

**POCKLINGTON TOWN COUNCIL  
DEVELOPMENT AND MARKETING COMMITTEE MEETING MINUTES  
WEDNESDAY 31 JANUARY 2018**

A Development and Marketing meeting was held at The Old Courthouse 37 George Street commencing at 7.00pm on Wednesday 31<sup>st</sup> January 2018.

Councillors Present: Cllr Winterton (Chair), Cooper, Hodgson, Perry, and Sykes

In attendance three members of the public and town clerk Gordon Scaife

1. Notice of meeting.  
The notice of the meeting was proposed by Cllr Hodgson 2<sup>nd</sup> Cllr Sykes and agreed.
2. Apologies for absence. Apologies were received from Cllr Sharpe (Work) and Cllr West (work)
3. Declarations of interest. To record any declarations of interest by any member of the council in respect of the agenda items listed below. Member declaring interests should identify the agenda item and type of interest being declared.

No declarations of interest were received.

4. Consider suspending the meeting to allow any member of the public to speak. Cllr Hodgson proposed the meeting be suspended to allow the public to speak 2<sup>nd</sup> Cllr Sykes and agreed.

Simon Hudson spoke about the proposal to create a short video which would show the routes from the car parks into town. The cost to the council would be £250. The video would be uploaded to various websites including Love Pocklington and the Town Council's website.

There was a discussion about car parking in the town and the perception that there is a parking problem. This is often due to not being able to park in the 2 hour restricted parking zone in the town centre. Car park surveys undertaken by the Neighbourhood Development Plan Group show there are spaces in the car parks further from the town centre.

Cllr Cooper proposed that the council support the proposal to produce a video to be ratified at Full Council 2<sup>nd</sup> Cllr Sykes and agreed.

There was a discussion about the Tour de Yorkshire while the meeting was suspended. The race coming back to the Town on Thursday 3<sup>rd</sup> May. The women's and the men's race will visit the town.

Preparations for this year's tour are in hand. These include so far:

- The bunting will go up in Mid-March in time for Easter
- The blue and yellow bikes will be placed along the route
- The big screen and stage are booked.

- Letters to businesses and residents who are on the route asking them to participate in dressing their premises will be sent out shortly.
- West Green will once again be used as a car park for the race.
- Permission to use the yard behind Pane et Vino for a secure bike park will be requested.
- The knitters are poised to produce more yarning bombing.
- The schools will be contacted and asked what their plans are.
- The small flags produced for last year's race and the posters need to be reprinted. The order for flags needs to be increased as we ran out.
- There will be entertainment in the town centre which will include circus skills outside the arts centre, possibly busking in a couple of places.
- A request to East Riding of Yorkshire Council will be made to close the road through town for the day. This would have been useful to do last year.

A roadshow is to be held on Thursday 15<sup>th</sup> February by Welcome to Yorkshire for businesses at Kilnwick Percy Golf Course 2pm – 4.30pm. This date will be promoted to the businesses.

The other idea is to have land art on the approach to Pocklington something we wanted to do last year but didn't have time.

The preparation for this year's event should be easier given what we learned last year.

5. Consider continuing the meeting. Cllr Cooper proposed continuing the meeting 2<sup>nd</sup> Cllr Sykes and agreed
6. Tour de Yorkshire 3<sup>rd</sup> May 2018. Please see notes above.
7. Report and agree actions for other events planned for 2017/18. The list below are the councils events for the year.

Wednesday 25 <sup>th</sup> April	Annual Town Meeting
Thursday 3 <sup>rd</sup> May	Tour de Yorkshire
Friday 18 <sup>th</sup> May	Mayor Making
Sunday 29 <sup>th</sup> July	Sumer Fair
Monday 5 <sup>th</sup> November	Bonfire Night
Sunday 11 <sup>th</sup> November	100 <sup>th</sup> Anniversary of the end of World War I Armistice Day and Remembrance Sunday
Wednesday 5 <sup>th</sup> December	Christmas Festival
Sat 1 <sup>st</sup> December – 9 <sup>th</sup> December	Christmas Tree Festival

Sunday 9<sup>th</sup> December

Carols with the Mayor

The Council will be working with Burnby Hall Gardens for Yorkshire Day which is Wednesday 1<sup>st</sup> August 2018. They already have an event and putting on two in the town would dilute the potential audience.

There was a discussion about the annual town meeting and how to encourage attendance. Press releases will be issued before the meeting.

Summer Fair – Work is being undertaken to see if we can borrow a marquee for the event in case of a wet day.

Bonfire night – The fireworks are booked for bonfire night.

Carols with the Mayor will be in All Saints Church at 2pm as the final part of the Christmas Tree Festival.

Other events the Council will be involved in are the Winter Wonderland in March and the flower festival at All Saints Church which is taking place in September.

8. Consider and agree the precept notice for 2018/19.  
The notice was circulated for comment.
9. Consider and agree any actions from the Clerk's report.

Pocklington Market. There was a discussion about the market following comments made by businesses in January. January is traditionally a slow month in the retail trade following Christmas and this year has been the same.

The last Tuesday in January has seen a marked improvement with traders returning from holiday and an increase in footfall. Comments have been more positive with people travelling in to come to the market. There was a discussion about producing a short questionnaire that traders could hand to their customers asking how far they had travelled, where they park and if they shop in the businesses. The town bus service may also encourage residents to come into town this will be monitored and promoted.

The town bus service will be discussed at the next transport, lighting and road safety meeting in February. A resident has offered to help with timetable deliveries to households if the council can have them printed. A meeting with East Yorkshire Motor Services to discuss the details of the new service is being sought.

Meeting closed at 7.58 pm.