

# Sawbridgeworth Town Centre Partnership - Steering Group

## Meeting 17<sup>th</sup> January 2007

### Summary Notes

#### Those present:

Angela Alder	Mayor & Town Councillor - Meeting Chairperson
Gill Hawkins	Secretary of SBA
Simon Dennis	Dennis Butchers
Alison Frost	Isis Beauty
Joseph Fitzgerald	Community
Lesley Hines	Community
Stephanie Newman	Grassroutes Soap & Community
Chris Carter	Country Markets & Community
Charles Wall	Leventhorpe School
Carole Wall	Community & Schools
Chrissy Young	All About You
Gillian Melling	Community
Nicky Needham	Business
Kay Allington	All About You
Nicky Burdett	Member of the public
Kate Hazlehurst	Business
Peter Scally	Chapter & Verse
Sarah Lilly	Community & Mandeville School
Dianne Clark	Forever Living Products

[Apologies for any name misspelling]

#### 1. 1. Welcome

This meeting of the Sawbridgeworth Town Partnership (STP) Steering group was opened by Angela Alder who welcomed the large attendance and the many new faces from Business, the local Schools and the Community

#### 2. Apologies

Cllr Diana Richards, Denise Evans, Daniel Read, Dinesh Patel Cllr Roger Beeching, Lyndon Wootton, Fiona Wootton, Paul Gravelle, Michelle Gravelle, Paul Pullin EHDC  
Eileen Barnes, Andrew Menzies, George Dasalla.

#### 3. To approve notes from Dec 14<sup>th</sup> Meeting

Notes circulated to participants of that meeting were agreed as a correct record of the meeting.

##### Matters arising

**Item C. Terms of Reference**, minor wording amendments were proposed to numbers 3 & 9 and were approved. The changes are in bold text in the attachment. This document also serves as the Terms of Reference of the new Working Groups.

**Item F. Constitution of Sawbridgeworth Town Partnership (STP)** Clarification was sought and provided by EHDC regarding the requirement of Town Partnerships to have a District Councillor on the Partnership. They have stated that they do not wish to put forward a representative but will provide assistance and guidance through the Head of Economic Development. This now leaves the Partnership mix of representation as follows:

6. Business Members, 3 Town Councillors, 4 Community Members, 1 Town Centre Manager (future aim) & the assistance of EHDC Head of Economic Development.

#### 4. Ratify Constitution

The proposed Constitution of Dec 14<sup>th</sup> 2006 was reviewed and had numerous amendments approved. Those changes are in bold text in the attachment.

Discussion followed on items not previously aired: a quorum for meetings to take place and what would be the voting requirements of the of the different Partnership sectors.

In conclusion, it was decided to ask for clarification from the Legal Department of EHDC. The statement they provide will be directly entered in the Constitution document and subject to this awaited sentence the Constitution was ratified by majority.

## 5. Nominations to Sawbridgeworth Town Partnership (STP)

The following persons were nominated and seconded:

Don Patel	Business 1	Angela Alder	SBW Town Cllr 1
Paul Gravelle	Business 2	Roger Beeching	SBW Town Cllr 2
Kay Allington	Business 3	To be confirmed	SBW Town Cllr 3
Simon Dennis	Business 4	Chris Carter	Community 1
Nicky Needham	Business 5	Gillian Melling	Community 2
Lyndon & Fiona	Business 6	Joseph Fitzgerald	Community 3
T.Centre Manager	[Future Position]	Chrissy Young	Community 4
Paul Pullin	EHDC Adviser		

When the full complement of named partners attends, the Chair, Deputy Chair, Secretary and Treasurer can be elected.

## 6. Sawbridgeworth Town Partnership (STP) - First Tasks

Joseph Fitzgerald explained the processes undergone to date in the development of the Partnership to the new participants, it was explained that in setting up the STP we were using guidelines put forward in the Sawbridgeworth Feasibility Study 2006, in conjunction with 'best practice' reports from other Town Centre Partnerships. Tring and Hitchin were just some of the examples used. Many of these Partnerships started as a result of a Market Town Healthcheck and the one for Sawbridgeworth was completed in 2005. Attention was also drawn to the Flow Chart illustrating the development process for a Partnership and the summary sheet that provides an overview of the initiative.

A general discussion followed on what the first tasks might be for the fledgling Partnership. Absence of **signage** was the first item where the lack of directions to the Library, town centre shops, play areas, the Maltings etc were highlighted. An initiative started in 2005 on signage had stalled and funding to progress it would need to be secured.

Increasing the footfall in the town through **Tourism** was next up and participants were brought up to date on the new Tourism Brochure which has the start of the new season as a publication date. A similar initiative to increase visitor and shopper numbers was the **Farmers' Market** project which has a history of real and perceived objections. Permission to hold such a market, it is hoped, is nearing completion.

**Retail Offer** in the town was the subject of individual surveys carried out by various shops and services and this was viewed as positive step which could develop into a comprehensive survey involving the Partnership as a whole.

It was suggested that the **health** and well being of all age groups needed to be considered and the needs of **young people** with outlets for activity and opportunities to get involved in the town should be the focus of a working group, namely Health, Social & Leisure.

The enthusiasm to get started on projects was palpable and early positive results are essential for this emerging Partnership in order to gain momentum and garner support.

However, a legitimate structure needs to be in place, a 3-5 Year Business Plan with clear aims and objectives backed up by costings, action plans and realistic deadlines needs to be developed with input from all sectors. This is the major priority task of the Partnership as the organisation goes forward to seek funding, participants were reminded of the need to be well structured, clear about what they want and in tune with the objectives and requirements of any grant giving body.

### Discussion Outcome:

The following initial working Groups were set up, the evolving activities of each group would dovetail into a Business Plan and become part of the overall objective of the Partnership.

<b>Working Group 1</b>	<b>Working Group 2</b>
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<b>Business Plan Development</b> Initial Members: Charles Wall, Nicky Needham, Angela Alder, Paul Pullin, Gillian Melling, Plus others	<b>Tourism</b> Initial Members: Sarah Lilly, Dianne Clark, Stephanie Newman, Gill Hawkins, Joseph Fitzgerald, Plus others
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<b>Working Group 3 Retail</b> Initial Members: Don Patel, Simon Dennis, Kay Allington Chrissy Young, Gillian Melling, Plus others	<b>Working Group 4 Farmers' Market</b> Initial Members: Stephanie Newman, Chris Carter, Lesley Hines, Joseph Fitzgerald, Plus others
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<b>Working Group 5 Health Social &amp; Leisure</b> Initial Members: Nicky Needham, Carole Wall, Lesley Hines, Chrissy Young, Dianne Clark, Plus others
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Any errors in assigning names to groups are easily rectified.

Working Group objectives guidance and contact details of group members will be circulated to all members within that group to facilitate initial meetings.

## 7. Any Other Business

All participants were reminded of the need to become fully informed on the Town Partnership concept and to develop ways of taking the Partnership forward.

### Additional references/sources of information:

Association of Town Centre Partnerships: [www.atcm.org](http://www.atcm.org)

Tring Together: [www.tringtogether.org.uk](http://www.tringtogether.org.uk)

Action for Market Towns: [www.towns.org.uk](http://www.towns.org.uk)

Hitchin Town Centre Initiative: [www.htci.org.uk](http://www.htci.org.uk)

## 8. Date & Venue of Next Meeting: Set to take place in Church House 7.30 PM on Thursday 22<sup>nd</sup> February 2007

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## The Constitution - Sawbridgeworth Town Partnership (STP)

[Approved amendments are shown in small bold text]

### 1. 1. OBJECTIVE

1:1 To focus on improving through co-ordinated effort the **vitality** of the town, encompassing retailing, other trading activities, the public sector and the community within the town

### 2. 2. MEMBERSHIP

2:1 Membership shall be open to personnel from retail, business organisations, professional services, **Sawbridgeworth Town Council**, and the community sector interested in furthering the objective, who are prepared to contribute their help and their time in kind

2:2 Individuals who believe they can offer a contribution under the objective can be co-opted on the agreement of the Partnership members and can take part in the working group activities

2:3 Every member of the Sawbridgeworth Town Partnership (STP) shall have one vote, **in the event of equal voting, The Chairman shall have the casting vote**

2:4 The Chairman shall be elected annually from the members of Sawbridgeworth Town Partnership (STP)

**2:5 Partnership Meeting quorum and voting requirements [Statement awaited]**

**2:6 The Sawbridgeworth Town Partnership (STP) shall invite an officer representative from EHDC to advise and support the economic development strategy for the town**

### **3. 3. PARTNERSHIP POSITIONS**

3:1 At the Annual Meeting members shall elect a Chairman, Deputy Chairman, **Secretary and Treasurer** who shall hold office from the conclusion of that meeting until the conclusion of the next AM and shall be eligible for re-election

**3:2 Provision should be made to record responsibilities of elected officers and declarations of interest of all Sawbridgeworth Town Partnership (STP) members**

**3:3 The Constitution can be amended 6 months after first ratification and thereafter at the Annual Meeting provided that there is at least two weeks advanced notification in writing of proposed amendment.**

### **4. 4. MEETINGS**

**4:1 A Minute book shall be kept to record the decisions and attendance record of Members**

4:2 A minimum of four meetings should be held each year from April 1<sup>st</sup> to March 31<sup>st</sup>

**4:3 The Annual Meeting should take place in March to coincide with financial year end**

**4:4 Accounts to be drawn up for the year for the year from the 01.01 to 31.12**

### **5. DISQUALIFICATION AND REMOVAL OF PARTNERSHIP MEMBERS**

A member shall cease to hold office where he/she:

5:1 Resigns by giving notice in writing to Sawbridgeworth Town Partnership (STP)

5:2 In the **opinion of at least 75% of the Partnership** a member brings its reputation into disrepute.

5:3 In the case of a public sector the member ceases to be a Councillor or resigns from office by giving notice in writing to The Chairman of the Partnership

5:4 In case of business or community member the organisation they represent moves from the town

5:5 In the case of service level or funding agreement finishing or being reduced

5:6 A member fails to **attend 2 consecutive meetings** without good reason

### **6. INSURANCE**

6:1 **Sawbridgeworth Town Partnership (STP)** shall make such arrangements, as it considers necessary to affect suitable insurances including third party and Public Liability for the business it proposes to transact

### **7. 7. BANKING**

7:1 The Sawbridgeworth Town Partnership (STP) shall make arrangements to keep safe and protect its funding by depositing all monies received into a Bank Account in the name of the Sawbridgeworth Town Partnership (STP) and all withdrawals from that account shall be made in accordance with Sawbridgeworth Town Council's standing orders

## Terms of Reference

Sawbridgeworth Town Partnership Steering and all Working Groups.

1. To serve as a forum for Town Centre Management by bringing together stakeholders in the town to work in Partnership, whether they be private sector, public sector or community representatives and to co-ordinate their activities towards a common goal.
2. To set broad direction of the initiative taking into account the needs of customers, employers, retailers, business interests, freeholders, the local community and local authority.
3. To **formulate a shared vision and prepare a strategy**, clearly defined and understood and a realistic Business Plan with prioritised programme for carrying out improvements to the appearance, the attractions and the economic vitality and vibrancy of the town looking forward three to five years.
4. To foster a customer care philosophy amongst all town centre service providers.
5. To co-ordinate the activities of all who provide services within the town.
6. To develop a marketing and promotional strategy for the town and for the initiative to be the driving force in reinforcing the identity of the town.
7. To seek funding for the furtherance of town centre management.
8. To consider the appointment a Town Centre Manager.
9. To address and manage the internal and external challenges facing the town in **cooperation with others of a like mind.**