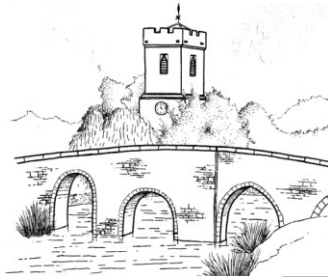


BIDFORD ON AVON PARISH COUNCIL

In the County of Warwickshire



Minutes of the Parish Council Strategy Meeting held on Tuesday 19th February 2019 @ 7.30 pm at the Parish Council Meeting Room, Bramley Way, B50 4QG

PRESENT

Chairman Cllr. Knight - Chairman of the Council

Cllrs. Cllrs. Atkins, Ms Deacon, Fleming, Harvey, Hiscocks, Mrs Keeley, Pound, and Mrs Taylor

Also present: 2 members of the public

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

1. TO RECEIVE AND ACCEPT APOLOGIES

No apologies

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 20TH NOVEMBER 2017

Cllr Fleming proposed the Minutes be accepted as being accurate

RESOLVED that the Minutes be approved and signed by the Chairman

4. PUBLIC FORUM

No issues raised

5. 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 Chairman of the Amenities WG made the presentation and added that

- ✓ The Youth & community Project Ideas Factory Workshop on Saturday 16th Feb. had had a good turnout and the report was expected by the end of February. This would be circulated to Council and considered in full at the next appropriate Parish Council meeting.
- ✓ The Cross Parish Cycle and Pathways Working Group (CPCP), which has now been formally formed with its own constitution, would now form part of this group's remit. It was noted that the CPCP had met with the Manager of the Ragley Estate with very positive results

RESOLVED to accept the report and note the progress made

ii. Business & Development Strategic WG (BDWG)

A spread sheet with progress had been circulated.

The Chairman made the presentation highlighting:

- ✓ High Street – looking at ways to increase the footfall by improving access and parking
- ✓ Community Interest Company (CIC) proceeding and some good ideas have been forthcoming from potential directors

RESOLVED to accept the report and note the progress made

iii. Communications & Marketing Strategic WG (CMWG)

A spread sheet showing progress had been circulated.

The chairman made a presentation adding that the group was considering adding further information to the Village Community Folder, such as pubs, places to visit, hostelryes etc. to make it more complete..

RESOLVED







- ✓ to accept the report and progress made
- ✓ agree to the suggested inclusion to the folder to make it a more complete information document

The two members of the C&MWG then advised they were resigning from this working group with immediate effect.


The Meeting closed at approx. 8.10 pm

AMENITIES STRATEGIC WG

February 2019

TOPIC	PURPOSE	DETAILS	CURRENT PROGRESS	STATUS	UPDATE
BIG MEADOW	Improve facilities	Electricity	Done		Completed 25/02/2019 SDC - 2019
		Toilets	Receiving quotes		
	Improve play area	CCTV	camera to be installed		
		Toddler equipment	Investigating		
Improve facilities	Create disabled access to riverside to enable wheelchairs to run freely				
		Improve entrance			
		Improve egress			
BMX TRACK			Contacting Bishops Cleeve to arrange visit with contractor		
			Dugdale possible site		
YOUTH CLUB	Rebuild	Youth/community	Consultation under way		
YOUTH CLUB	CCTV		Needs to be done by club and hall		
CRAWFORD HALL & SOCIAL CLUB					
CEMETERY ALLOTMENTS			Difficult due to area		
CAFÉ	BIG MEADOW	Mobile café opportunity	No further interest shown		
STREET LIGHTS	Bidford on Avon	Upgrade them and transfer to WCC	3 year programme approved		£240.6k
ON STREET PARKING	Bidford/Broom	Campaign to reduce the problem	Work with local schools		need budget 25/02/2019

AMENITIES STRATEGIC WG
February 2019

HIGH STREET	Make it more attractive	Looking scruffy/what can PC do	Work with BDWG	
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**Some of these projects, if approved by Council, will require substantial sums of money that are still to be quantified. Others will require less funding
All projects costs will be presented to Council at the appropriate time with full details and costings for approval**

**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	STATUS
NEW INITIATIVES				
High Street traffic flow	To encourage residents and visitors into the village centre to improve footfall and retail visits	Looking into ways of improving traffic flow in the both East and West sections of High Street.	Meetings held with Paul Taylor, Traffic & Road Safety Manager for WCC. Quote £2,035 for an initial engineer feasibility study to look at both ends of the High Street and the potential for a one way system to ease congestion and improve flow. Need to know next level of potential costs before taking this further. Also potential to relocate north side bus stop to beside the war memorial so that passengers have seating while they wait and car parking is not reduced.	Ideas Stage
High Street Parking	To encourage residents & visitors to park and shop/eat/visit the centre of the village.	Looking into ways of increasing availability of short-term parking in and close to High Street	Investigating potential for parking charges to be introduced to prevent long term parking in nearest car parks - but encourage free short-term parking.	Ideas Stage
High Street Lighting	High street is dark at night	Amenities group are prioritising High street lighting as part of the overall lighting project.	In hand - Amenities group.	In Progress
Bidford Community Interest Company	Supporting the setting up of Bidford CIC to enable projects for the benefit of the village where the Parish Council isn't the best vehicle	Potential directors identified and early discussions about what the group can do .	Two meetings have been held and draft articles of association drawn up. Ideas for projects are being discussed including ways of supporting vulnerable young people into work experience, potential community café, visitor centre, events etc.	In Progress
Watching brief on Bidford businesses	Keeping conversations going with current and potential businesses for the village	Budgens is being sold to		
ONGOING PROJECTS				
Royal Inn 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.	The deadline for bids was 1st February. British Legion will consider the bids and a shortlist will be sent to the board. We have been in contact with two of the interested developers, both of whom wanted a copy of the Survey we commissioned. SDC are aware that we need to be involved in planning reserved matters.	Awaiting outcome of competitive bids.
Independent High Street Survey	People & Places survey commissioned - including Focus group.	Results June 2018: 62% of Resident/ Village Centre Users and 68% of Business respondents indicated that if some commercial space were to become available in Bidford-on-Avon they would like to see 'Units suitable for Food and Drink Sales and Consumption e.g. Café. Qualitative feedback from the Residents/ Town Centre Users augmented the statistical data with 'Café' and 'Coffee Shops' being cited as uses for commercial space. • 90% of Residents of Bidford-on-Avon reported that in principle, they would support the use of some of the existing Parish funds if that was necessary to enable their favoured development.	Survey results have been used to inform SDC planning, developers, residents and local business. The survey influenced the outline plans drawn up by British Legion for Royal Inn site - and may have encouraged decisions of local business.	Completed

- Ideas stage
- In Progress
- Completed
- Rejected

Village flags/banners	Make Village Centre more colourful (e.g. during summer months)	Bidford Banner Group have formed with a constitution and are self-running.	Banners have been received with enthusiasm by the High St businesses and residents. Since it started this small but dedicated group has achieved grants from Mike Brain's fund and Warwickshire CC - with many residents contributing to the Spacehive funding drive. They have a facebook page and are taking on more commissions for this year's hangings. Good coverage from the local press - and we hope for more this summer.	Ongoing
Visitor Centre	Engage visitors in history of village and encourage them to explore	Cosidering locations	If a coffee shop is created on the village the Bidford CIC are considering how a local information centre could be incorporated.	Ideas stage - liaison with Marketing & Comms
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 - liaison with Marketing & Comms
Village signs	To encourage passers-by to enter village centre	Signs re-designed and painted - Saxon Riverside Village theme (Marketing & Comms)	Signs audit was carried out by the BDWG and Marketing and Comms. M&C have ordered and put up new signs	Marketing & Comms Working Group
Advertising Banners	Request from Bidford Chamber of Commerce for permanent structures for banners	Ideas considered	Wooden gates have been erected at entrances to the village to enable advertising banners to be put up to tidy up adverts in the village.	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	This has been put aside for the time being - but we are re-visiting grant potential with the government high street initiative.	Ideas stage
Farmers market	To increase footfall by creating an "appointment to visit"	Farmers market not seen as viable at this stage - a street food market on Big Meadow was tested last summer.	We engaged LSD promotions to run the first Giant Summer Market on Big Meadow. Traders were happy enough with the outcome to want to come back again this summer 2019. Establishing this as an annual event should help build it up - so that we can look at including more events. Bidford CIC are considering other events - such as a possible return of Bidford Carnival.	In Progress
Simplification of Business sign at crossroads	CoT&C mention too small to read and out of date.	Looking at potential for other forms of signage	Advice has been sought from media companies - but no useful response so far.	Ideas stage
Non High Street Bidford Businesses	Considering ways to engage other businesses		PT is talking to one of the business leaders about the needs of Waterloo Industrial estate. Early comments include signage to show what's available in the estate.	In Progress
Chamber of Commerce support	Communication channels. Requests for funding for various events/equipment		Chamber of Commerce is considering its future.	On Hold
PAST ACTIONS:				
First High Street survey results	Engagement with local businesses		Summary of results sent to PC Jan 2017. Letter was sent to businesses that participated to summarise outcome and what the PC is working on - which included markets and the banner project.	Completed
Chamber of Commerce Gazebo request		Request for gazebo funded by PC. Request for money towards fireworks.	Gazebo funding of £500 was agreed by PC	Completed
Communications	Liaison with PC Marketing & Communications team		Ongoing liaison with Marketing & Comms	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

