

Bidford-on-Avon
Economic and Employment Welfare
Sub-Group Meeting Minutes

Meeting Date: 10th July 2014
Meeting Time: 7.15pm
Location: Warner's Budgens, Bidford on Avon
Attendees: Guy Warner, Carol Ford, Lee Pound and Jill Houghton

- It was agreed that everything the Group does should follow the guiding principles below:

Firstly, concentrate on what can be done and protecting what the village already has.

Secondly, look to enhance and improve.

Finally, look at new initiatives and proposals.

- The main economic / employment areas were highlighted as:
 1. The Waterloo Industrial Estate
 2. The Village Centre – Retail
 3. Hospitality – Restaurants, Pubs, Cafes, Takeaways, B&Bs, etc
 4. Home Based Businesses
 5. Agriculture
 6. The Medical Centre
- The Waterloo Industrial Estate was discussed in detail and the sheer number of businesses based there, the diversity of those businesses (both in scale and sector), combined with the large amount of employees based on the Estate, mean it must be given due focus to ensure its continued vibrancy.
- It was agreed that to be an effective Sub Group, opinion and input from each of the six key economic areas listed above must be sought. To that end the following strategy will be employed:
 1. The Waterloo Industrial Estate – 10 businesses to be contacted by members of the Sub Group (3 to 4 each) with the view of arranging a face to face meeting with the owner or MD of each operation to solicit their opinion on what 3 things work well for them being based in Bidford and what 3 things they would like to see improved to help them grow. Meetings to be carried out as soon as practical with the view of reporting back to the Sub Group at the next meeting for ultimate collation of the data.
 2. The Village Centre – Carol has strong connections with Buy in Bidford and canvassed members for their thoughts at the last B.I.B. event. This

information will help form part of the Sub Group's plan, but the fact that many retailers and businesses are not part of B.I.B. mean that further work needs to be done in this area. An approach similar to the one being employed on the Industrial Estate maybe the best way forward and will be discussed at a later date.

3. Hospitality – Restaurants, Pubs, Cafes, Takeaways, B&Bs, etc – Members of the Sub Group will meet with a variety of the key players with the view of establishing what does and does not work for them in a similar manner as is being carried out on the Waterloo Industrial Estate.
 4. Home Based Businesses – A growing phenomena with the rise of the electronic age and one that the Group felt needed consideration, even if establishing numbers and ultimately speaking to those people may prove tricky. Carol, however, being a home based business, will be able to help in this area and in ensuring that the plan put forward gives due consideration to these businesses needs.
 5. Agriculture – Still forms part of the local economy and needs to be considered. Harry Smith to be contacted to seek his views as a farmer in the village. Evesham Vale Growers also to be potentially contacted although it was acknowledged that most of what they do in the area is plant, grow and pick only, with the main commercial element being run from elsewhere.
 6. The Medical Centre – It was recognised that a significant amount of people are employed there and although there have clearly been misgivings about the new Centre's location, effort should be made to engage with a GP to seek their thoughts in regard to its role as being an employer in the village. Lee to make contact.
- Life Savers based in Broom was also discussed and contact maybe made as part of the Group's planning.
 - Discussions were held on whether efforts should be made to engage with the house builders as they will ultimately be part of the village economy over the next few years.
 - It was agreed that certain properties / areas of the Village Centre should be designated as 'having to remain retail, hospitality or commercial' to ensure that the gradual current change of use to residential does not inadvertently deprive the village of its ability to have a Centre in the future. It was also acknowledged that the proposed retail boundary for the village may need reviewing as currently it appears poorly placed and potentially too large.
 - The Sub Group will next meet on 14th August at Warners Budgens.