four different wordings and business applications

1. Welcomes you
2. Three miles of golden sands
3. Good for Business
4. It's happening!

Other straplines can be agreed in the future, subject to agreement by HAPP. The wording not to be changed unless agreed beforehand. The logo and strapline wording must retain the original colour, font, shape and form.

John Pollard broached the subject of having the logo with suitable strapline on envelopes as both St Ives and Marazion have stickers that promote their towns. Jane Sharp would request quotes for this and ask local businesses if they would support this. It would be discussed again.

4. Minutes of previous meeting

These were approved with the typographical correction on page 2, under Hayle Town Website line 2 paragraph 3 changing the words "over the HAPP" to "over to HAPP".

5. Matters arising

Youth Issues - An update is still awaited.

Hayle Town Website – Once the snagging list is resolved, Jane Sharp will meet Martin Nixon and arrange the transfer of the site to the Hayle Town Council server. John Bennett will be notified when this happens, so he's on hand. The pictures on the website still need changing.

Foundry Square Banners – Permission obtained for these to remain in place until September. John Bennett stressed these are not advertising banners and should not be subjected to Advertising Consent. Jane Sharp to arrange meeting with planners to discuss.

HAPP Review Leaflet – Very good response about the clarity of the message and its layout.

Meeting with St Ives MCTi representatives – There is a meeting on 24 August with John Pollard, Jane Sharp, Matt Barton, Maxine Hardy and Chris Cocklin to discuss working together under a 'management team' style arrangement.

6. Manager's Report

Jane Sharp tabled a written report.

Small Grants Scheme - St Erth Allotment Association has handed back a sum of £280.89. The suggestion is to hold on it and see what community needs arise.

Branding and Promotion - Jane confirmed that HAPP had a budget of £63,000 for branding and to date had spent approx £30,000. Just over £14,000 had been spent on flags & banners, Hayle Town website, photographs and the review leaflet.

Jane suggested spending around £4k on a Business Guide, including a map. It was confirmed that the Chamber of Commerce was interested in this. A discussion followed as to whether this should be a Guide/Map or a Business Directory. Maxine Hardy also suggested that the Cornwall Business Directory (online) should be viewed. Jane to meet with Jeremy Joslin, Chamber of Commerce to discuss.

Sustainable/green initiatives – We have already agreed to take forward the Discover Hayle leaflet which will particularly engage with tourism/tourism-related businesses. Additional funding is being sought for this. We could support say 4 businesses through the Green Tourism Business Scheme.

Retail Training – Jane will be promoting this to Hayle businesses over the next week or so. If the level of interest is low, it will be widened out to St Ives retailers. She confirmed that the training was free.

Business Showcase – Jane suggested we might consider this for Spring 2010 or later. Maxine Hardy pointed out that the West Cornwall Business Network was planning a business fair at Rosewarne Manor in the near future which Hayle businesses would be able to attend. WCBN also have networking events. It was again felt that perhaps a business showcase was more a Chamber of Commerce event and that it might be something that would increase their membership.

Walking and Cycling – to date around 300 signatures have been collected, mostly from the Copperhouse Post Office. We hope to get 500+. Jane is attending a Walkers Are Welcome conference in October (cost £35).

Copperhouse Dock – John Pollard said the cost of a new bridge over the dock gates would be around £15,000. Jane confirmed a Footpath Diversion Order over the dock gates will cost £1,500. Jane is talking with Toby Lowe at CC about this.

In conclusion - John Pollard commented that a great deal of work had been put into the preparation of the papers Jane had presented. He felt there was too much to take in at the meeting and suggested that everyone read through carefully the reports and come back with suggestions/comments. We need to concentrate on short-term actions within the next 6-10 months, bearing in mind Jane's contract had just 10 months remaining.

7. Treasurer's Report

Jim Wright confirmed the overall balance was £18,108.96. The HAPP balance was £7,261.19 and if costs were kept to about £500/month, there were sufficient funds for the next 12 months. The Hayle Oral History Project had spent £14,252.23 to date leaving a balance of £10,847.77.

8. Delivery Group Updates

Traffic and Transport - Joe Colliver confirmed that the last meeting had been concerned with the case for a new A30 junction at Tolroy. He enquired about the traffic census currently being carried out. John Bennett confirmed that it was being done by the Highways Agency, not Cornwall Council. We should be able to access the results.

Heritage, Culture and Environment – The replacement plaques are substantially complete. Other projects are more long term and there is a growing lack of interest from the community as they have nothing to get involved with. The footpath over the dock gates was something this group could be involved in.

Community Well-being – the focus for the last meeting had been sports and leisure facilities. Jane and Maxine are to meet with Richard Allen prior to the next meeting, when this subject would be discussed further.

Business and Enterprise – the last meeting was a presentation by Nick Harrington from the SWRDA about the Wave Hub. It was confirmed this could go ahead whether or not the Hayle Harbour scheme went ahead.

9. Any Other Business

It was pointed out that although the Hayle Area Plan was a 20 year project, 4 years had already gone by. While Jane was still working with the Partnership it was important to decide on a programme of projects from now until June 2010 and to make sure that they were completed. Again, everyone was asked to read through and pick out short-term projects which were thought to be viable.

Prior to the meeting everyone had attended ING's exhibition about building a food store on South Quay. There were polarised views on the suitability of this scheme.

John Pollard read a letter from Chris Cocklin from St Ives MCti thanking us for a positive meeting.

10. Date and Time of next meeting

John Pollard thanked all for coming and confirmed that the next meeting was Wednesday 21 October 2009.

Meeting closed 9.00 pm

ACTION

- 1. Jane Sharp to proceed with registering copyright of the logo.**
- 2. John Bennett to check whether the logo is classed as a trade mark.**
- 3. Jane Sharp to request quotes for logo/strapline and stickers for envelopes stickers that promote Hayle and ask local businesses if they would support this. To be discussed again.**
- 4. John Nunn to be advised that the pictures on the website still need changing.**
- 5. Jane Sharp to arrange a meeting with planners to discuss Advertising Consent for the banners (thought not required as not advertising banners).**
- 6. Jane Sharp to get together with Richard Allen and Maxine Hardy prior to next CW meeting re sports and leisure facilities/priorities.**
- 7. Jane to meet with Jeremy Joslin, Hayle Chamber of Commerce, regarding a business directory and to make a request to attend one of their meetings.**
- 8. Jane to arrange with Martin Nixon for handover of the HayleTown website and to inform John Bennett of when this was to take place.**
- 9. All to read through documentation produced by Jane and bring to next meeting their views, especially on short-term projects.**