

EVESHAM TOWN COUNCIL

Minutes of the Meeting of the **TOWN PLAN COMMITTEE** held at 6.30pm on **MONDAY 7 SEPTEMBER 2015** at Evesham Town Hall, Market Place, Evesham

Those present:

Chairman: Cllr Mr F Kaler (Town Mayor)

Vice-Chairman Cllr M S Goodge

Councillors: Cllr A P Booth (Deputy Mayor), Cllr C D Homer,
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 J H Smith OBE, R W Raphael and Mrs J E Sandalls, and 1 member of the public.

9. Apologies for Absence

Apologies had been received from Cllr Miss E Haynes, Cllr R S W Jones, and Mrs S Earley

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

There were no declarations made under this agenda item.

11. Minutes of the previous meeting held 29 June 2015

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

12. Town Plan Delivery Programme

Mr R Walker presented to the committee outlining his vision as to how the Town Plan could be delivered. He outlined the 12 Top Priority Actions as identified by the plan, these being:

- Develop a clear housing strategy for the town
- Re-invigorate the Market Place
- Develop a central information hub
- Integrate social and healthcare services and increase local delivery
- Enhance local clinical facilities
- Develop an anti-litter strategy for the town
- Develop a green plan for the town
- Promote Evesham's investment potential
- Target tourism promotion to the biggest spending markets
- Establish a network of cycle routes in and around Evesham
- Commission an independent town centre traffic study

- Attract a wide range of employers to offer more diverse apprenticeship, training and career opportunities

Mr Walker stated that each member of the group should be assigned responsibility for 1 or more of the priorities. It was noted that an anti-litter strategy would be considered later at this meeting.

Whilst members agreed with the priorities, it was so wide ranging it was thought better to focus on so called 'quick wins' in order to get some momentum. It was noted that overall responsibility for it all would lie with the Council who would have to approve any policy. However, once approved the group could get on with delivering the proposal.

Mr Walker highlighted the need for a programme board that were responsible for driving the programme and providing direction. These people would need to be accountable and responsible. In addition a Programme Facilitator would be required to provide oversight, though this would be a facilitating role not project management.

Members again supported Mr Walker's suggestions, however, they thought the level of detail was too great to deal with at the meeting and that Members should meet and discuss in order to put together report to present to the committee as to who would be assigned each priority.

It was noted that there seemed to be an attitude that the Council and the delivery group were separate, which was not the case; this committee was there to inform and guide the Council. It was true that the Council would have to scrutinise proposals but that this would be no different at any level of local government. It was also stated that the Town Council would have to start referencing the Town Plan in every decision they make, asking how does this fit in with the Town Plan. Particular reference was made to the grants that the Town Council gives to festivals and events.

Members agreed that they would continue to work in their groups that had already been set up, these being anti-litter, tourism, and transport. Members agreed that they would endeavour to collate a report referencing the priorities and who should manage them.

NOTED

13. In accordance with Standing Order 10 (a) (vi) it was **RESOLVED** alter the order of business.

14. Anti-litter and improving Evesham's public realm strategies

Mr G O'Donnell presented the anti litter and public realm strategy to members of the committee, the strategies are attached at appendix A.

It was explained that a working group had met twice and much work had taken place behind the scene in order to produce the strategies. It was noted that much of what was in the strategies was already being done, but the strategy looked to enhance it, for example, where as now the town may have 2 litter picks a year, the strategy would aim form many more, etcetra.

consider this as it is essentially a District Council responsibility. If the Council were to support this strategy then the Clerk would look into costing's and the Council would have to develop its own policy in order to prioritise locations and a budget.

Mr O'Donnell confirmed that he was recommending that the two documents go in their entirety to the Council for their consideration. If adopted then the delivery group would have been required to deliver the strategy. Mr O'Donnell estimated that the cost of a launch event and publicity would be the initial biggest cost and would be in the region of £700, which could come from the Town Plan Committee's budget.

The strategies were broadly supported by all the members of the Committee and it was **RESOLVED** to recommend to the Council that they be adopted, with the Council itself to consider reviewing its policy of not providing new litter bins.

15. Update from the Town Plan working groups

Cllr M S Goodge advised that the tourism group had met and had made a very good start. They had been focusing on tourism signage in the town and also at the Valley. The group included representatives from Worcestershire County Council, Wychavon District Council and the Valley. Many of the items in tourism were considered to be 'quick win' and it was likely that a report would be presented on signage at the next meeting of this committee.

Cllr C Tether stated that he had had a very productive meeting with an officer at Worcestershire County Council with regards to cycle routes and that dialogue would be on-going with the responsible authorities.

There being no further business the meeting closed at 7.55 pm.

COUNCILLOR F KALER
CHAIRMAN

EVESHAM TOWN COUNCIL ANTI-LITTER STRATEGY

(To be read in conjunction with Evesham Town Plan-Chapters
on The Environment and The Town Centre)

VISION: A town predominantly free from litter, without compromising safety and delivered affordably.

STRATEGIC GOAL: To see a significant decline in the incidence of litter discarded in all areas of the town and to complement Wychavon's litter clearing services.

PROJECT GOALS:

- 1. To influence littering behaviour, making it anti-social to drop litter**
- 2. To monitor and measure the effectiveness of anti-litter campaigns**
- 3. To improve Partnership working (County, Police, Housing Associations, VECTA, Businesses, etc.) in order to increase inter-agency awareness and response**

To fully engage Town Councillors in the delivery of the Strategy

INFLUENCE LITTERING BEHAVIOUR

The priority projects should be aimed at educating & influencing public behavior in relation to the careless disposal of litter. This will involve a structured campaign to raise awareness, supplemented by community projects involving schools and local groups.

Project Options

- Design a publicity campaign in partnership with Wychavon
- Adopt a Strategy 'title' such as "Pride In Evesham" or "Litter Free Evesham".
- Organise an official launch with invited guests
- Commission merchandise to help publicity and raise awareness (Add fun elements)
- Create a presentation package that can be taken to Community Groups & Schools
- Involve Sports Clubs and Food outlets
- Organise School Competitions
- Appoint a 'social media' czar to maximize the use of all mediums
- Set up an anti-litter web site and schools
- Design posters/flyers for publicity and awareness raising activities
- Emphasize the visual impact of litter
- Create better and more effective signage
- Work with Wychavon to improve the infrastructure maintenance
- Recruit Councillors to spread the message within wards
- Consider enhancing town entry signs with a suitable slogan
- Engage with the public in setting goals & tasks

MONITOR AND MEASURE CAMPAIGNS' EFFECTIVENESS

In order to demonstrate that awareness is being raised and behavior influenced, it will be necessary to conduct surveys of littering. This may also reveal where facilities are lacking, or whether there are areas that provide greater challenges than others.

Project Options

- Identify areas not currently serviced by Wychavon and pinpoint local 'grot spots'
- Provide suitable bins in appropriate locations
- Review Town Council policy on bin purchase, to fall in line with Parish and other towns' policies
- Collaborate with Wychavon to access appropriate data, through regular reviews
- Design a public survey in partnership with Wychavon, and conduct regular surveys
- Explore initiatives that can be delivered by community volunteers
- Encourage Community Litter Picks
- Obtain sponsorship from businesses
- Conduct public surveys and increase awareness of what the community desires and how best they can help

IMPROVE PARTNERSHIP WORKING

Influencing behavior and ensuring litter is effectively collected can only be done in partnership with local Authorities, Community Groups, the Voluntary Sector and other Agencies. Local groups that ought to be engaged include VECTA, Civic Society, Rooftop Housing, Police, and prominent businesses.

Project Options

- Engage with schools and give presentations to raise awareness
- Establish formal links with Tidy Britain Group, and utilise their resource.
- Conduct local litter picks
- Maximise PR & Publicity, including Press Releases and Photo Calls, including Press, Vale Magazines, TV/Radio (Wychavon will assist)
- Consider engaging with developers
- Consider the cultural issues relating to litter and use bi-lingual resources where appropriate

INVOLVE ALL EVESHAM COUNCILLORS IN THE DELIVERY OF THE STRATEGY

The projects and actions outlined will not succeed, and in many instances will not even commence, without the commitment of all Evesham Councillors, and a willingness to contribute in practical ways. Their knowledge of wards will be invaluable in delivering this strategy.

Project Options

- Nominate a lead Councillor for monitoring and delivering the Strategy
- Councillors to assist with data collection and anti-litter campaigns in their wards
- Councillors to identify and help create a network of volunteers (or anti-litter champions) in their wards
- Councillors to assist with appropriate projects
- Town Council to consider relevant competitions/promotions that will encourage people to take pride in Evesham (e.g. "Evesham In Bloom"Shop Window Competition...etc)

EVESHAM IS TOO LOVELY TO LITTER !

Anti-Litter Sub Group

28 August 2015

EVESHAM TOWN COUNCIL

STRATEGY FOR IMPROVING EVESHAM'S PUBLIC REALM

VISION: A town well presented, with public space well looked after and a pleasure to see.

STRATEGIC GOAL: Ensure that our public spaces are well maintained and areas within view are improved.

What is the PUBLIC REALM?

The Public Realm is really anything that is within, or can be seen from public places. This is what the resident and visitor sees and makes an impression on how they view the town.

This paper is prepared in conjunction with the Anti-Litter Strategy and deals only with the visual aspects of public realm. There are some common goals shared with those with disabilities, such as the need to reduce clutter.

PROJECT GOALS:

- 1 Identify who is responsible for our public spaces and the items therein**
- 2. See how we can influence the authorities to carry out maintenance or replacement**
- 3. Identify what the community can do to help**
- 4. Improve partnership working operational delivery and asset maintenance**

1. Identify who is responsible for our public spaces and the items therein

- Much of the problem seems to be that it is not generally known who is responsible for various areas and items.
- We need to identify the areas and items and consult with the three Councils to establish who takes responsibility.

2. See how we can influence the authorities to carry out maintenance or replacement

Within the public spaces the following are identified:

1. Paving – Areas of reinstatement and broken areas not repaired
2. Bollards – scratched, unpainted and/or leaning at an angle.
3. Benches – broken, needing re-varnishing
4. Sign and posts – rusty, and many signs not needed
5. Street nameplates – dirty or worn, some almost unreadable
6. Street trees – uncared for with dead branches, low growth from base
7. Public buildings – unpainted doors and windows
8. Advertising boards, 'A' frames

9. Unauthorised signage

10. Pub and café furniture in inappropriate locations

Outside the public spaces are:

11. Neglected open areas in private ownership – eg off Castle Street

12. Neglected buildings – eg Park View Hotel, The Vauxhall

- The Town Council should collaborate with Wychavon District Council and Worcestershire County Council to ensure they are aware of is considered to be important and a priority to be improved with the limited funding available
- Engage Evesham Councillors in helping to improve delivery within their wards

3. Identify what the community can do to help.

- There are many things that local people can do, with permission, such as painting street nameplates, refurbishing benches and removing the low growth from trees.

4. Improve partnership working

- The Town Council should engage with Wychavon and Worcestershire to discuss best practice and initiatives to assist with maintaining and improving Evesham's Public Realm.
- Town Council to engage with businesses in town, to establish funding sources for improvements.

Colin Tether

28th August 2015