

MINUTES OF THE LEISURE AND AMENITIES COMMITTEE OF KINVER PARISH COUNCIL HELD ON WEDNESDAY 17th JANUARY 2024 AT 7.00PM AT 95 HIGH STREET, KINVER

Present: Councillors: S Charlesworth-Jones (Chairman), A Calloway (Vice Chairman), D McGirr, J K Hall (Ex-Officio), S Anderson, Mrs C Allen, Ms E Lord, P Wooddisse and co-opted member Mrs S Harris.

Also present: Clerk Mrs J Cree.

1. To receive and note apologies for absence

Apologies of absence were received from Cllrs K Slade, K Hosell and co-opted member D Tibbetts.

2. To record Declarations of interest regarding items on the agenda

None were declared.

3. Minutes of the previous meeting held on the 22nd November 2023

The minutes of the meetings of the Leisure and Amenities Committee held on the above date, having been circulated previously, were approved and signed as a true record of the proceedings.

4. Update on Projects

(a) Visit Kinver / Rebranding

As you know from updates at past KPC meetings, when the Visit Kinver Working Party met (Cllrs S Charlesworth-Jones, A Calloway, Ms E Lord myself, Clerk, and co-opted member Nicola Wood from Kinver Design & Marketing), we discussed the design of the new website "VisitKinver". The Clerk has set up a prototype which was launched several months ago to gain feedback from users and the traders. We are now taking this to the next stage and would like to update the design of the website to include a professional looking Kinver logo that can be used across all media to provide a uniform image that is easily recognisable and clearly represents Kinver.

Today the Chairman of the L&A Committee and I presented a KPC briefing to 25 students and two senior lecturers Steve Paxford and Marc Austin. This included an introduction to Kinver, the demographics and discussion around all of the logos currently in use. There were many questions and the students clearly were engaged and enthusiastic about taking part in a real life project. The winning student will be able to present the proposal to the KPC on the 6th March 2024 to gain approval for implementation.

The objectives are:-

- Create a KINVER brand that encapsulates all that represents Kinver and attracts more visitors.
- Create a KINVER logo that combines Kinver's heritage and attractions.
- Produce a set of Brand guidelines to be agreed by Kinver Parish Council and to be issued to Community Clubs & Societies.

Brand guidelines to comprehensively cover the Kinver Parish Council's brand identity, including its:-

- Logos: full logos, secondary logos, and icons
- Colour palette: primary and secondary colours
- Typography: font styles, sizes, and spacing
- Other imagery: photos, illustrations, and artwork
- Voice and tone: how the brand uses language and emotion

DATES

Briefing - 29th November 2023 – 1400 hrs

Student pitches - 21st February 2024 1400hrs

Selection of Winner - 2nd March 2024

Presentation by Winner to Kinver Parish Council - 6th March 2024 1900 hrs

Presentation of prize - £200

Minutes of the Leisure and Amenities Committee 17th January 2024

The prize money will be allocated from the Visit Kinver budget donated by Fibre Heroes. All other costs are being met by the University as part of their curriculum.

The full presentation is 55mb in size so not easy to send, if anyone would like to see it and help with the shortlisting in February, please let me know. And if you have any questions.

Cllr D McGirr reported that a meeting took place for the rebranding with the working group. He gave an update of the progress so far, with regard to populating the website for the businesses, events calendar is being starting to be collated by calling businesses from February.

He spoke to Wolverhampton University re the rebranding they are presenting their presentation on the 21st February. A winning design will be chosen and the student will present this then to the Parish Council in March .

Update on Kinver Archives

Cllr D McGirr reported that he was unsure what the lack of clarity was relating to the project brief reported at the last meeting, he has circulated the brief to all members.

He has 2 weekly meetings with Tony Phipps, he is helping with his pictures / postcards which are being copied, he has 2 boxes of archives from Dr Tanner, he has costings for the project but needs to have a room. This will be on the agenda as it is required.

(b) Review on Christmas Event

The Figures were presented to the Committee.

The planning of the event went well, they set up a new email just for this event to streamline it. Cllr Miss N Owen prepared the schedule for the event.

The road closure did not happen at 12pm, and took till 12.30 to be resolved. There were no road diversion signs, and the bus company did not show a diversion.

Set up went well, large vehicles first and then the smaller units and the Schedule ran well after.

Entertainment – was the majority of the cost but very effective and was enjoyed by everyone, some were chargeable and some were free.

Rotary organised the Santa Sleigh, which went well with marshals to help.

Big light switch on went well, by Nick Owen.

Traders sent the following email:-

“Further to our conversation today, I respond on behalf of the Kinver Traders as follows:-

1. The majority of the Traders felt that the event was a great success and brought a large increase in footfall to the Village.
2. The event should be made an annual event with the date being published by mid-February.
3. Siting of outside stalls should be agreed no later than 28 days before the event so that everyone knows where everything is going but the control of positioning of stalls must remain with the Chair of the L & A.
4. As Chair of the Traders I am more than happy to assist in anyway we can to ensure the event becomes a successful annual event.

I am sorry that I am unable to attend the meeting tomorrow but I am still suffering with pneumonia.

Kind regards
Chair of Kinver Traders”

He has spoken to the traders and many felt that their trade was up greatly, so a good event.

The fair needs to be in a fairly wide part of the road due to the generator they have to use.

Stall Holders – feedback was positive.

Take down – took place straight after the lights turned on, as the public left.

Bins – additional bins were supplied and keys for the blue bins were used to keep them clear, 30 – 40 bags were used.

Torches were purchased to use on the evening and a complaint that road signs weren't lit up.

2 marshalls down on the morning of the event, and Cllr D McGirr and Mrs S Harris stood in to help.

A set of radios were useful on the day, that were borrowed for the event.

Co-Opted member Mrs S Harris said she had loads of positive comments from people that attended, they preferred Saturday evening to a Friday. She felt that more Parish Councillors / family members helped to marshall and car drivers complained about the road closure signs were not in place.

The finances show a loss of £359.44 for the event. This does not include the road closure costs.

It was agreed that the Council need to have an event policy for future events.

It was agreed to recommend to the Parish Council that:-

- In November budget line for the Christmas Lights road closure
- The date for this years event should be 30th November 2024, 12 – 9 pm.

(c) CA Newssheet

It was agreed that the Clerk write to the newsletter editor and ask for an update with the offer for support, where we can.

(d) To look at Jubilee Gardens

Cllr S Anderson had a look at the gardens, tree cover is dense, so grass does not grow.

It was discussed to native wildflowers or shady plants. A windy path through the grass to save walking by the road.

It was agreed that Cllrs Ms E Lord, S Anderson and Co-Opted member Mrs S Harris will look at the garden and bring some ideas forward to the next Committee meeting.

(e) CUA

The Chairman summarised that the school are not happy about the costs to run the facilities after school hours. This is the schools responsibility and they have the benefit of the building for school use.

The Clerk has put together a summarised list of all the details on Facebook and a display in the office window, and will be on noticeboards also.

Cllr A Calloway has offered to operate and set up a booking system and also could incorporate a membership scheme. The school are keen on the booking system.

It is the schools responsibility to ensure they have staff to cover the opening hours as per the CUA agreement.

It was agreed to recommend to the Parish Council that the Clerk to find out the ramifications from the legal department of SSDC to ask what if the CUA agreement is withdrawn and the facility cannot be used by the community what would happen including background information. Any correspondence to be copied into Sports England at the appropriate time.

5. Members reports on PROW Matters

Reported the FP between Dunsley and Gibraltar towards the Whittington. The Clerk to add to the report that this is the access to properties so needs to be looked at.

6. To receive an update from the organisers of the works to the Cliff by the Church

A working party is being organised to clear the area before the birds nest, there is not much felling just clearing the ground and they are trying to get volunteers.

7. To receive an update from the organisers of the blue plaques project

No Update.

8. To discuss the Kinver Bus Service

Cllr S Anderson reported that there is concern over funding of the bus service, this needs to be monitored.

9. To discuss entering the BKV competition for 2024

It was agreed to recommend to the council to take enter the BKV for 2024, on a vote there this was carried.

10. Items for the next agenda -

Forming a working party for preparing an event policy, Childrens play area quotes, CA News-sheet, Jubilee Gardens, BKV, Kinver Rebranding.

11. Recommendations to the Parish Council

It was agreed to recommend to the Parish Council

- In November budget line for the Christmas Lights road closure
- The date for this year's event should be 30th November 2024 12 – 9 pm.
- the Clerk to find out the ramifications from the legal department of SSDC to ask what if the CUA agreement is withdrawn and the facility cannot be used by the community what would happen including background information. Any correspondence to be copied into Sports England at the appropriate time.
- to enter the BKV for 2024

12. Date of Next Meeting – 20th March 2024