Battle Town Council

Minutes of the MARKETING SUB COMMITTEE
held on Tuesday 9 June 2026 at The Almonry, High Street, Battle at 9:30am

Present: Cllr V Cook (Chairman), Cllr M Howell, D Wheeler
In attendance: B Rieu (Deputy Town Clerk)

PUBLIC QUESTION TIME - None

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1. **Election of Chair** – Members elected Cllr V Cook as Chair of the Marketing Sub Committee.

2. **Apologies for absence** – none**.**

3. **Disclosure of Interest** – none.

4. **Minutes of the previous meeting held on 14 April 2026** – were approved and duly signed as a correct record by Cllr V Cook.

   Members noted the post-meeting decision by Financial & General Purposes Committee to introduce storage charges at the Pavilion at 50p per square metre per week for the first year.

5. **Deputy Town Clerk's Report –** members noted that a recent private function at The Almonry had been very successful and positive feedback had been received from the hirer. Members asked for their thanks to officers, for their help, support and co-operation of this event, to be noted.

6. **Terms of Reference and Membership**
   The Committee reviewed its Terms of Reference and membership arrangements. Members discussed the inclusion of storage areas within the list of rentable assets, the distinction between a long-term marketing strategy and a shorter-term action plan and the need to review and consolidate existing marketing and rentable assets strategies.
   Members agreed to recommend to the Finance and General Purposes Committee that:
   - The current objectives of the Sub Committee be retained.
   - Existing marketing and rentable assets strategy documents be reviewed and brought to the next meeting for consideration.
   - The minimum membership requirement be reduced from four members to three members.
   - The Sub Committee continue to meet quarterly, with flexibility to cancel meetings where there is insufficient business.

7. **Review of Storage Areas – Current Use and Arrangements**
   Members reviewed current storage arrangements, including Battle Bonfire Boyes' use of storage facilities at Cherry Gardens and at the Battle Recreation Ground, and Battle & District Historical Society's use of storage space at The Almonry. Members noted the

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community benefit provided by these local organisations. Members discussed the variation in storage charges and raised concerns regarding the condition of the Cherry Gardens storage building. **Members agreed to recommend that**:

- Investigations be undertaken to establish when existing storage agreements were entered into and when charges were last reviewed.
- Photographs and a condition assessment of the Cherry Gardens storage building be obtained.
- Storage charging arrangements remain under review.

8. Income and Expenditure

a) The Almonry – members noted income and expenditure information for The Almonry. Further analysis would be useful to better understand overall costs, income and financial performance.

b) The Pavilion - members reviewed available Pavilion income information and noted that work was ongoing to identify and allocate Pavilion expenditure.

Members requested to receive further analysis of income and expenditure for both facilities at the next meeting to support development of the marketing strategy.

9. Challenges and Opportunities of Hires at The Almonry

The Committee considered the balance between income generation through room hire and community use against tourism and visitor information provision. Members discussed: the impact of room hires on visitor access to the building and the town model; opportunities to improve the layout and use of visitor information facilities, noting that related proposals were being considered by the Town Development and External Relations Committee. Members request that the Finance & General Purposes Committee consider the Council's priorities and provide clarification for promoting room hire opportunities.

10. Future Agenda items

- Review of existing marketing and rentable assets strategy documents.
- Further income and expenditure analysis.
- Condition of Cherry Gardens storage building.
- Development of a consolidated Marketing Strategy with an Action Plan.

11. Date of next meeting: 13 October 2026 at 9:30am

There being no further business, the meeting was closed at 10:37am.

Cllr V Cook
Chairman

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