

EVESHAM TOWN COUNCIL

Minutes of the Meeting of the **TOWN PLAN COMMITTEE** held at 6.30pm on **MONDAY 8 FEBRUARY 2016** at Evesham Town Hall, Market Place, Evesham

Those present:

Chairman: Cllr M S Goodge (Town Mayor)
Vice-Chairman Cllr C D Homer

Councillors: Cllr Miss E Haynes, Cllr R S W Jones,
Cllr F Kaler (Town Mayor), Cllr C Tether

Non councillor committee members:
Mr G O'Donnell, Mr R Walker

Officers: Mr S D Carter (Town Clerk)
Mr Shawn Riley (Evesham Business Partnerships Manager
WDC)

Also present were Cllrs Mrs S Amor, Mrs L Jakeman, Mrs J E Sandalls, J H Smith OBE, 4 members of the public and Mr P Staines who had chaired the Town Plan Steering Group.

26. Apologies for Absence

Apologies had been received from Councillor A P Booth and from co-opted Member Mrs S Earley.

27. Declarations of pecuniary or other interest (if any)

There were no declarations made under this agenda item.

28. Minutes of the previous meeting held 2 November 2015 including questions as to the progress of any items

It was **RESOLVED** to adopt these minutes as a true and accurate record.

29. Review of Town Plan

It was reported that Wychavon District Council (WDC) had adopted the Evesham Town Plan as a local information source. This added extra weight to the plan as WDC would use it to aid their decision making, though it was noted that there was no statutory requirement to abide by the recommendations of the Town Plan. It was commented that this was good news and showed that WDC took the plan seriously, and it was proposed that Worcestershire County Council be asked to conduct a similar exercise.

It was noted on the agenda that Project Coordination was to be discussed however the Chairman felt it was better to discuss this under the Project Priorities agenda heading.

NOTED

30. Project Working Group Reports

Anti Litter strategy

An update had been attached to the agenda. Good progress was being made, a number of community litter picks were planned, and volunteers were in the process of signing up businesses to the anti litter pledge, the pledge being that they would take responsibility for keeping the outside of their premises litter free and tidy.

Anti litter leaflets had been delivered to all the homes in Evesham and members had been asked to identify 'grot spots' in their wards.

The group was also working on public realm appearance, trying to clean street furniture, signs, etc. many of the bollards in the market place had been painted, and the Town Council had undertaken a lot of cleaning and painting, for example the railings at the Almonry, the gate at Bengeworth Cemetery and the door of the Town hall. It was stated that a list of dirty street signs would be sent to the Town Clerk in the hope that they could be cleaned by the Lengthsman.

It was noted that the Town Council still needed to look at its own policy regarding the provision of litter bins.

Signage group

A report was circulated with the agenda detailing the work of the Signage group; again much progress had been made. New town maps had been designed in coordination with WCC and put up around Evesham. The group was looking at the Welcome to Evesham signs and whether these could be enhanced, in addition all tourist signage was being reviewed.

Transport group

Members were given a verbal update as to the progress of the Transport group. Meetings with WCC had proved productive and a traffic study for Evesham had been announced. However, it was stated that it would not happen immediately and that Highways England would be involved as part of a wider study they are going to undertake. There was no timescale at present.

The group had been working with Cycle Evesham Vale regarding a cycling link between Evesham and Honeybourne.

Regarding buses, representatives from the Valley were now involved in the group and there was to be a public meeting at the town hall to see if members of the public were interested in setting up a bus users group.

One of the town plan priorities, to make Evesham a 20 mph town, would not be supported by WCC.

NOTED

31. Purchase of Litter Picking Equipment and anti litter pledge stickers as part of the anti litter strategy

One of the recommendations from the anti litter group was that the Town Council purchase a small supply of litter picking kits, that could be lent to small groups wishing to undertake

litter picks. This would also mean that groups were not reliant on borrowing the equipment from WDC.

The cost of a litter picker, high viz tabard and gloves was approximately £15. Members agreed that it was a good idea and it was **RESOLVED** to purchase 10 kits.

It was further reported that as part of the anti litter pledge that businesses were being asked to sign up to, the anti litter group wished to produce 200 window stickers to give the businesses who had signed up to display in their window. The cost of 200 stickers was £120 excluding VAT. Each sticker would have the Town Council and WDC logo on it.

It was **RESOLVED** to purchase 200 stickers for £120.

32. Evesham Town Plan Website – Future Options

A report was circulated with the agenda which asked Members to consider what they wished to do with the website www.eveshamourfuture.info. This website had been setup during the formulation of the Town Plan, but was now not being updated now the plan had been published and adopted by the Town Council.

The creator of the site, Mr Snowdon had recently renewed the domain name and the hosting of the site, so there was not an immediate requirement to act but medium term something would need to be done. Members thanked Mr Snowdon for his time and for paying the hosting and domain name fees, it was **RESOLVED** that the Council reimburse him from the Town Plan budget.

It was **RESOLVED** to transfer what could be transferred to the Town Council website who had dedicated pages for the Town Plan, and that eventually the Evesham Our Future is directed to the Town Council website.

NOTED

33. Project Priorities

Attached to the agenda was a scoring matrix, as attached at appendix A, which was designed for members to complete in order to help the Town Plan Committee prioritise the projects that had come out of the Town Plan.

The scoring matrix listed the priorities of the town plan for each section. It then asked the respondent to grade each section from 1 to 10 on the following criteria:

- Achievable – whether the respondent thought this recommendation was achievable – 1 being not achievable at all – 10 being very achievable
- Resources – did the respondent think there were the resources to achieve this recommendation – 1 no resources – 10 lots of resources
- Leadership – was there the leadership and expertise to make this recommendation happen 1 none at all – 10 lots
- Impact – how much difference would this recommendation make – 1 none at all to 10 massive difference

It was explained that this exercise would help rationalise and prioritise all the recommendations, and that it was important that everybody had a view. It was also

highlighted that it would be important to look at those scores where there was a significant discrepancy between one respondent and another. Cllr Tether would collate the responses and report back to the committee. Every person present at the meeting was asked to complete the form and return to the Town Clerk within 2 weeks.

NOTED

There being no further business the meeting closed at 7.25 pm.

COUNCILLOR M S GOODGE
CHAIRMAN

Appendix A

Evesham Town Plan – Score The Priorities for Action

A = Achievable, R = Resources, L = Leadership, I = Impact, T = Total

	A	R	L	I	T
Community Support, Health & Young People					
Top Priority - Central Information Hub - To find info on services, social media, Advice and support centre - Provide liaison centre					
Top Priority - Health care - Integrate social and healthcare services					
Top Priority - Enhance local clinical facilities to increase the diversity of treatment that can be provided within the community and safeguard the Community Hospital.					
Community facilities - Survey all to optimise use - Develop care					
Community Centres - Ensure are incorporated in new developments					
Help your neighbour - Introduce scheme					
Hostel accommodation for homelessness					
Police - improve liaison					
Support Groups for parents					
GPs - Improve out of hours provision					
Young people - Consult, Involve in projects and governance, awards					
Youth Groups - support more in town					
Environment					
Top Priority - Develop a Green Plan for the town					
Top Priority - Litter - Develop town anti litter policy and strategy					
Green spaces - Nurture spaces large and small around town					
Local listing for important historic buildings and improve look of Public Realm					
Neglected sites - Encourage creative solutions					
Housing					
Top Priority - Develop a clear housing strategy for the town within the SWDP which will form the basis for influencing more integrated sustainable and community sensitive development					
Project to investigate aspirations together with Wychavon					
Local Economy					
Top Priority – Promote Evesham’s investment potential to Regional, national and International markets					
Top Priority - Attract a wide range of employers to offer more diverse apprenticeships, training and career opportunities					
Buy Local - Encourage					
Local Employers - Encourage schools links for engaging young people					
Tourism					
Top Priority – Target tourism promotion to the biggest spending markets					
Accommodation - On line database of local provision, more provision					
Almonry Museum - Improve and expand					
Battle of Evesham - Create a visitor attraction					
Bell Tower - provide access to top					

Boaters - Promote Evesham to boaters					
Events - Develop Evesham's offering, Encourage Promotional events, all year					
Historic Trail Booklet - Link all with one booklet					
Religious and agri tourism - develop					
Signage and banners - better use to identify attractions and events					
Tours - Expand provision					

Evesham Town Plan – Score The Priorities for Action

A = Achievable, B = Resources, L = Leadership, I = Impact, T = Total

	A	R	L	I	T
Town Centre					
Top Priority - Reinvigorate the Market Place and establish pleasant town centre locations for spending time and eating indoors and out					
Shops appearance - Review regulations governing standards					
Market - Retain and improve					
Abbey - adopt Conservation Management Plan, Visitor attraction					
Arts Centre - Multi purpose - Locate in Town Centre					
Public Hall - Reopen					
Public Realm - Improve quality eg Market Place					
Riverside Shopping Centre - Encourage redevelopment					
Tourist Information Centre – Move to town centre location					
Transport					
Top Priority - Traffic Study - Commission independent study					
Top Priority - Establish a network of cycle routes in and around Evesham					
Form bus users group					
Bus Timetable information, make more accessible					
Bypass - make provision for extension					
Footbridges - Promote new over river and bypass					
Integrated transport hub - Develop with ticket arrangements					
Parking - Review strategy, charges, layout					
Paths - create between parks and town centre, better lighting					
Pedestrians - Provide better crossing points					
Town Speed limit - Reduce to 20mph					