

Sawbridgeworth Town Centre Partnership
Minutes of Meeting
7.30 Wednesday 20th June 2007

Those present:

Cllr Angela Alder	Meeting Chair	Partnership Councillor
Joseph Fitzgerald	Resident/Community	Partnership Community
Simon Dennis	Dennis Butchers	Partnership Business
Chrissy Young	Resident/All About You	Partnership Community
Cllr Roger Beeching	Town Council	Partnership Councillor
Nicky Needham	Allround Pregnancy	Partnership Business
Gillian Melling,	Resident/Community	Partnership Community
Paul Gravelle	Budgens	Partnership Business
Paul Pullin	EHDC Econ Dev Manager	
Sarah Lilly	Resident/Mandeville	
Lynda Sands	La Provence	
Andrew Sharp	Community Times	
Monya Billing	Resident /Stort Valley Project	
Cllr Joyce Vincent	Resident/Town Council	Meeting Host
Charles Wall	Leventhorpe School Resident	
Carole Wall	Resident/Community	
Stephanie Newman	Resident/Grassroutes Soap	
Lesley Hines	Resident/Community	
Dianne Sutherland	Resident/Leventhorpe School	
Nigel Clark	EHDC Councillor	
Sarah Evans	Resident/Community	
Julia Argent	Resident/Community	
Mike Grace	MG Graphic Design	
John Slade	Slade Photography	
Richard Bowran	Town Clerk	
Jacqui Ellis	Room with a View	
An other	?	

1. Welcome

This meeting of the Sawbridgeworth Town Partnership was opened by Angela Alder who welcomed everybody as all were introduced. Leventhorpe School were thanked for hosting this meeting.

2. Apologies

Gill Hawkins, Kay Allington, Gary Needham, Lyndon & Fiona Wootton, Cllr Brian Rochester, Michelle Gravelle, Christina Fonseca, Eileen Barnes, Keith Jacques.
 Ben & Penny Poole, Sue Pratt(Eden Hair)

3. To approve Minutes of Meeting May 10th 2007

Minutes previously circulated to participants of that meeting were agreed as a correct record of that meeting

4. Matters arising from last meeting

At previous meeting a vote could not be taken due to insufficient STP Board members present, a roll call was now taken and there were sufficient voting members attending for voting to take place at this meeting. All other matters arising would be addressed in the working groups' reports.

**5. Report from Working Groups:
 Business Plan of the STP 2007-2010**

Charles Wall stated that the Draft plan presented at the previous meeting had been out for a number of weeks and meeting participants had time to absorb the detail and so the document now needs comment and constructive feedback.

The STP will keep the review of the plan as a standing item at Partnership meetings. We will use it to help measure the progress of the Partnership and the culture that the Partnership is creating. We will also start to use it as a tool for attracting resources.

The key objectives have not been handed down or set out for us by anyone externally; this BP is a summary of the discussions within the Working Groups. It was agreed that we would allow 2 more weeks or 4th of July for people to send in comments to Charles Wall.

Business Working Group - formerly known as Retail

Chrissy Young reported on the actions and achievements of this group since the last STP meeting.

Retail Discount Coupon Scheme, A second batch was underway to coincide with the 7th July Farmers' Market. There were 10 business participants this time round and each had paid £50 towards the project. Gillian Melling had coordinated members in the scheme, artwork was prepared and agreed and printing quotes sought. 5,500 copies in full colour on A4 were in print. The distribution would be handled by a locally used delivery agent to ensure widespread coverage and 400 copies would be kept back to issue at the Farmers' Market. When all costs were taken into account it was agreed that the SBA would be approached to make good the small shortfall. Gillian Melling stated that she was now handing over the coupon scheme for the businesses as a group to take forward in future.

STP + Business Website. The latest updates from the web developer, Chris Amos were presented on slides. Maps and licences had been acquired, Retail Business content Draft was developed and the major STP User Interface background work was now underway. This is a key part of the project as the ease of use of updating the website by members of the STP and businesses involved need to be designed in at this stage. Getting that right would have a major influence on the interactivity and freshness of the site when it goes live. When mock ups are ready the project will be taken to businesses for input and support.

The report on this Working Group concluded with Christina Young announcing that she was stepping down as spokesperson for the Business Working Group due to other commitments.

On behalf of all those present, Angela Alder thanked both Christina and Gillian for their dedicated efforts in taking retail business initiatives forward to date.

Tourism Working Group

Gill Hawkins on holiday and Joseph did the update. The signage proposal was now complete and the priorities for essential signs approaching and within SBW were identified on maps and were ready to be presented to Hert's Highways. Richard Bowran the new Town Clerk was in the process of setting up a regular schedule of progress meetings with Hert's Highways and it was agreed that this was the perfect medium to take the proposal forward.

SBW Millennium Video conversion to DVD. This idea raised at a previous meeting has taken up quite some time to evaluate. Several options are possible which include:

- (1) Converting existing double video footage into a single DVD to be sold commercially through outlets in the town, for a run of 3000 copies the cost of this would be in excess of £6,500
- (2) SBW today consisting of mainly newly filmed footage plus some historical viewpoint with or without voiceover/background music. Cost not estimated.
- (3) Short edited clips new and historical material to be supplied for new STP website

The cost of this proposal was difficult to estimate at present as it was not specific.

Discussion followed on the pros and cons of the different options but we had insufficient information to vote on a proposal. It was agreed that we would draw up a brief for the proposal and hopefully the specifics would help us get an accurate estimate of the likely costs. Charles Wall offered assistance with development of this brief.

Farmers' Market:

Lesley Hines reported on the further excellent publicity we had on the May Farmers' Market and the positive responses with the circulation of the Link Magazine (65, 0000 circulation) SBW has never received such coverage before and this resulted in a large number of applications for stalls at the market.

Joyce Vincent asked if footfall numbers had been recorded in the town in the week after the market and the meeting did not have any figures on this, it is probable that some of the retailers had done this sampling but this information was not yet public.

Lesley explained the plans for the July market which included several additional fresh produce stalls, special community support for the F& B School where they would sell teas to raise funds for an adventure playground, support for the Scouts in their centenary year and a specially commissioned eco friendly Fairtrade SBW Farmers' Market produce bag.

Environment:

Stephanie Newman reported on her representations to the consultation on the new Community /Public Services Centre to be built on the current Library site. There is clearly more work to be done on the

environmental credentials of this new development and Roger Beeching: Mayor of SBW, agreed to assist with channelling these requirements. Getting more people and especially businesses in the town involved in simple recycling schemes where each could handle/ receive a different product for recycling, where the public can dispose of unwanted recyclable goods such as: Batteries, mobile phones, specs medicines & cd's was a proposal that was well received. Additionally, SBW and the STP could look at how it might obviate the need for any and all plastic bags.

Community & Culture:

Charles Wall reported on the results of discussions within this working group, the group feel that is important to define a clear brief and possible outcomes to aim at.

The group had looked at several practical proposals such as the promotion of the role CVS and getting behind the new CVS directory. Better use of the existing Town Diary and looking at how it could be better utilised.

Linking in with other groups and publicising events. Utilising the minibus allocated for community use which sits idly for periods of time outside the police station. These ideas are all in early development stage and we need to support this group in getting them into practice.

6. Part Closure of Leventhorpe Pool.

This was requested as an agenda item by several STP members as there was no other public discussion in SBW to date of the proposal to restrict opening hours at Leventhorpe Pool. The decision to curtail public use of the pool was taken at EHDC Executive meeting on the 12th June.

District Cllr Nigel Clark explained to those present what had occurred and informed what was meant by 'calling in' a decision. Discussion followed on all the pros and cons and the complexities of the situation from change in pattern of use, to historical issues, costs of weekend staffing, schools usage, and the true costs of the pool in isolation to the other pools in the district, and where savings could be made. Councillors had requested usage figures.

The meeting agreed that more information was required and supported the 'call in' of the decision and a letter to this effect to be sent to EHDC was proposed, seconded and voted by majority.

Roger Beeching abstained due to personal and prejudicial interests.

A copy of the letter from the STP to the Leader of EHDC is attached to these minutes.

7. STP Performance Review:

A 6 month review which entailed a simple 8 question sheet had gone out to STP Board members and Working Group participants. We are requesting feedback on what has worked well, what are the priorities for improvement, individual and sector contributions key success factors and what will keep the Business Plan a living document. A few early responses had been returned and there was insufficient time to put a full analysis together for this meeting. Examples of what the STP had done well since set up:

- Created the "partnership" forum for all to participate in
- Successfully launched the Farmers' Market
- Through true partnership with the community and Leventhorpe created an organic business plan that will aid in getting the funding that we need.

In terms of priorities to work on:

- Getting more business & volunteers on board. The more businesses that participate, the stronger chance we have at getting a paid representative for the STP

8. Recruitment of Businesses to the STP.

There was a short 2 slide presentation on the need to recruit more businesses to the STP and potential members needed to see that benefits that affected the whole town positively helped their business in the long run also.

The achievements of the STP to date as outlined at the recent Business Day at Leventhorpe School were presented as:

- STP Constitution & Work Groups up and running
- Business Plan – A Roadmap: 2007 -2010
- Tourism – activated a signage project
- A start on a Partnership Website with Business/ Retail
- 2 Retail Discount Coupon schemes
- 1st Farmers' Market with 3000 people on the street in Sawbridgeworth

When website is completed we need visit all businesses to encourage them to join, showing actions that are taking place and using website as a promotion tool. We also need to talk persuasively with potential recruits such as various publicans, restaurants, shop keepers as well as championing the STP at Leventhorpe and the feeder primary schools.

9. Selection of Meeting Chairperson

The role of chairing the meeting was discussed and as a learning organisation we looked at the proposal to rotate the chairing of this meeting between the 3 main Partnership groups for 2 consecutive meetings per group. Those present were encouraged to put themselves forward for this 'rotating chair' role. Angela Alder outlined how the rotation would work and Community Sector of the STP would lead off. The proposal was seconded and voted unanimously.

A volunteer to chair the next two meetings was requested and Chrissy Young volunteered.

10. Any Other Business:

STP Logo a brief for this was drawn up by Lesley and Gillian and it is quite specific about the requirements, tone, appearance and intended use. Leventhorpe School have been kindly asked to provide 2 designs from which a choice will be made by the STP Board and then it will be put out to tender for completion in various formats.

Road Surfaces - Bell Street

Several independent representations had been made recently to Councillors and Hert's Highways about the serious surface deterioration of Bell St and the junction with Knight St and Church St. It has now become clear after persistent enquiries that resurfacing is not on the Integrated Works Programme 07/08, or not on the Special Extra Budget £10 m spend but is on a Reserve list of this last project. This matter will be raised by the new Town Clerk at meetings with Hert's Highways and every effort will need to be made by all those affected to escalate it up the priority list.

Stepping Down:

Kay Allington from All About You had written to the STP stating her wish to step down as business member on the STP Board, due other commitments.

11. Date & Venue of next meeting.

Is set for Wednesday 25th of July at 7.30 - Venue to be confirmed as Leventhorpe School is unavailable on that date.