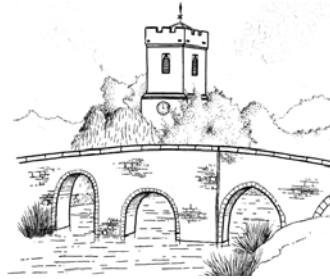


# BIDFORD ON AVON PARISH COUNCIL

## In the County of Warwickshire



Minutes of the Parish Council Strategy Meeting held on Monday 21<sup>st</sup> November 2016 @ 7.30 pm at the Parish Council Meeting Room, Bramley Way, B50 4QG

### **PRESENT**

Chairman                                      Cllr. Harvey - Chairman of the Council

Cllrs.    Ms Deacon, Knight, Hiscocks, Pound and Ms Randell

Also present:                                      1 member of the public

In attendance:                                      Mrs E. Uggerløse, Clerk to the Parish Council

### **1. TO RECEIVE AND ACCEPT APOLOGIES**

*Apologies received, and accepted, from Cllrs. Atkins, Fleming, Mrs Keeley and Mrs Taylor*

### **2. TO RECEIVE ANY DECLARATION OF INTEREST IN ITEMS ON THE AGENDA**

- All members of the Council are respectfully reminded that in order to comply with the Code of Conduct adopted by the Parish Council on 30<sup>th</sup> July 2012, if any matter arises during the meeting in which they have declared a disclosable pecuniary interest (DPI) they should leave the room.  
*None declared*

- Written requests for Dispensations for DPI should be received by the Clerk no more than 24 hours prior to the meeting.  
Dispensations will be granted as appropriate.  
*None required*

### 3. PUBLIC FORUM

No issues raised

### 4. TO RECEIVE PROGRESS REPORTS FROM

- **Amenities Strategic WG (ASWG)**
- **Business & Development Strategic WG (BDWG)**
- **Communications & Marketing Strategic WG (CMWG)**

The Chairman of the Council opened this session stating that he was aware that this is the beginning and that the various groups are working towards a set of priorities and the cost of implementing these, before making its recommendation to full Council.

He then invited the groups to make their presentations.

- **ASWG** – the spread sheet, showing the progress made by the group, had been circulated.

The Chairman of the Group gave a short précis of the progress made stating that the group had agreed that the Big Meadow represented the largest asset and that it would be there it would be concentrating its initial efforts. The first priority was to bring electricity to the site as this was deemed essential to its further development of the recreational park.

The clerk was looking into the feasibility and cost of this, with the assistance of a local electrician

The Chairman of the Council then opened the session to questions to the ASWG:

- Had solar panels been considered?  
It was not felt that solar panels on their own would be suitable for the site and it would not be feasible for this purpose. However, it could be considered in the future, especially to supply electricity to the toilet block.
- Facilitate better use of PC land by purchasing the play areas currently leased for WCC and/or SDC: would it not be an idea to at least find out if this was feasible, and the cost involved?  
ASWG agreed to look into this and report back with a recommendation
- Youth Club  
it was agreed that it was worth pursuing the intention of rebuilding this as it is no longer fit for purpose.
- Crawford Hall  
Whereas it was recognised that the decision is with the Crawford Memorial Hall Committee, it was worth arranging a meeting with them to discuss the potential future of the hall.  
ASWG agreed to consider this and report back

- **BDWG**  
Spread sheet showing progress had been circulated.  
A member of the group made a short presentation and added that a meeting had also been held with the CWWG as it was felt there was quite a lot of “crossover issues”.

The progress had a good reception from Council, though the issue of what the “vision” of the group was raised: what was the intention of the various topics?

The reply was that the vision was to make the High Street more attractive to visitors, to raise the footfall and so allow shops and businesses on the High Street to flourish. The priorities were based on the NDP replies and the topics on the Benchmarking exercise.

- **CMWG**

Progress spread sheet has been circulated

The Chairman of the group made a short presentation:

- The village would be branded as “Anglo Saxon Riverside Village of Bidford-on-Avon”
- Clerk obtaining quotations for village gate signs
- Working with the BDWG regarding maps and the look of the entrance to the village from the roundabout – murals?

Following the presentation the following was raised:

- Need to ensure a good brand of the name – this is more than a logo. It has been successful with the NDP so that each time the community saw an NDP publicity, it was immediately aware of what was being advertised. The same should apply with Bidford-on-Avon
- Agreed this was the group that should identify expertise within the village that would assist the Parish Council implement its strategic plan.

The spread sheets of all three strategic working groups are attached to these Minutes of which they form an integral part.

## **5. TO CONSIDER FUTURE PLANNING IN TAKING THE PC STRATEGY PLAN FORWARD**

The Chairman thanked the working groups for their excellent presentation and expressed his satisfaction with the work carried out.

It was agreed that:

- Each group should reflect on the key issues that cam from the NDP survey
- Make a vision statement
- Decide on its aims and objectives

The date of the next meeting was arranged for Monday 6<sup>th</sup> March @ 7.30 pm at the Parish Council Meeting Room



**BUSINESS DEVELOPMENT  
WORKING GROUP**

TOPIC	PURPOSE	DETAILS	CURRENT PROGRESS	LINKS	STATUS
					Ideas stage
					In Progress
					Completed
					Rejected
					STATUS
High Street Survey	High Street Improvement To find out the views of High Street businesses, their needs and the role the PC can play.	Visit all High Street businesses and collate survey results	Visits began 21st Oct. Most businesses in High Street have been seen. Some forms have been returned. Summary will be created when survey complete.		In Progress
High Street survey results	Engagement with local businesses				In Progress
Village Map	Encourage visitors to walk around village	To complement History Society leaflet		<a href="#">Tewkesbury Map</a>	Ideas stage
Walking Map	Encourage visitors to explore the area	Research local walks and map potential			Ideas stage
Village flags/banners	Make Village Centre more colourful (e.g. during summer months)	Tewkesbury has medieval coats of arms on flag-like banners on buildings in the town during their medieval festival and several weeks afterwards.	We have contact with Tewkesbury Battlefield Society who are sending full details of how they make them and their model to costings. They produce them for no net cost - charging businesses £25 for a banner hanging for the 3 months of the summer.	<a href="#">Flag Photos on Tewkesbury PC website</a>	Ideas stage
Visitor Centre	Engage visitors in history of village and encourage them to explore	Old Post Office premises expensive. Have tried negotiating lower starter rate. Research alternatives, including permanent "tent" in big meadow. Liaison with History Society		<a href="#">Tewkesbury website</a>	Ideas stage
Visitor information in Shops	Leaflets, maps etc to be available in high street shops	Suggestion that shops could have a sticker in the window showing they have Bidford visitor information inside			Ideas stage
Hanging baskets	To brighten up village centre entrance	Need to talk to owners of premises for permission to hang baskets and find out costs.	Outline quotes received from Limebridge £70 each to buy - plus brackets, irrigation systems etc. and scaffolding to erect.		In Progress
Planter troughs	Brighten up village	Troughs have already been placed near the bridge by Chamber of Trade and Commerce and part funded by PC (see below). Consider further troughs?	Considering whether PC should take over maintenance of troughs - getting quotes.		In Progress
Chamber of Commerce planters	Request for PC to take over maintenance of planters. Planters advertise sponsorship by Bidford businesses - e.g. The Bridge restaurant.	To plant & maintain the 4 planters = £325 per planter per annum. Plus £35 each to replace unsuitable compost. So one off cost of £140 plus annual charge of £1300. If the businesses watered the planters annual cost reduced to £480.	Recommend refusal to PC for reasons of cost and precedent for similar requests from residents, e.g. Miller's Bank, Broom		In Progress
Village signs	To encourage passers-by to enter village centre	Signs re-designed and painted - Saxon Riverside Village theme ( <b>Marketing &amp; Comms</b> )			In Progress
Brown signs	To advertise village attractions	Liasing with CoT&C	Contact has been made with WCC. Signs can be ordered and paid for by individual business being signed.		In Progress
Shop Fronts	Looking at potential to improve shop fronts	Contact experts for ideas. Looking at potential for grants to shops for improvement. Contact owners/tenants about tidying up frontages	Response from expert - see Shopfronts powerpoint	<a href="#">Shopfronts.pptx</a>	Ideas stage
Farmers market	To increase footfall by creating an "appointment to visit"	liaising with Bidford CoT&C who are also looking into this. Research into other Cotswold area markets	Questions included in survey to gauge local business opinions and encourage engagement. Most businesses favour the idea..		Ideas stage
Chamber of Commerce support	Communication channels. Requests for funding for various events/equipment		Quarterly meetings agreed and arranged.		In Progress
Chamber of Commerce Gazebo request		Request for gazebo funded by PC. Request for money towards fireworks.	Gazebo being considered but must have banner saying provided by PC. Need costing from CoT&C		In Progress
Communications	Liaison with PC Marketing & Communications team	Meeting to be arranged for BDWG and Marketing group to exchange ideas	Meeting held 24th October 2016		Completed
Request for PC to become member of CoT&C	CoT&C request to increase ties with PC		CoT&C informed that not appropriate for PC to become member of a particular organisation		Rejected

AMENITIES STRATEGIC WORKING GROUP

TOPIC	PURPOSE	DETAILS	CURRENT PROGRESS	STATUS
<b>BIG MEADOW</b>	Encourage more events like the Vintage Gathering etc.	BDWG to do		Rejected
	Encourage tourism to the village	BDWG to do		Rejected
	Improve the look of the entrance and other public facilities making it more visitor attractive and safe	Electricity Profession designer to look at how to improve the layout of toilets, play equipment, fencing etc.	Clerk to look at cost Study possibilities	In Progress
	Smaller appointments to join in sessions at the new outdoor gym	Under heading of "Improve the physical health of the village"	Enter into partnership Sport England Public Health (WCC) SCAN Dostors Surgery Sports clubs Table Tennis Ass. SDC	Ideas Stage
<b>COMMUNITY ORCHARD</b>	Create a Community Orchard/Nature POS		For the future	Ideas Stage Ideas Stage
<b>FACILITATE BETTER USE OF PC LAND</b>	Consider purchasing play areas currently leased		Not considered best value	Rejected
<b>VILLAGE HALLS</b>	Work with their Management Committees when and if required	Consider this to be the work of the village halls - be there to assist/facilitate, if required		Rejected
<b>YOUTH CLUB</b>	Rebuild	To use available S106 funds whenever possible	Rebuild in exisiting site	Ideas Stage
<b>CAFÉ/INDOOR PLAY AREA</b>	Commercial Operation to what extent should the PC be directly involved	Prepared to study and see if possibilties arise	Not immediate	Ideas stage