



28 December 2009

Royal Tunbridge Wells in Bloom

Minutes of meeting of the Bloom 2010 Committee 30 November 2009

Present:

Cllr Ronen Basu – RTW Culverden Ward
Cllr Catherine Mayhew – RTW Park Ward
Mel Henley – Parks Manager, Tunbridge Wells Borough Council (TWBC)
Daniel Bech – Community Champion, RTW Town Forum / Telephone House Neighbours Association
Alastair Tod – RTW Civic Society
Kate Sergeant – Tunbridge Wells Transition Town
Christine Davies
Gillian Field – Tunbridge Wells Girls Grammar School (TWGGS)
Christopher Thomas – Chairman, RTW Town Forum

Apologies:

Daryl Jones – Economic Development and Business Liaison Officer, Tunbridge Wells Borough Council

Venue: Town Hall, Committee Room B

In the Chair: Cllr Ronen Basu

AP4. All to actively promote Bloom to retailers in the initial phase

✓ Ongoing action

Matters discussed

1.
Logos for Bloom 2010 were discussed. The Committee agreed that the schools should come up with a design for the logo. Gillian will take this matter forward. The logo should be simple in design.
Action remains outstanding.
2.
Kate said that Transition Towns would maintain the corner of land by the museum. Herbs would be planted, which would have the added benefit of reduced potential vandalism.
3.
Bloom Committee to come up with the required shopping list relating to the £2,500 requested for promotion costs, prizes etc.
4.
Planters in the precinct would be replenished with adequate amounts of new soil by the Borough Council. This action to be arranged by Mel Henley so that the Planters maybe be re-stocked by local groups in the town.

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5.
Christine would be liaising with relevant groups in town, who would be happy to maintain a Planter in the precinct.

6.
Mel Henley would be undertaking a review of which Street Columns in town could carry a hanging basket. Troughs were discussed as an idea, but although being cheaper they were prone to large amounts of vandalism. Christopher said he would email Mel with details of the last Bloom Survey, which may assist in giving some ideas of placing of baskets/strategy.

7.
Mel Henley, who explained he had in-depth experience of Bloom events at the previous Council he worked at, stated that he was prepared to offer his time voluntarily in the promotion and marketing of Bloom 2010. Mel said he could use ideas that he put into action at his previous employers.

8.
Gill to establish the exact needs of each of the four schools (Skinners, TWGGS, Tunbridge Wells Boys Grammar and Bennett). Three of the schools were in fact quite advanced in their gardening capability, only TWGGS had no equipment. Gill to liaise with Christine and Kate once obtained.

9.
As Kate had an active working partnership with Town & Country through Transition Towns it was agreed that Kate make contact with Town & Country to see how they may wish to be involved.

10.
The initial draft Royal Tunbridge Wells Bloom 2010 strategy, which was put forward by Alastair at the meeting, requires feedback from all Committee members. Nil returns are required.

11.
It was agreed that Daniel would be the Marketing lead as Kate was unable to undertake this activity due to outside pressures. Mel Henley to contact Daniel at an appropriate time in the future to discuss his awareness of Bloom marketing gained at his previous employers. How to gain sponsors would be discussed.

12.
Daniel said that he could draft a website for Bloom 2010, or it could be that schools may have that capacity.

13.
Three types of letter would be required, which should include a logo (see point 1).

14.
Cllr Basu was asked by Christopher how the unparished area Councillors would be involved in promoting Bloom 2010. Cllr Basu was quite certain that Councillors were too busy to become involved but would ask them.

No other matters were raised and the meeting was closed.

Next Meeting: Monday 11 January 2010 at 7.15pm. - Venue: Town Hall, Committee Room B.

Christopher Thomas
Bloom 2010

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