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Meeting: Recreation, Amenities and Environment, Item RAE4.8

Date: 19th October 2021

Author: Marketing, Communications and Community Engagement Officer (MCCEO)

Subject: Babycham Statue Cleaning

1.0 Purpose of report

- 1.1 The purpose of this report is to update the RAE committee of progress into the investigation for getting the Babycham Statue at the corner of Garston Street and Kilver Street cleaned and/or refurbished.

2.0 Background information

- 2.1 The Babycham statue is a very popular and conspicuous local landmark, but is in a state of disrepair and could benefit from cleaning and or refurbishment.
- 2.2 The Babycham brand is owned by Accolade Wines, a huge multi-national drinks company. Their local office for the UK is in Weybridge, Surrey.
- 2.3 The MCCEO has emailed and phoned the local office on several occasions and has had no reply and no answer.

Email: September 15th

Phone Call: September 30th

Phone Call: October 12th

- 2.4 The MCCEO will continue to approach Accolade Wines to encourage them to clean/refurbish the statue. In the event that Accolade Wines either continue to ignore emails and phone calls or refuse to do anything with the statue, Councillors may wish to consider what action they are willing to take either as refurbishment at the expense of the Town Council or cleaning at the expense of Councillor/Community time.

2.5 The MCCEO has now been given two contacts at Showerings from the Assistant Town Clerk (Planning and Amenities) and will liaise with those contacts about the statue as it sits on their land. If any progress is made before the meeting, a supplementary update will be provided verbally at the meeting.

3.0 Financial Information

3.1 No detailed costings can be provided at this time for refurbishment if Accolade wines refuse to refurbish or clean the statue.

3.2 The Town Council and Councillors could organise a 'guerrilla' cleaning event one day to clean the statue. The Town Council could purchase detergent, buckets, sponges, telescopic brushes and clean it as a publicity event. This could cost £100 or so.

4.0 Environmental Implications

4.1 None

5.0 Town Plan Reference

Priority Five: Promotion	Details
Promote and encourage Tourism	Work collaboratively to develop a tourism offering that encourages those who live locally to explore and encourages others to visit Work with partners in the retail and hospitality industries to ensure that the visitor experience is thoughtful and inclusive
Advance Culture, the Arts, and Education	Capitalise on the rich culture and heritage that the town has to offer and advance it through self-promotion to locals and visitors alike
Engage with and support businesses and commerce	Work with the wide range of local, national and international businesses that are based in Shepton, to offer each other opportunities for development and growth
Encourage future investment	Work with partners, businesses and developers to ensure that Shepton is a place for business and inward investment

6.0 Recommendations

6.1 For Councillors to note the report.

6.2 For Councillors to consider if they wish to organise and hold any form of 'guerrilla' cleaning event if the MCCEO continues to struggle to get hold of Accolade Wines.