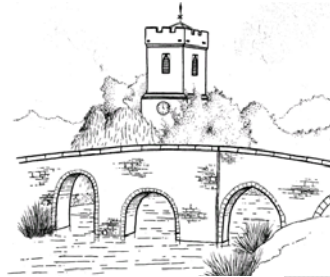


BIDFORD ON AVON PARISH COUNCIL

In the County of Warwickshire



Minutes of the Parish Council Strategy Meeting held on Monday 20th November 2017 @ 7.30 pm at the Parish Council Meeting Room, Bramley Way, B50 4QG

PRESENT

Chairman Cllr. Harvey - Chairman of the Council

Cllrs. Cllrs. Fleming, Knight, Pound, Ms Randell and
Mrs Taylor

 District Cllr Cargill

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, Ms Deacon, Hiscocks and Mrs Keeley

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

- i.** All members of the Council are respectfully reminded that in order to comply with the Code of Conduct adopted by the Parish Council on 30th 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
- ii.** 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. TO APPROVE THE MINUTES OF THE MEETING HELD ON 3RD APRIL 2017

Cllr Knight proposed the Minutes be accepted as being accurate

RESOLVED that the Minutes be approved and signed by the Chairman

4. PUBLIC FORUM

Concern was raised about the lack of a footpath from the village to the surgery which makes it difficult for patients to access the facility especially as the bus service is every 30 minutes and the times do not always coincide with the appointment. It was noted that this was an item for consideration by Council

5. TO CONSIDER THE FOLLOWING CORRESPONDENCE FROM A LOCAL RESIDENT REQUESTING COUNCIL CONSIDER THE FOLLOWING

- i. We are building more houses in the Parish and yet not providing more amenities for those people. Young families and couples are very keen on a "Café Culture" and I am sure would love to have a coffee shop/ café within walking distance and without the need to drive, but currently cannot do this without risking life and limb. I know of several young families/couples who are considering moving away from Bidford because there is nowhere for them to walk to at the weekend for brunch etc. A shop along the lines of "Orange Mabel Tea Rooms" in Alcester, or a stylish, independent Coffee Shop, would, I'm sure, prove very popular, both with locals and visitors to the Meadow, alike.

It was noted that Cafes featured in the reports of both the Amenities and the Business Development Working Groups where it would be duly considered.

- ii. I think that a pavement should be laid between Bidford and the Medical Centre. Only one side of the road would need to be done and I know that there is plenty of width, as I have walked it. Not only would this benefit everyone who needs to visit the Surgery and may need/wish to walk, but would also be a boost for businesses such as Osco's Restaurant. I actually feel that the same should be done between Bidford and Wixford, but realise that this is a narrower verge and may not therefore be immediately possible.

*There was some discussion regarding this request which Council has discussed on previous occasions. Councillors are aware that County Council does not have the appropriate funding for this kind of expenditure: however, it was proposed and **RESOLVED** that the Clerk write to Cllr Brain advising him of the concern expressed by the local community*

6. TO RECEIVE PROGRESS REPORTS FROM

- i. **Amenities Strategic WG (ASWG)**

The report and progress spread sheet had been circulated and are attached to these Minutes of which they form an integral part.

The WG recommended the replacement of all the streetlights within Bidford on Avon as, although it would be a big, upfront expenditure, it saved money in the long term and the cost of replacing the streetlights would only increase year on year.

There followed a lengthy discussion and, although Council agreed that it did

save money in the long run, there was concern that such a large expenditure would prevent other projects from being implemented.

RESOLVED to accept the report and note the progress made
The Clerk to obtain more information regarding the streetlight replacement as well as looking into the budget implications of implementing this.

ii. Business & Development Strategic WG (BDWG)

A spread sheet with progress had been circulated.

It was recommended the Parish Council set up a Community Interest Company that would be independent of the Parish Council although its directors would be councillors, as this would make it easier for the Council to be able to trade in the future. The cost is £35 to set up and, in the event it is not used, the cost of filing a report to company is £15 per annum

RESOLVED to accept the report and note the progress made
To add the recommendation to form a Community Interest Company to the Agenda for the Parish Council to consider at its next meeting.

iii. Communications & Marketing Strategic WG (CMWG)

A spread sheet showing progress had been circulated.

It was agreed that more publicity about what Council does should be carried out with the aim of having fortnightly items in the local new newspapers.

RESOLVED to accept the report and progress made

The Chairman thanked the Working Groups for their excellent work and asked that they provide projected budgets and time lines for the agreed priorities.

He added that, if any working group felt the need for funding for external assistance, Council would consider it.

The Clerk proposed that some funding be used for the completion of the grant application in respect of the British Legion Project and it was **RESOLVED** that this be considered at the next Parish Council meeting.

The Meeting closed at approx. 8.30 pm

Item 6 i)

AMENITIES STRATEGIC WG
November 2017

TOPIC	PURPOSE	DETAILS	CURRENT PROGRESS	STATUS	UPDATE
BIG MEADOW	Improve facilities	Electricity	Done		Completed
		Toilets	Investigating		
		CCTV	Liaise with SDC		
	Improve play area	Toddler equipment	Investigating		
		Seating			
	Improve facilities	Create disabled access to riverside to enable wheelchairs to run freely			
		Improve entrance			
		Improve egress			
	Rejected suggestions	Splash pool	Too much maintenance		
		Sand pit	" " "		
		Public WiFi	It's a meadow		
		Fencing outdoor gym	It's a meadow		
		Swing for wheelchairs	Too cumbersome		
		Remove existing fencing	There is a reason for it		
		Solar phone charges	It's a meadow		
Drinking water fountain		Café offers drinks			
Flower beds near benches		it's a meadow			
Raise charges to £5.00		Considered too high			
Garden to sit in		It's a meadow			
Outdoor chessboard		Not enough space			
Not feasible	5 MPH signs	Not feasible			
	restricted fishing	Fishing Rights			
	use solar power lights	Not feasible			
	lighting along mainpaths	it's a meadow			
	stop parking along riverside	not feasible			
	Indoor swimming pool				
	Covered sports facilities				

Item 6 i)

AMENITIES STRATEGIC WG

November 2017

Pedestrian bridge
Free Parking



BMX TRACK

Looking at alternative
sites



YOUTH CLUB Rebuild
YOUTH CLUB CCTV
CRAWFORD
HALL & SOCIAL
CLUB
CEMETERY
ALLOTMENTS

Youth/community

Investigation
Liaising with SDC
to ensure central
surveillance for the
whole area



CAFÉ BIG MEADOW

Mobile café opportunity

liaising with possible
bidder



STREET LIGHTS Bidford on Avon

Upgrade them and transfer
to WCC

Established number
is 131 and obtained
confirmation WCC
would take them over
Cost £170,300 min.
(based on current
charges, it would take
23 years approx to
amortise the expense)



**BUSINESS DEVELOPMENT
WORKING GROUP**

Our **mission** as a working group is to **enable** and **support** business in the village.

Our **aim**, in collaboration with the other working groups in the Parish Council, is to help draw attention to village businesses and help increase footfall in the High Street by making it more attractive to visitors.

Success would be measured by no further hemorrhaging of the number of businesses in the village – and ideally an increase.

TOPIC	PURPOSE	DETAILS	CURRENT PROGRESS	LINKS	STATUS
Royal Oak Site	Enhance entrance to Village, attract residents and visitors, increase footfall for local businesses	Possible re-purposing of building and/or land to ensure a positive impact on village centre.	Researching viability of coffee shops, retail outlets and other uses to meet identified local needs. Expressions of interest have already been received from café owners and others. Royal Oak has not yet been put up for sale further information is being sought. Continuing to research potential funding opportunities and will be proposing that the council sets up a community interest company which could be used if a decision was taken in the future to invest in this development or any other future schemes across the parish.		Ideas stage
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	16 businesses responded out of 33.	Survey Questionnaire Word doc.docx	Completed
High Street survey results	Engagement with local businesses		Summary of results sent to PC Jan 2017. Letter to be sent to businesses that participated to summarise outcome and what the PC is currently considering.	SURVEY RESULTS/BDWG High St Survey SUMMARY Jan 2017.docx	Completed
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.	A group of enthusiastic volunteers has taken ownership of this project and the first 6 banners are almost completed. They plan to hang them in the church Hall from the Christmas lights event onwards to allow viewing and increase interest. The next 7 banners will be completed after Christmas. Further funding has been requested from Mike Brain	Flag Photos on Tewkesbury PC website	In Progress
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	Still investigating. If idea goes ahead it would not be before Spring 2018.	Tewkesbury website	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

Ideas stage
In Progress
Completed
Rejected
Ideas stage
Completed
Completed
In Progress
Ideas stage
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 at £70 each to buy – plus brackets, irrigation systems etc. and scaffolding to erect. Royal Inn area would be ideal depending on potential.	Rejected
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?		Rejected
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.	Refused for reasons of cost and precedent for similar requests from residents, e.g. Miller's Bank, Broom	Rejected
Village signs	To encourage passers-by to enter village centre	Signs re-designed and painted - Saxon Riverside Village theme (Marketing & Comms)	Liasing with Marketing and Comms Group. Signs Audit to be carried out.	Marketing & Comms Working Group
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. Chamber of Commerce advised of recommended size and shape.	Completed
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. Shopfronts.pptx	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	Bidford is now a market authority. Harry Penny and Elisabeth attended a two day NABMA conference in September and gained useful contacts and advice. The site by the memorial has been recommended. An advert has been sent to NABMA requesting expressions of interest from market operators who will be asked to bid. In the interim the Italian market will return at a date to be confirmed	In Progress
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.	Request was turned down by PC as recommended in March 2017 PC meeting. Error in our understanding of the grant they have already received so application for £500+ to be reconsidered.	Completed
Communications	Liaison with PC Marketing & Communications team	Meeting to be arranged for BDWG and Marketing group to exchange ideas	Meeting held 24th October 2016. Will maintain contact to avoid overlap. Meeting to be arranged with Marketing & Comms and CoT&C	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

Item 6(11)

MARKETING AND COMMUNICATIONS STRATEGIC WORKING GROUP

Aim over Next 5 / 10 years to engage & inform the local community & support via communication & marketing the P.C. (including information surrounding the precept), all W.G.'s, & their key projects.

TOPIC	PURPOSE	DETAILS	CURRENT PROGRESS	LINKS	STATUS	RECOMENDATION
Bidford Village Sign and Logo	To better advertise & promote the Village	entrance signs	Quotation recieved from 2 companies £0.20p difference		COMPLETED	All Installed via Sticky Media £1,848.20
Notice Boards	Legal requirement		Looking into		Ideas stage	
Village Walk maps	To advertise the various local walks & include Kids walk		4 walks are documented just awaiting maps	http://parishes.lincolnshire.gov.uk/Files/Parish/9/Nettleham_Chipdreds_Walk	In Progress	
Village maps	Visitor & residents information		Update of current maps		In Progress	
Village Advertising Gates			To manage event advertising		COMPLETED	Installed
Dementia Friendly Community	Enhance living well with dementia in the community	National scheme promoted by Alzheimer Society	Attended WCC course AD EU JK & HK Feb 14th + AD JK Sept 11th Dementia Friendly Communities	www.dementiaaction.org.uk www.alzheimers.org.uk	in progress	Dementia Friends Information sessions in 2018
Village Directory	To better inform the local community		print & circulate 2017	www.bloomfieldpress.co.uk	COMPLETED	In Print
Creative Murals	Enhance the village entrance from the roundabout		Cannot progress due to sale of building. However images now incorporated into Banner Project	http://www.escapearts.org.uk/	REJECTED	
UPDATES	Facebook		June'17 followers 701, November '17 followers 805			
	P.C Meeting Room		First 2 weeks 8 meetings + CAB every 3rd Friday			
	Publicising New W G & P C Projects MOST RECENT		Grants most recent ... Defibrillator installation & training		In progress	Sent to Newspapers & on Facebook in November