

Faringdon Town Team

Minutes a meeting of Faringdon Town Team to be held on at Thursday 23rd June at 9am in the Jubilee Room, The Pump House, Faringdon.



Present:	Mark Blatch	Chamber of Commerce
	Cllr. Jane Boulton	Faringdon Town Council
	Cllr. Roger Cox	Vale of White Horse District Council
	Sally Thurston	Town Clerk Faringdon Town Council
	Bethia Thomas	Town Team Coordinator
	John Holdship	Hare in the Woods
	Sarah Allen-Stevens	Chamber of Commerce

1/4/16 Apologies

Cllr. Judith Heathcoat, Oxfordshire County Council. Dave Cookson, Vale of the White Horse District Council Economic Development Officer

2/4/16 Minutes of meeting – Thursday 21st April

The minutes were signed as a correct.

3/4/16 Retailer Report

John Holdship from Hare in the Woods was invited to address the team and outlined both negative and positive issues. He highlighted the following.

- Reward Card – Difficult to administer – unsure it was effective
- Retailers meeting – it is difficult to engage other retailers so the recent meeting was useful – should have 4 per year.
- Car parking was raised as an issue at the retailers meeting.
- Many retailers also thought that a coach park and organised tours would be good for the town centre.
- Markets – great to have lots of people in Town. Some markets had a positive effect on sales and footfall. Bread stall had a negative impact on sales.
- Videos – Wantage videos of retailers are great – would like to see in Faringdon involving the community and Young people.
- Social Media / Online presence – Your Faringdon brand was good. Too many websites, needs streamlining.
- Offered assistance as is a professional photographer and designer.
- The Hare in the Wood would soon be offering cookery schools and pop up restaurants.

4/4/16 Promoting Faringdon

Sarah Allen Stevens gave an update regarding a recent meeting with a PR agency and the Town Clerk about promoting Faringdon as a whole, in line with the Neighbourhood plan. This would include promoting all that was good in Faringdon and would cost approximately £8, 000 for a full campaign. The agency felt that it would be difficult for an agency to have an impact on the promotion of Faringdon at this stage. They highlighted:

- Websites and Facebook's should be streamlined
- Money could be better spent employing further man power on the Town Team and engaging volunteers

- They identified that signage directing people to the Town Centre is confusing and could be clearer and improved. This is particularly important in directing people from the new retail park. Cllr. Cox Agreed to investigate this.
- Further data on footfall was required along with an understanding of who and why people were visiting the Town Centre

It was AGREED that a 'civic' welcome pack for new residents to the town illustrating what was available would be a very useful tool to promote Faringdon as a whole. JH agreed to draft a document that would act as a base and bring this to a future meeting.

Mark Blatch felt that professional promotion could still be useful.

5/4/16 2016 – 2018 Action Plan

Members received and NOTED a report on progress from the Town Team Coordinator (attached). Members felt that a food oriented event would be beneficial to the town. September was identified as a good time for an event. The Corn Exchange was currently busy on all Saturdays in September, However, Macmillan were holding a coffee morning on the 17th. It was suggested the Clerk investigate if they would consider a joint event. This was AGREED. JH AGREED to assist the TTC in this event.

JB suggested that groups like the Women's Institute and U3A were contacted when a group travel plan was formed. This was AGREED.

Pop up shops were discussed in vacant premises. SAS asked if the Pump House could still be used as a venue for these. The Clerk reported that this would incur a hire charge. The last time this was tried it was unsuccessful.

The Town Team Coordinator reported that the banners were being designed. It was AGREED that these would be APPROVED by email.

6/4/16 Faringdon Loyalty Card

To received and NOTED a report regarding the future operation of the loyalty Card (attached), It was PROPOSED that the card ceased operation with a final draw following independents day. Any cards purchased in the last 3 months would be refunded.

This was SECONDED and CARRIED.

7/4/16 Finance

a. The following invoices were approved for Payment:

- i. Well Managed – Market Co-Ordinator March - £75
- ii. Faringdon Town Council – Printing - £64
- iii. B. Thomas – Town Team Coordinator –April - £1333.33
- iv. Well Managed – Market Coordinator April - £75
- v. NABMA – Subscription - £381.60
- vi. Quidne IT – Town Team Laptop - £493.20

b. Members received a Financial Update. The current balance is £3247.65. The £5,000 growth bid funding had now been paid into the TT account from VWHDC and would show on the next statement. The Clerk advised that the Town Team accounts had now been set up on a computerised system and full reports would be available at the next meeting.

8/4/16 Town Team Members

Members considered co-opting additional members to the Town Team. It was PROPOSED that John Holdship from Hare in the Woods be co-opted a member. This was SECONDED and CARRIED. Members were informed that there was a Business Facebook group with over 200 members that were considering formalising. It was felt that this would be an excellent addition to the

TT. It was PROPOSED that the Clerk ask if this group would like to have a representative on the Town Team when they had formalised. This was SECONDED and CARRIED.

9/4/16 Town Team Data base

MB asked if the Reward Card Database could be saved and used, The Town Clerk was concerned about who collected the data and under what premise as the Town Team did not collect the data. It was AGREED that the Clerk would investigate if the data could be legally used and if not it would be destroyed.

The Town Team Coordinator reported that she had a working database of businesses that she used to circulate newsletters. It was PROPOSED that the TTC used a tick list to record when she had spoken to businesses about various projects and when she had promoted them on Social Media. This would then act as a record and ensure that all businesses were fairly represented. This was AGREED.

10/4/16 Your Faringdon Web site

MB reported that the Your Faringdon domain name had been secured at a cost of £24. It was PROPOSED that the Town Team cover this cost. This was AGREED.

The Town Clerk reported that several professionals had been consulted and all felt that Faringdon had too many websites that should be consolidated. It was AGREED that a landing page would be created JH to assist.

11/4/16 Oxfordshire High Street conference

It was PROPOSED that the Town Team Coordinator attend this conference on 4/7/2016 this was AGREED.

12/4/16 Items for Information

An outdoor cinema would be held in Tuckers Park on 29/8/2016 as part of the Queen's Birthday celebrations.