

Greening Chiddingly Meeting
Tuesday, 28 March 2023
Village Shop, Muddles Green

Notes

Attendees		
David Nash (Chair)	Tina Letanka	Peter Gunner
Noel Hardy		
Apologies		
Mark Valleley (Secretary)	Sally Ashby	Mike Goss
Winnow Hardy		

Item	Action
1. Notes of previous meeting	
1.1 Actions carried forward from last meeting were reviewed. 1.1.1 David to create digital copy of map from village fete showing existing green activity in the village. Ongoing. 1.1.1 Sheryl to submit text for 'Think about where you invest' text for website. Ongoing. 1.1.2 Sally to write text for Future Farming section of Website, Ongoing. 1.1.3 Mark and Sheryl to arrange a date to go to Hove to set up bank account at Wave Community Bank. Date was agreed for Friday 24 March. Bank account is now set up and ready to receive grant from Parish Council via BACS.	DN SR SA
2. School Colouring Competition	
2.1 David reported that the School Colouring Competition had opened. 2.1.1 Competition to run for three weeks with deadline being 31 March. 2.1.2 Prizes to be given for best design in four class groups. Plan to give all entrants a certificate. 2.1.3 Mark has identified some prizes – bug hotels and bird feeders. 2.1.4 Plan to display all entries on the Art Wall in the Village Shop later in the year. 2.1.5 Tina to contact Tony Mills and pass on email address to David, so that a date can be agreed to judge the competition.	TL
3. Future Farming update	
3.1 No members of the Future Farming group were in attendance, so David gave a brief update on a meeting with Sally in early March.	

<p>3.1.1 Sally and others had attended a meeting with the coordinators of the Sussex Lund fund and a briefing about the new Defra-funded ELMS scheme. The aim of both funds is to promote more biodiverse and climate resilient land management and agriculture.</p> <p>3.1.2 In Sally's view, the Sussex Lund fund – which would require individual farmers to submit parallel coordinated applications for funding – might result in a fragmented approach.</p> <p>3.1.3 Her preference was to go for funding under ELMS. This would need some initial data collection, the submission of a formal application, and would require interested farmers to commit for a period of c.20 years.</p> <p>3.1.4 Sally to update the group on progress at next meeting</p>	SA
4. Report back on Seed Swap	
<p>4.1 Sheryl, David and Tina had staffed a Seed Swap stall at the front of the Village Shop, and then at the Horticultural Spring Show, on Sat 18 March.</p> <p>4.1.1 Seeds had been kindly donated by Thorpe Gardens (Horam), but a number of folk also brought their own harvested seeds to swap.</p> <p>4.1.2 The total raised on the day was £84.78.</p> <p>4.1.3 Interest was greater outside the Village Shop than at the Spring Show.</p> <p>4.1.4 The view of both Sheryl and David was that we should run the event again next year on the same weekend as the Spring Show, with both the Greening Chiddingly and Horticulture Society slots in the Parish News in August/September 2023 asking people of save seeds.</p>	
5. Debrief on Green Weekend 2022	
<p>5.1 David talked the meeting through a detailed paper describing a meeting between Sheryl and David to debrief on last year's Green Weekend. A copy of the paper is included in Annex 1. Key points are as follows:</p> <p>5.1.1 Pre-event advertising was effective and should follow the same approach in 2023 – Parish News, Facebook, Next Door etc. plus posters and signs around the village.</p> <p>5.1.2 The info for stallholders should be updated to provide further guidance on pricing and display.</p> <p>5.1.3 The format on the day – of a Hub in the village shop car park plus stalls around the village – had worked well and should be repeated.</p> <p>5.1.4 Eco Open Houses should be more central to Chiddingly and Muddles Green.</p> <p>5.1.5 The Google Map on the website was useful but should be supplemented by a large printed map in the Hub area.</p> <p>5.1.6 Tying in a public speaker event with the weekend would be a good idea.</p> <p>5.1.7 Post-event guidance on charity shop collections was needed.</p> <p>5.1.8 Advertising for the next Green Weekend (1 July 2023) should start at the end of April, with a feature in the Parish News and Hold the Date ads on Facebook etc.</p> <p>5.2 With regard to Eco Open Houses for 2023, it was agreed that:</p>	

5.2.1 Mark should email a request for suggestions of centrally located Open Houses when sending out the minutes.	MV
5.2.2 Noel should contact Nigel Braden (architect) and Simon Coxhead (Community Orchard) to see if they would be willing to offer talks/tours as part of the Open House series.	NH
5.2.3 David should contact Jon Bailey (heat pump) and Cliff Marchant (Jubilee Field tree-planting) to see if they would be willing to offer talks/tours as part of the Open House series.	DN
6. Planning for summer events	
6.1 David reminded the meeting of the dates of forthcoming events – Church Fete (10 June), Green Weekend (1 July), Tour de Chiddingly (16 September). 6.1.1 Most urgent was preparation for the Church Fete. We have a table cover and banner but need someone to come up with a game or interactive activity for the stall. Last years ‘guess what’s in the box’ game – designed by Frankie and Emily – was really good and could be replicated. 6.1.2 Mark to email for volunteers to come up with an interactive activity when sending out the minutes.	MV
7. Budget update	
7.1 David summarised a paper appended to the agenda, noting that the group budget now stands at £697.78.	
8. A.O.B.	
6.1 Date and time of next meeting: 19.30, Thursday 27 April 2023 – Village Shop, Muddles Green. Note that we may be joined by representatives from new environmental groups in Heathfield and the Cuckmere Valley, so a better attendance would be appreciated.	ALL

Annex 1: Notes on debrief meeting from Green Weekend 2022

In attendance: Sheryl Rennison and David Nash

1. Pre-event organisation and advertising

It was agreed that the approach to pre-event advertising was largely successful. Advertising for the 2023 event should focus again on articles for the Parish News, posters (village shop, school, campsites, online adverts [Facebook, Next Door and What's On In Hailsham website]) and sign boards two weeks ahead of the event. We would not, however, distribute flyers for the 2023 event.

It was agreed that the online guidance to stall holders was useful. There had, however, been feedback from some stallholders that they had not sold much. It was agreed that the guidance be updated to emphasise the need for “pricing to sell”, thoughtful displaying of items and the need for items to be clean and usable.

2. On the day

Format. It was agreed that the event had run relatively smoothly on the day and that we should repeat the format of having stalls outside houses plus a market area in the village shop car park. Suggestions made in feedback that we should use a single location were rejected on the basis that this would transform the event into a simple car boot sale.

Eco Open Houses. The centrally located Eco Open Houses had had good visitor uptake, whereas those further afield had seen only very small numbers. It was recommended that we focus mainly on more centrally located venues for 2023. Sheryl agreed to open her home again. We agreed that we should ask Noel if he would open his home again. Other central locations – maybe two or three more – should be identified.

Map. There had been issues with visitors using the online Google map to get to stalls and open houses, owing to patchy mobile signal coverage. For the 2023 event, it was agreed that we should have a central Hub in the village shop car park, and recommend that visitors start from this Hub. We should retain the online Google map, but also have a large map of stalls and open houses displayed at the Hub for visitors to photograph. The map should be durable and reusable, possibly with reusable stick on numbers to identify stall locations.

Additional event. The idea of having a public speaker event linked to the Green Weekend was discussed. It was agreed that this could be a very good idea for either the Friday or the Saturday evening. Dave's ongoing discussions with the Sussex Wildlife Trust could make a useful event.

3. After the event

It was agreed that offering to collect unwanted items for distribution to charity shops was a good one. However, clear guidance needed to be provided as to items that were suitable for collection (i.e. only small numbers of books, no soft toys, no electrical items, and no large items). All items would need to be clean and packaged

ready for collection and transport. It would be sensible if information to this effect was added to the guidance given to stall holders.

4. Actions now needed ahead of the event (1 July 2023)

- Dave to draft a poster.
- Dave to update stallholder and visitor guidance as above.
- Dave to make the Green Weekend the main focus for the next Parish News article (this would be dropping through doors at the end of April).
- Dave to draft some text for Facebook, Next Door and other online advertising sites ready for posting by Sheryl at the end of April to coincide with the Parish News article.
- Group to suggest some centrally located sites for Eco Open Houses.
- Dave to explore possible speaker.