

Egham Town Team

Minutes of Egham Town Team Meeting held 12.00 on 09/09/14 at Wilkins Kennedy

Present:	Apologies for absence received from:
Mark Adams (MA) Bob Etheridge (BE) Adriana Logan (AL) Bill Bessant (BB) Meher Oliaji (MO) Cllr Alan Alderson (AA) Barrie Reynolds – (BR) Rachel Raynaud (RR) Prof Nigel Saul (NS) Hollie White (HW) Jim Percy Paula Stelfox Dr Matthew Smith	Clive Walker John Butters Chris Fisher Nick Dowling

1. Minutes of previous meeting, held on 3 July 2014

JP confirmed that Egham Residents Association have always been jointly responsible for the Magna Carta Day event and should be included as such in the event proposal for next year.

2. Roles and Responsibilities

Sub-group members have been identified (see table below). If anyone has not yet identified a sub-group they would like to join can they please do so and inform RR.

Urban Environment – HW	Shop Local – BE	Events – CR	Magna Carta – MO
Adriana Logan	Barrie Reynolds	Bill Bessant	Dr Matthew Smith
Cllr Alderson	Nick Dowling	Paula Stelfox	Prof. Nigel Saul
Jim Percy	John Butters	Rachel Raynaud	

Each sub-group is primarily responsible for their subject area and project leads should ensure that they organise any sub-group meetings etc.

Action Point:

Sub-groups leads to complete the relevant project sheet on the ETT Action Plan spreadsheet (see attached excel file) and submit this together with a short progress update to RR in time to distribute to the team prior to each ETT meeting.

3. Project progress reports

- i. Urban environment

AL had prepared a presentation of slides on areas of the Town Centre that require improvement. The sub-group will use this information to draw up an itinerary of improvements.

MA has received several e-mails concerning the poor state of parts of the urban environment and will forward these to the sub-group.

MO suggested that the ETT write to the Landlord of the precinct to suggest that with the arrival of Waitrose and Travel Lodge that the precinct be tidied up.

ii. Support Egham/Shop Local

'Where to eat guide':

BE showed the guide and the pop-up to the group. Guides have been delivered to RHUL to be included in all new student packs and BE is to attend Strodes student fayre this week to advertise the guide and also the logo competition. Elaine Green from P&G has also put the guide on the company website and information had been put on Facebook and Twitter.

BB had been in touch with the bus company re advertising but had not had a reply to date.

'Where to visit guide'

BE sought the ETT's approval to produce a 'where to visit guide'. The team discussed whether the Town Trail and guide should be one but as the guide will cover Virginia Water and Englefield Green it was decided to keep the two separate. Costs should be similar to 'where to eat guide' - £500 printing and £300 graphics for 5,000 leaflets. The team agreed to release funds for this purpose.

'Shopper survey'

A shopper survey was proposed to the group in order to better understand visitor's perceptions of the town, and to provide an evidence base to monitor change and support potential future funding bids. The following options for completing the survey were discussed with the team:

- ATCM provide a 'health check' service. This consists of 13 modules cover a wide range of issues at a fixed price of £350. The service includes a readymade questionnaire to upload on the web and analysis and a benchmarking report. Members are entitled to 4 modules for free or 5 to 8 modules for £300.
- Towns Alive also provide a similar service for £350 for 12 modules

- The National Retail Skills Academy also provides a health check service as well as street surveys which can be tailored to our requirements at a cost.
- ETT produce in-house survey and work with Strodes and RHUL to undertake both street and web based surveys. RR had e-mailed the group a draft questionnaire for discussion. It was felt this was too long and feedback was requested by 16/09/14.

It was agreed that the feasibility of undertaking an in-house survey would be investigated further. Comments from the ETT requested on draft survey by 17/09/14 to RR/BE.

Action Point:

- Team members with connections to companies to promote the 'Where to Eat Guide' to them.
- BB to talk to taxi drivers re stocking the leaflets.
- BE/Shop Local sub-group to organise production of the 'Where to Visit Guide'.
- BE to liaise with PS and HW re in-house shopper survey.
- BE agreed to compose a letter and Mark to sign (update letter written and forwarded to MA/RR).
- Comments from the ETT requested on draft survey by 17/09/14 to RR/BE.

iii. Events

MA distributed a draft events calendar produced for ECC. Better coordination and promotion of all events held in the Town is required. ECC have started work on this. BE proposed 'Egham Evenings' to promote activities on a certain evening throughout the year.

It was decided that the sub-group should initially focus on the Christmas Fair. A date of Saturday 13th was suggested as it was felt that last year's celebrations were a little late.

MA suggested hiring an artificial ice rink for the event.

Action Point:

- MA to liaise with Egham Churches Together Group over possible date for the Christmas Fair/Nativity.
- Events sub-group to look into options for the Christmas Fair.

iv. Magna Carta Visitor Centre & Celebrations

RBC is looking into finding a venue for a temporary MC visitor centre. If funding is successful from the LEP for the Egham Sustainable Package a toucan crossing is proposed at the end of Hummer Road to better connect the Town to the Meadows.

4. Communications update

CF was unable to attend the meeting.

RR informed the group that a poster and design criteria have been produced for the logo competition. This is open to Strode's and RHUL students only. A separate mascot competition will also be launched for Magna Carta students. HW suggested that the competitions could be organised so that the mascot reflects the logo design. Due to timing this was not felt to be possible.

Work on the development of a communications plan will be required following production of the logo.

Members are urged to check the outlook account for mail. At present access is denied without a security code which has been sent to the Chamber.

Action Point:

- MA to upload competition details on web page. BE to hand out posters at Strode's Fair. PA and HW to promote competition internally to staff and students at Strode's and RHUL
- ND to look into enabling access to the account for team members.

5. Funding update

The majority of the Portas bid money remains. It will be possible to look at additional funding sources as project ideas develop.

6. Any other business

A town trail was discussed and MS and NS agreed to work on this, possibly with the Girl Guides who have shown an interest in producing a trail themselves.

RR mentioned to the group various digital skills training opportunities available through the LEP for SME's and the National Retail Skills Academy/ATCM for small retailers.

BB asked for ETT to write to RBC re increased taxi rank provision in the town. MA informed Members that RBC is currently consulting on Taxi rant provision in Egham.

Please see the Council's website for details. The consultation closes at 1pm on 26 September.

Action point:

- *MS and NS to investigate production of a Town Trail*

Date of next meeting

It was agreed that the AGM should be held at the beginning of November (10th November?). A meeting to prepare for the AGM will be held on Wednesday 22nd October at 6pm (at Bar 163 unless confirmed otherwise). It was agreed that only the Chair/Vice Chair/Sub-group leads/Communications lead/Liaison officer need attend this meeting.

Confirmation of the date of the AGM will be sent asap.