



**WALMER TOWN COUNCIL**

62 The Strand, Walmer, Deal, Kent CT14 7DP

Web site: [www.walmercouncil.co.uk](http://www.walmercouncil.co.uk) E-mail: [clerk@walmercouncil.co.uk](mailto:clerk@walmercouncil.co.uk)

Tel: 01304 362363

**Draft Minutes of the meeting of the Walmer in Bloom Committee held on 20<sup>th</sup> May 2025 at 62 The Strand, Walmer, at 5.30 pm.**

**Present:**

Cllr L Ludwig (Chairing)  
Cllr E Crockford  
Cllr P Ludwig  
Cllr D Richardson  
Mrs D Bogue  
Miss A Late

**Officers present:**

John Miles (Administration Officer)

**38. ELECTION OF A CHAIRMAN FOR THE COMMITTEE FOR 2025/2026**

Cllr L Ludwig was the only nomination received.

**RESOLVED** – To appoint Cllr L Ludwig as the Chairman of Walmer Town Council Walmer In Bloom Committee for the year 2025/26.

Proposed – Cllr P Ludwig

Seconded – Cllr D Richardson

For – 4

Against – 0

Abstain – 0

**39. ELECTION OF A VICE CHAIRMAN FOR THE COMMITTEE FOR 2025/2026**

Cllr E Crockford was the only nomination received.

**RESOLVED** – To appoint Cllr E Crockford as the Vice Chairman of Walmer Town Council Walmer In Bloom Committee for the year 2025/26.

Proposed – Cllr L Ludwig

Seconded – Cllr D Richardson

For – 4

Against – 0

Abstain – 0

**40. APOLOGIES FOR ABSENCE**

Apologies received from Cllr Waite Gleave.

**41. DECLARATIONS OF INTEREST**

None Submitted.

**42. MINUTES OF LAST MEETING**

**RESOLVED** – That the minutes be taken as an accurate record with minor changes to 580:A:IV and 580:C:I

Proposed by: Cllr D Richardson

Seconded by: Cllr P Ludwig

For 4

Against 0

Abstain 0

**43. QUESTIONS AND/OR OBSERVATIONS FROM THE ELECTORATE OF WALMER**

None.

**44. CHAIRMAN'S REPORT**

- I. In view of decisions required at the meeting Chairs report was not included to allow full agenda to be progressed

**45. ADMIN REPORT**

- I. **NOTED-** Committee members received a written report regarding previous actions.  
Two new planters have been installed at the RNLI Lifeboat house courtesy of Ripplevale School.  
The planter outside of the council offices has been emptied and removed.  
**Actions:** Admin to chase up Walmer Parish Churches regarding the state and requirements for replanting the two planters at Walmer Parish Hall.

**46. HAWKSHILL**

- I. To authorise expenditure of £220 for repairs to fencing at Hawkshill Freedown.  
**Resolved:** To pay Red Dog Garden Services £220 for repair works to fence.  
Proposed – Cllr P Ludwig  
Seconded – Cllr D Richardson  
For – 4                      Against – 0                      Abstain – 0
- II. To authorise expenditure for the purchase of an electric brush cutter for use at Hawkshill Freedown.  
**RESOLVED:** To purchase a Brush Cutter for the cost of £299.99.  
Proposed – Cllr D Richardson  
Seconded – Cllr P Ludwig  
For – 4                      Against – 0                      Abstain – 0  
**Actions:** Admin to ensure payment to Red Dog Garden Services.  
Admin to purchase cutter for lighter quieter work in the summer to reduce disturbance to wildlife and to save volunteers' personal equipment from being used

**47. WALMER PEACE GARDENS**

- I. **NOTED-** Committee members received a written report from the Walmer Peace Garden committee.  
WPG Community Working Day on 18<sup>th</sup> May was unable to run due to ill health  
The WPG committee have requested information about the possibility of an information board for the Peace Gardens.  
The WPG committee have also requested the purchase of a small water bowser for use at the Peace Gardens  
**Actions:** Admin to contact Jayne Miles regarding the possibility of spare information boards being held by DDC.  
Admin to research water bowsers and to contact Cllr Waite Gleave about a bowser used previously at Hawkshill.

**48. CAMPAIGN 2024**

**A. WIB CAMPAIGN**

- I. **Noted:** Admin presented marketing plan for WIB.
- II. Minor changes to the WIB Campaign process including an earlier fixing of the date for the last entries as well as to earlier in the process. There is also the possibility of adding this to the publicity breakdown. Change will also include 'weather permitting' regarding the poster exhibition at the children's festival.  
**RESOLVED** – Admin to modify process to include an earlier date for the final entries for the Garden Competition.  
Proposed – Cllr L Ludwig

Seconded – Cllr D Richardson

For – 4

Against – 0

Abstain – 0

**Actions:** Admin to update marketing plan with new dates and information

Admin to modify WIB Process to include earlier date for final entries for the WIB competition and wording regarding children's festival and to add final date decision to publicity breakdown.

- III. Several minor changes to be made to original publicity process document to include more information regarding local groups and noticeboards.

The WIB competition poster will be completely redesigned to include wording regarding the campaign and a reduction in other areas, four winner poster designs to be used as well as both green and white backgrounds for a total of eight posters.

**RESOLVED** – Admin to modify process to include mentions of local organisations and groups. Addition of earlier fixing of the date for the last entries

Proposed – Cllr L Ludwig

Seconded – Cllr P Ludwig

For – 4

Against – 0

Abstain – 0

**RESOLVED** – WIB competition poster to be redesigned and approved prior to distribution.

Proposed – Cllr P Ludwig

Seconded – Cllr L Ludwig

For – 4

Against – 0

Abstain – 0

**Actions:** Admin to edit original WIB publicity process

Admin to redesign poster as requested

- IV. Minor changes to be made to the information leaflets before distribution to residents.

**RESOLVED** – Leaflets to be edited and condensed, removing duplicate information and underlining. Version using corner pictures was chosen for the design.

Proposed – Cllr P Ludwig

Seconded – Cllr L Ludwig

For – 4

Against – 0

Abstain – 0

**Actions:** Admin to edit information leaflet prior to distribution and use on the council website.

- V. Changes requested for nomination forms including salutations at the top and bottom of the form, exchange of bottom two lines and requests added for permission to put up QR codes and posters to be put up at residences.

**RESOLVED**- Minor changes to nomination forms before use

Proposed – Cllr P Ludwig

Seconded – Cllr E Crockford

For – 4

Against – 0

Abstain – 0

**Actions:** Admin to edit original nomination forms prior to distribution.

- VI. Banner design was changed to reduce the number of words and the inclusion of a QR code, this is for ease of reading by passing vehicles and pedestrians.

**RESOLVED**- Banner to be redesigned by Admin as requested, once approved, Admin to order all six banners.

Proposed – Cllr D Richardson

Seconded – Cllr P Ludwig

For – 4

Against – 0

Abstain – 0

**Actions:** Admin to redesign banner and order once checked over by members.

Discussion regarding previous letters to businesses requesting support and sponsorship, During distribution of leaflets a personal conversation to see how the business could offer support.

Members requested a division of distribution areas in Walmer, to ensure that all committee members are able to deliver posters/letters/forms across the town. In order to give the deliveries more of a human face.

**Actions:**

Members to approach the local businesses during delivery of leaflets.

Admin to break down distribution areas to smaller ones to allow delivery of leaflets/posters/letters to residents.

Admin to distribute media to organisations and businesses in Deal town centre.

- VII. Chairman suggested the creation of a briefing document to be handed to the SSEIB judge with written and photographic information regarding the WIB campaign. Date for judging has been confirmed as 20<sup>th</sup> June 2025 at 9am.

**Actions:** Cllr L Ludwig to construct briefing documentation

Cllrs L Ludwig and P Ludwig to escort the SSEIB judge around Walmer, other Cllrs and officers to be confirmed.

Cllr L Ludwig to set up action plan set up to prepare for judging

Admin to prepare a presentation and decorations in office meeting room for the SSEIB judge.

The final times and dates for nomination and voting for the Garden Competition were confirmed.

**Resolved:** The final date for nominations will be 23:59- 30<sup>th</sup> June 2025, the final date for voting will be 23:59 31<sup>st</sup> July 2025.

Proposed – Cllr D Richardson

Seconded – Cllr P Ludwig

For – 4

Against – 0

Abstain – 0

**Actions:** Admin to ensure these dates are added to required print and social media.

**B. SCHOOL AND YOUTH ACTIVITIES**

- I. Poster competition presentations to local primary schools have been confirmed for 6<sup>th</sup> and 9<sup>th</sup> June. Certificates, prizes and poster entries will be returned to the schools.

**Resolved:** Cllrs D Richardson and E Crockford will attend both presentations on those dates. Four £10 vouchers to be bought as prizes.

Proposed – Cllr L Ludwig

Seconded – Cllr P Ludwig

For – 4

Against – 0

Abstain – 0

**Actions:** Cllr D Richardson to contact schools regarding the presentations

Cllr D Richardson to decide on suitable way to deliver donations direct to the schools.

Admin to purchase vouchers for a total of £40 via Town Clerk

Presentations to be attended by Cllrs E Crockford and D Richardson.

Poster entries to be returned to students.

A draft certificate design was presented to the committee; changes were made to the wording and signature.

**Resolved:** Certificate to be edited to incorporate changes, certificates will then be printed for all winners and runners up.

Proposed – Cllr D Richardson

Seconded – Cllr P Ludwig

For – 4

Against – 0

Abstain – 0

**Actions:** Admin to print certificates for all 12 winners and runners up.

- II. Volunteers will set up boards at St Saviours for an exhibition of poster entries.

**Actions:** Cllrs E Richardson and L Ludwig to set up the exhibition.

Admin to print large scale copies of posters for exhibition

Admin to confirm time and date with St Saviours church.

**C. WIB PRESENTATION**

- i. The new winners shield will be engraved with 'Walmer Town Council' and 'The Allan Scott Award.'

**Actions:** Admin to order shield from White Cliffs Engravers.

**49. CHANGE OF START TIME**

- i. Request was made by Cllr L Ludwig to change the start time for WIB meetings to 6:00pm.

**Resolved:** Meeting start times to be moved to 6:00pm.

Proposed – Cllr L Ludwig

Seconded – Cllr P Ludwig

For – 4

Against – 0

Abstain – 0

**50. ISSUES FOR INCLUSION ON NEXT AGENDA**

No items put forward; items can be sent into the office for consideration.

**51. DATE OF NEXT MEETING**

Wednesday June 25<sup>th</sup> 2025, at 18:00.

The meeting closed at 19:30.

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Signed \_\_\_\_\_

Dated \_\_\_\_\_