

Egham Town Team

Minutes of Egham Town Team Meeting held 12.00 on 06/05/14 at RHUL

Present:

Mark Adams - Chair of the Egham Town Team
Bob Etheridge - Vice Chair of the Egham Town Team
Nick Dowling - Egham Chamber member
Chris Fisher - Egham Residents Association
Adriana Logan - Resident
Bill Bessant - Resident
Cynthia Reilly - Egham Chamber of Commerce
Hollie White - RHUL
John Butters - Commercial agent
Meher Oliaji - Egham Chamber of Commerce
Cllr Alan Alderson - Cllr for Egham Town Ward
Jim Pearcy - Egham Residents Association
Barrie Reynolds - Resident
Rachel Raynaud - Liaison officer Egham Town Team
Clive Walker - Magna Carta School
Paula Stelfox - Strode's College
Dr Matthew Smith - Egham Museum

1. Apologies for absence received from:

Prof Nigel Saul - RHUL
Michael Berry - RHUL

2. Minutes of previous meeting

Prior to approving the minutes of the previous meeting some members of the ETT requested additional time to consider the amendments to the Terms of Reference.

Action point - if any member wishes to make a comment on the Terms of Reference they should e-mail the liaison officer by 16/05/14.

3. Matters arising

None

4. Project area progress report

Urban environment: Hollie White

Hollie will report back to the ETT at the meeting in July.

Support Egham/Shop Local: Bob Etheridge

- A launch/press release for shop local will be required and should occur after the launch of the ETT.
- Eat Local - The ECC have undertaken an assessment of all eateries in the area and have produced a draft leaflet. Scheme now requires promotion. MA showed draft copies to the group.
- ETT could promote events on a certain day every month (possibly a Wednesday), and try and coordinate existing event activity to that day. This would help promote the Town and encourage increased footfall. A vacant unit in the town could be used for pop-up shops to come into the town to enable promotion of new businesses.
- A photographic competition could be held in the vacant shop unit.
- A visitor/shopper survey should be conducted possibly involving Strode's students to provide data on existing usage of the town.
- BB suggested that College students could be invited to paint empty shop windows to provide murals

Events: Cynthia Reiley

- E-mails have been sent out regarding proposed music event but we need to decide on venues/payments/charges
- An international food market could capitalise on the international make-up of RHUL student body.

Communications: Chis Fisher

- To whom are we trying to communicate and what do we want to say to them?
- Who will run the web-site and put information on it? Who would have access to it?

Action Point

- CF agreed to send out a press release re the launch of the ETT
- RR to investigate procedures for putting up signage and to prepare brief for logo

Magna Carta Visitor Centre: Meher Oliaji

- MO reported that she had had a meeting with Helen from SCC
- BE offered to look into the feasibility of having a temporary portacabin
- The possibility of using the Literary Institute for a temporary period was discussed if alternative provision could be found for the College
- Possibility of financing provision of a temporary sprung floor in the Youth Centre was also discussed

Action Point

- Team Members from Strode's the Museum and RHUL to look into the possibility of Strodes using RHUL facilities

Funding: Adriana Logan

- AL gave a thorough presentation on budgeting and funding including development of a budget tracker and funding options. A number of potential funding pots are available and when projects are developed the ETT will need to take into account funding criteria
- Heathrow Community Together provides funding four times a year 25th July/ October/January/April for range of small community focused projects. Heathrow Communities for Tomorrow provides funding twice a year 1st August/January.
- Waitrose - every local branch sponsors a local project
- Tesco - £500-£4k one off payment

Action point

- RR to investigate whether RBC can act as the accountable body for additional funding if received.

5. Chairman's Points

MA discussed production of a Town Trail/Map. CW stated that Magna Carta school reception had space to display promotional material for the Town.

MS informed the group that RHUL who are producing the Magna Carta app have offered that the Egham Trail/map is linked/incorporated into the app.

6. Any other business

Publicity - BE stressed the need to discuss how the activities of the ETT will be communicated to Egham residents/businesses. He informed members that ECC are creating a location on their web-site for ETT. Need a press release to formally launch the ETT (see communications above)

Logo - it was decided that a short brief would be sent out to Strode's College/RHUL/Magna Carta and put on the website to invite young people from the area to design a logo for the Town Team which could also be adapted for Egham Town signage

E-mail communication - BR requested that ETT be used in the heading of all e-mail correspondence to members.

A request had been made to the Egham Chamber by the owner of Home Instead that Egham be promoted as the first dementia friendly town in Surrey

7. Date of the next meeting

Members were requested to e-mail RR with their preferred date of either 1st or 3rd July. Mark Adams kindly offered to host the meeting at Wilkins Kennedy offices in Egham High Street.