

# Faringdon Town Team

Minutes of a meeting of Faringdon Town Team held on Thursday  
16<sup>th</sup> March 2017 at 9.30am at the Pump House, Faringdon.



**Present:**

<b>DCllr Roger Cox (Chairman)</b>	<b>Vale of White Horse District Council</b>
<b>Mark Blatch</b>	<b>Faringdon Chamber of Commerce</b>
<b>Cllr Jane Boulton</b>	<b>Faringdon Town Council</b>
<b>Dave Cookson</b>	<b>Economic Development Officer, VWHDC</b>
<b>Bethia Thomas</b>	<b>Town Team Coordinator</b>
<b>Karen Roberts</b>	<b>FTC Business Co-ordinator designate</b>
<b>Sally Thurston</b>	<b>Town Clerk Faringdon Town Council</b>
<b>Rev Steve Bellamy</b>	<b>All Saints Church - to minute 3/2/17</b>

Before the meeting began Cllr Cox proposed that the committee take a few silent moments to reflect on recent tragic events.

## 1/2/17 Apologies

County Councillor Judith Heathcoat

## 2/2/17 Minutes of meeting - 19<sup>th</sup> January 2017

The minutes were agreed as a correct record. Progress against action from the previous meeting was NOTED.

Rev Steve Bellamy attended the meeting and explained proposals to hold a live nativity in the Market Place on 8/12/2017. This would be a joint project with Churches Together and the Town Council, and it was hoped that the production would include other community groups. Three camels had been booked for the event and an experienced production manager was being sought.

It was hoped that the event would encourage footfall to the town and that it could be combined with a late night shopping event Bethia Thomas (BT). Cllr Cox suggested that a VoWHDC festival grant might be available and should be investigated – Dave Cookson (DC) to forward details.

Rev Bellamy was invited to bring plans and costings for the event to a future meeting for consideration.

## 3/2/17 Finance

a. It was AGREED that the following invoices be approved for payment:

The Mover	Market Set Up	£250
B – Loony	Balloons/ Pump Retail Park Launch	£211.20
Well Managed	Market Coordinator. J Howse	£75

b. Members received and NOTED a financial update:

- Markets had covered costs of coordinator and set up and brought in an addition £264
- End of year reserves were estimated as £4,300

c. The clerk had prepared an amended draft budget for 2017/18. It was PROPOSED that this budget be approved - attached. This was AGREED.

## 4/2/17 2016 – 2017 Action Plan

a. Members were informed that the plan would be updated and circulated - BT.

b. Members NOTED a report on progress from Town Team Coordinator - BT attached.

It was PROPOSED that a light weight fold up table be purchased for use at ad hoc events and promotion and would be investigated by DC and BT. This was AGREED. The Town Clerk was delegated authority to approve purchase up to £200.

#### **5/2/17 Markets**

a. Members received and NOTED and update on markets. NAMBA had carried out a health check; BT provided a summary a full report would be available at the next meeting.

The following actions were agreed:

- (1) Create Policies for market BT/ST and DC.
- (2) Record footfall at markets BT.

b. Members considered employment of a Market Coordinator following the resignation of Ms J. Howse. The Clerk had prepared a draft advert. It was PROPOSED that the advert be circulated as soon as possible (ST). This was AGREED. It was PROPOSED that the Clerk be delegated up to £100 to advertise the position. This was AGREED.

#### **6/2/17 Website**

Members received a draft landing page and costs to host the site. Given the prominence of Your Faringdon on social media and resources required to regularly update and maintain a website it was felt that a dedicated website was not viable at this time. It PROPOSED that the draft page be used as a presence on the Town and District Council sites (ST&DC) and the need for a dedicated website be reviewed in the future. This was AGREED.

#### **7/2/17 Footfall Surveys**

Members discussed footfall surveys. It was AGREED that, in addition to market footfall, further surveys would be carried out in the Town Centre throughout the year - BT. This would give measurable data to assess the impact of the Town Team.

#### **8/2/17 Empty Shops**

Members were updated on current empty shops and discussed ways of sourcing businesses. Mark Blatch, Chamber of Commerce President, informed the committee that the Chamber currently worked with Marriott's to assess empty premises. It was AGREED that Mark Blatch would approach Marriott's to discuss ways of proactively promoting the empty premises to targeted businesses.

#### **9/2/17 Retail Park**

Members received an update from Karen Roberts, Town Council Business Coordinator. The retail opening had gone very well and useful data had been collected regarding the origin of shoppers - attached. It is planned that a stall will be sited at the retail park to gather information and promote the town centre - KR and BT. A sign audit had been carried out and signs would be erected at the site and directing visitors to the town centre. Further details will be available at the next meeting.

#### **10/2/17 Items for Information**

- Faringdon Business Workshop would take place on Thursday 23<sup>rd</sup> March in the Pump House with a view to compiling an action plan
- The Vale 4 Business action plan 2017 – 2020 had been published and was available at: [www.vale4business.com](http://www.vale4business.com)
- Vale 4 Business Free Digital Workshops were available on 30/3/17, 17/5/17 and 20/9/17. BT to publish of Faringdon Business Facebook page
- Vale Business awards would be held on 14<sup>th</sup> July 2017 – details to be confirmed
- Cllr Boulton stated she had been approached by the new owners of the Swan Public House at Radcot. They would like to be kept informed and assist in any relevant tourism initiatives. Karen Roberts agreed to find out more details.

The date of the next meeting was agreed as **11<sup>th</sup> May at 9.30am** in the Pump House.