**CLAVERLEY IN BLOOM (CIB)**

Meeting Notes 25th Nov 2014

1. **Present:**  Rod Parr (Chair), Andy Crackle, Paul Pickerill, Peter Barby, Jacqui Cooper, Mick Thorrington
2. **Apologies:** JR, BWD
3. **Minutes of Last Meeting:**

* Agreed

1. **Accounts**

* Account balance £2376.82 (excluding £118.47 ring fenced as contingency for the Aston Land bank shrub planting campaign)
* Cheques
  + AC - £16.45 iro meals & drinks supplied to HOIB Judges on 13th Nov

1. **Matters Arising**

Visit by HOIB Judges

The visit by Les Goodman and Robin Russell provided useful advice and information regarding CIB’s participation in the 2015 Britain in Bloom campaign. The main issues covered were:

* Judging Tour Date
  + Sometime during the first 2 weeks in August.
  + Specific date will be notified in June. No choice given
* Pre-Tour Presentation
  + Visual displays to be well presented. Ongoing slide show loop?
  + Reception to involve local community groups
  + 2015 is centenary of Women’s Institute from which Britain in Bloom was started. Involve nearest WI group?
* Judging Tour
  + Decide tour route as soon as possible to help to focus on relevant issues
  + Carry out several advance dry runs of route prior to finalising itinerary
  + Timing will be very strictly adhered to by judges. Tour will be terminated exactly as per schedule
  + Mode of transport important. Preferably with easy vehicle access and good viewing height
  + Important to involve as many local people as practicable during the tour. Local housing association/ PC reps etc?
  + If possible ask judges to perform ceremony during the tour e.g. tree planting or bench unveiling.
* Publicity
  + Britain in Bloom will provide a large banner. Exact size unknown
  + Press to be present at judges reception and/or, photo opportunities during and after the tour
  + Encourage local press to do a spread of photos. 10th anniversary of CIB to be fully exploited.
* Miscellaneous
  + Judges do not have their own transport. They will have to be picked up from the nearest station etc
  + Overnight accommodation may have to be found.
* Seminars and Awards Ceremony
  + Seminar for prospective entrants to be held at end of January. Location unknown but could be anywhere in UK
  + Awards ceremony held in October. Location also unknown. Overnight stay involved as presentation is in the evening. Advice surgery held the following morning.
  + No entry fee required for Britain in Bloom
* Post Tour Arrangements
  + Involve local residents and groups in meal arrangements
* Portfolio
  + Portfolios to be constructed in diary form for regional & national campaigns in 2015.
  + Has to be submitted to Britain in Bloom judges end of June
* Markings
  + New marking sheets for 2015
  + Markings to be out of 100 instead of 200
  + Horticultural achievement 40% instead of 50%. Environment & Community to be marked at 30% each

**Action: All – Study Britain in Bloom guidance material supplied so far**

**All – Consider issues surrounding timing of HOIB and Britain in Bloom judging tours**

**All – Consider route for judging tour.**

**All – Consider PP’s suggestion re a “special event” to coincide with judges tour**

Visit to Pembridge 16th November

* The Pride in Pembridge team accompanied RP, PB, JC, BWD and PP on a conducted tour of the village.
* The visit provided a useful insight into a fellow “village” category entrant. However Pembridge is a larger community than Claverley and has a much greater range of facilities and features. The main items for CIB arising out of the visit were
  + Portfolio – try to obtain services of professional printer etc. Ensure that all connected events (eg bonfire & fireworks and lights erection) are included
  + Promotional material – produce village guide etc.?
  + Artwork – work with local craft/art groups to produce artwork for public display eg sheep sculptures for Pound
* RP had written to Pembridge thanking them for their hospitality and offering to host a reciprocal visit in the New Year

**Action: JC – Liaise with potential artwork contributor**

Budget Forecast 2015/16

* In his November report to the Parish Council RP indicated that CIB may request additional funding to meet some of the additional expenditure related to entry into the Britain in Bloom campaign. Such a bid would have to be put before the December PC meeting when councillors would be discussing the precept for the new financial year 2015/16. RP had therefore prepared a draft spreadsheet showing CIB forecast income and expenditure for this period to accompany his submission to the PC.
* The meeting acknowledged that some items of forward income and expenditure would be difficult to assess with any degree of confidence. After lengthy discussion the meeting agreed the spreadsheet figures which showed that CIB would run a deficit approaching £2000 on a worst case scenario basis. However if necessary some items of proposed expenditure could be regarded as “desirable” rather than “essential” (eg the new bench for Aston Lane) and could be deferred or scaled back without significant impact on CIB’s core campaign programme.
* Given the relatively healthy state of CIB finances and the proposed push for donations in 2015 the meeting agreed that CIB should be able to meet the financial demands placed on it without recourse to additional up-front funding from the PC. However any substantial reduction in CIB’s cash reserves would leave it without contingency cover for unexpected expenditure such as damage caused by severe weather and extensive theft and/or criminal damage. The meeting therefore agreed to ask the PC to underwrite contingency cover to a maximum of £500. Claims against this provision would only be made in relation to specific events incurring a quantifiable financial cost and would not be treated by CIB as an alternative way of bolstering CIB funds.

Tree Planting

* Sally & John Beaman accommodated a joint CIB and Claverley Youth Club tree planting exercise on Sunday 23rd November. A total of 9 volunteers planted approximately 100 trees on a site close to the mobile homes park.
* Caroline Kempsey of Sutton Farm had offered to take a large number of trees. If possible these would be planted by children from Claverley School and/or Claverley Youth Club.
* A few trees were also needed to fill the gaps in previous plantings in PB’s field adjoining the school outdoor classroom.

**Action: PP – Continue liaison with School & Youth Club re planting dates etc.**

Clover Heath & Danesbrook Planting Bed Projects

* The draft flyers had been agreed. PP had printed the required number of copies for distribution to householders in each location

**Action: PP & SL – Distribute flyers.**

Bulb Planting

* The late spring/early summer flowering bulbs ordered for planting in the Farquharson Bank and Church St junction areas had been delivered.

Ornithogalum Nutans            500

Triteleia Hyacintha                250

Triteleia Queen Fabiola         400

Wild Garlic                            100

Cammasia Esculenta              500

* JR had agreed to organise the planting and would be joined by TP and JC.

CIB Annual Bash

* To be held at The Inn @ Shipley on Friday 9th January @ 8pm.

Winter Quiz

* Keith Horton of the Plough had confirmed the winter quiz for Wednesday 28th January @ 8pm. All prices, prizes and food arrangements to be the same as previously.

**Action: JC – Order 100 tickets**

1. **Campaign Issues/Projects**

Summer Planting Scheme

* The meeting felt that the 2015 scheme should consist of plants with a good previous track record rather than experiment with untried colours and varieties. For this reason it was decided to choose the following:
  + Begonia Illumination “Apricot Shades”
  + Salvia Farinacea Victoria
  + Surfinia Sanguna “Atomic Blue”
* These plants would be ordered from Rushmere Nurseries in similar quantities to 2014. However the meeting felt that the Salvia’s, because of their vigorous growth habit, should be restricted to the larger planting troughs only.
* Other plants could be added to the planting list if required but the overall objective should be to keep the scheme as simple as possible.

Concert Sponsorship

* The anonymous sponsor who had underwritten the performance fee of the Berkeley Salon Ensemble on 21st May 2011 had generously offered to do the same again in 2015.
* The previous concert had been well received but the “high end” approach (hot canapé’s and champagne etc) had inflated the ticket price and created logistical problems for CIB volunteers. The meeting therefore felt that the next concert should feature a bar and “nibbles” only which would reduce the ticket price and increase attendance.
* Further background work needed to be carried out before the arrangements could be confirmed and made public. RP to contact Alwyn Green, the leader of the Berkeley Salon Ensemble, re performance costs, availability (late May?) and programme theme. Garry Ward would also have to be consulted

**Action: RP – Contact AG & GW as above**

1. **AOB**

* BWD had strimmed the small D shaped grass area at the top end of High St. This space is highly visible with planting potential which warranted further consideration. Any bulbs left over from the forthcoming planting exercise (see above) could be planted here.

1. **Date of Next Meeting**

* 19.30 on Tuesday 6th January @ Kings Arms