



Battle Town Council



Minutes of the MARKETING SUB-COMMITTEE
held on TUESDAY, 23 JANUARY 2024 at The Almonry, High Street, Battle at 9am

Present: Cllrs V Cook (Chairman) Cllr D Buss and D Wheeler, J Gyngell, M Kiloh

In attendance: Cllr S Burton, L Samms, B Rieu (Deputy Town Clerk - DTC)

Cllr Buss chaired the meeting

- 1. Apologies for absence** – Cllrs A Barton, C Sprong
- 2. Disclosure of Interest** – Cllrs Burton and Wheeler disclosed their interest as members of Battle Area Green Drinks.
- 3. Minutes of the previous meeting held on Tuesday 7 November 2023** – were agreed subject to the inclusion of Cllr S Burton being in attendance for items 1-6. The minutes were then duly signed by Cllr Buss.
- 4. Deputy Clerk's Report** – none.

Members agreed to postpone item 5 to later in the agenda

Cllr Cook, J Gyngell, L Samms joined the meeting during the next item.

- 6. The Almonry Leaflet** – Members agreed to make a recommendation to Finance and General Purposes (F&GP) with suggested amendments (as attached) for a print run of 4000 double-sided, colour at a cost of £87 with Wealden Print. The mechanism for distribution will be further researched including mechanisms used by '1066 Welcome' (B Rieu), Battle Festival (J Gyngell) and Battle Chamber Marketing group (Cllr Buss). Distribution by volunteers to specific venues (yet to be identified) will also be considered. Cllr Burton offered to drop off leaflets to the Brochure Direct distribution depot in High Wycombe if need be.
- 5. Exhibition Policy** – members considered recommendations from L Samms and discussed – Cllrs Cook, Buss and DTC to draft an Exhibition Policy for agreement by committee members via email, prior to recommendation to Full Council.
- 7. Station Masters' House** – The first meeting is Monday 5 February at 9:30am.
 - 1. The Station Master's House**
 - a) Update – received from Cllr Cook: formal handover is 1 April 2024 with an opening celebration scheduled for February 23rd. Furniture is being sought.
 - b) Marketing needs are dependent on a business plan, where the facilities will be promoted locally and it is envisaged that costs for hiring would be in line with Council's current room hire rates. A feasibility of hot desking and the provision of a kiosk will be considered as part of the business plan.
 - c) Members agreed to form a Task & Finish Group (T&FG) comprising Cllrs Burton, Buss and Cook in order to develop a business plan. The first meeting is planned Monday 5 February 2024 at 9:30am. The T&FG will feedback its report to F&GP.
- 8. Room hire conditions and charges** – members agreed to recommend to F&GP that Battle Museum of Local History, as the Council's close neighbours use the Chamber for committee meetings and that Council



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invite Battle Festival and Battle Chamber to take up the offer of four complimentary Chamber Room Bookings per year in order to host their committee meetings. This will be monitored during 2024/25 as variety and number of room bookings vary.

9. Matters for information / future agenda items

- Rural Market Town Tourism research collated from Town Councils

10. Date of next meeting – Tuesday 12 March 2024, 9am.

There being no further business, the meeting was closed at 12:05

Cllr V Cook
Chairman

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