

**Meeting Minutes**  
**19<sup>th</sup> February 2019**



**Present**

Rob Angell, Xpressofix (Chair) (RA)  
 Tanya Levy, Levant (Vice-Chair) (TL)  
 Alex Ballinger + Abigail, Bailey Hill Bookshop (AB)  
 Heather Burch, Heather's Flowers (HB)  
 Nicki Caro, facial therapist (NC)  
 Nick Crowley, The Wonderful Garden Company (NCR)  
 Deb Pateman, Secrets (DP)  
 Lucie Reader, pop-up food (LR)  
 Jane Shoebridge, fabrics and tours to India (JS)  
 Penny Steiner, Castle Cary Town Council (PS)  
 George Cronk, George's Greengrocer (GC)  
 Jock Scott, Scott Studios (JC)  
 Sally Snook, Slow Farming Company (SSn)  
 Robert Snook, Slow Farming Company (RS)  
 Chris Edwards, Ansford Parish Council  
 Claire Brooker, Bailey Hill Bookshop (CB)  
 Caroline Mann, The WHO Directory (CM)  
 Pek Pippin, Holiday cottages (PP)  
 Laura Tilling, Local information centre (LT)  
 Fiona de Foublangue, Local information centre (FF)  
 Marion Lowe, Hats by Emelle (ML)  
 Diana Churchouse, Manor Lodge Health (DC)  
 Luke and Jackie Doig, Home (LD)  
 Gill Gould, Stags Head Inn (GG)  
 John Were, resident (JW)  
 Lucy and David Simon (LS and DS)

Sue Seagar, Emily Estate (SS)  
 Andrew Foulkes, Emily Estate (AF)

**Apologies**

Helen Higgins, Lighthouse Payroll (Treasurer)

Agenda Item	Action/commitment
Update from Emily Estate	
<p>AF gave outline of the 4 businesses of the EE.</p> <ol style="list-style-type: none"> <li>1) Visitor attractions and gardens</li> <li>2) Hotel and Spa – 13 bedrooms with a further 10 in stable yard etc. In 2020, Shatwell Farm will provide a further 17 rooms.</li> <li>3) Land and estate – farmland, woodland and nursery areas.</li> <li>4) Locality – Education programmes, supply chain and pledge to employ locally.</li> </ol> <p>The initial focus will be on attracting international guests who will be encouraged into the wider community.</p>	

Others will visit and stay locally to visit EE.

#### Public access

Non-residents will be able to book for lunch, tea and dinner and book the spa depending on availability.

There will be a £15 membership fee giving repeat access to the visitor attractions.

#### Roads

Information is on the Castle Cary website.

Traffic lights will finish 6/8<sup>th</sup> March.

A359 will be resurfaced 18<sup>th</sup> March.

Resurfacing on A371 will finish at the end of April.

#### Communications

EE are only now starting their communications campaign and acknowledge there have been gaps. Have just appointed Jessica Parkhouse (JP) as PR/communications person.

Proposal that a group from CCCoC work with AF and JP to improve communications both ways. This can explore what hard print and collateral might be useful. PS said Holly from the Market House should be on this group.

#### Station Plans

Early days and are in conversation with GWR

#### Transport

A staff bus is a possibility and they are talking to CAT and a shuttle service would ferry guests to towns and businesses etc.

It is imagined coaches will deliver tour parties to the estate.

There will be 2 designated emergency landing zones for helicopters – as they are required to provide.

#### Restaurants

Hotel will have braai in kitchen and focus on produce from the estate or locally.

Garden café will be vegan/vegetarian focused.

Cider café will be meaty – pies etc.

#### Impact on local businesses

Concern was expressed that EE could take trade away from local businesses selling similar products.

Reassurance was given by SS that they're committed to working with the local business community and already use local suppliers e.g. Dave Marsh, Heather's and Bishops.

SS stressed that EE would be bringing many more people into the area.

Volunteers needed from CCCoC – ideally 6 maximum.

RA to pull together the 6 from CCCoC and arrange the first meeting with with AF

<p>SS apologised for lack of response to emails etc. The emails will be dealt with as staff take on roles.</p> <p>CCCoC to provide list of local businesses. SSn reminded us that the Cary website already has this information.</p> <p>RA used bicycle example as a suggestion that not enough thought had been to how they could work with local businesses with the response from SS that they were only now catching up with some of these possibilities.</p> <p>AP noted that this is a two way relationship and we could be pulling together ideas for them.</p> <p>Recruitment/jobs Both full, part and flexi-time roles will be available and EE will be recruiting 150 new employees over the next few months.</p> <p>Retail The retail spaces will only be open to guests and those who have bought the £15 membership, not the general public.</p> <p>Silvana's (the retail manager) brief is to source things locally or things that can't be found elsewhere.</p> <p>Live project Minds have not been made up on many things and EE is an evolving project and not everything can be done quickly.</p> <p>Opening The gardens will "soft" open on 11<sup>th</sup> May. This information is privileged and should not be shared with the press or on social media, respecting the wishes of the owners.</p> <p>Early estimates of visitor numbers are 400/week day and 800/weekend day. EE are looking for organic growth.</p>	<p>Send current resources/links to SS.</p> <p>How can we help with this?</p>
<p>CCCoC Publication NC gave an update. Mark Matcham (local designer) has offered to help from March.</p> <p>Ballpark print cost for 4,000 40 sided, A6 booklets on recycled stock is £1,000 with the hope this will be funded by a very limited number of adverts or direct sponsorship from large local firms.</p> <p>LT showed the existing info pack made up by the Market House and we need to think about just what is covered in the new publication.</p> <p>AP wondered whether there was a need for both the current map/flier and the new publication.</p>	<p>NC/PS/LH to progress this before next meeting.</p> <p>LS to be included in project team</p> <p>Gus Scott to be invited to join team.</p> <p>RA to approach large businesses once something concrete to discuss with</p>

<p>TL pointed out that Gus Scott, a designer, is willing to help.</p> <p>LS volunteered to help with the publication and any other areas that fitted with her experience.</p>	<p>them.</p>
<p>EAT festival</p> <p>HB has had negative comments about the festival and removed the fliers from her shop.</p> <p>RA reported that the feedback from Weston and Taunton CoCs was inconclusive about the impact on local businesses.</p> <p>AP stressed the expected numbers of visitors can only have a positive impact on the town.</p>	
<p>Finances</p> <p>We have about £2,000 in funds – half from membership fees and half from an existing bank account.</p> <p>It was agreed that Helen should have permission to make payments provided payments are reported to the committee and subject to a maximum single payment of £200.</p>	
<p>Membership</p> <p>30 paid up members now, with a target of 100.</p>	
<p>General</p> <p>RA reported that he won't have time to deal with the volume of things coming in and AP suggested that members be asked to volunteer to take on specific tasks or responsibilities.</p>	<p>ALL</p>
<p>Next meeting</p> <p>19<sup>th</sup> March. Venue TBC.</p>	