

Egham Town Team

Minutes of Egham Town Team Meeting held 12.00 on 03/07/14 at Wilkins Kennedy

Present:

Mark Adams (MA) - Chair of the Egham Town Team
Bob Etheridge (BE) - Vice Chair of the Egham Town Team
Chris Fisher (CF) - Egham Residents Association
Adriana Logan (AL) - Resident
Bill Bessant (BB) - Resident
John Butters (JB) - Commercial agent
Meher Oliaji (MO) - Egham Chamber of Commerce
Cllr Alan Alderson (AA) - Cllr for Egham Town Ward
Barrie Reynolds - (BR) - Resident
Rachel Raynaud (RR) - Liaison officer Egham Town Team

Apologies for absence received from:

Prof Nigel Saul - RHUL
Hollie White - RHUL
Nick Dowling - Egham Chamber member
Cynthia Reilly - Egham Chamber of Commerce
Jim Percy - Egham Residents Association
Clive Walker - Magna Carta School
Paula Stelfox - Strode's College

1. Minutes of previous meeting, held on 6 May 2014

No comments were raised

2. Matters arising

- RR - as no further comments had been received by the team the Terms of Reference were now approved.
- CF - press release for the launch of the Town Team had been sent out and covered by the BBC News (18 May 2014). It was also noted that the Photo Competition had also had coverage in the Herald and News (29 May 2014). Both press releases can be seen on the Town Team web-page
- Strodes had confirmed that due to exams it would not be possible to host the Magna Carta Visitor Centre on the ground floor of the Literary Institute

3. Proposed Team Structure

A new structure was proposed to team members involving the establishment of four sub-groups:

- i. Environment - project lead (HW)
- ii. Shop Local - project lead (BE)
- iii. Events - project lead (CR)

iv. Magna Carta - project lead (MO)

Members of the ETT would be responsible for arranging to join whichever group they felt they could contribute to most. Each group would be responsible for their own meeting arrangements.

Due to the current size of the Town Team, and to ensure efficiency and effectiveness of meetings, it was proposed that the Steering Group membership should be restricted to the following nine members: Chair/Vice Chair/Liaison Officer/four sub-group leads and leads for funding and communications.

ETT members agreed to set up the four sub-groups. At this early stage in the ETT's development certain members of the team did not feel that membership of the Steering Group should be restricted, although it was agreed that this issue would be kept under review.

Action Point:

Can all members insure that they either join one of the four sub-groups or assist with communications. Members should liaise directly with the sub group leads.

4. Project progress reports

i. Urban environment

No progress report was given for the environment due to HW's absence, however **AL** and **AA** both volunteered to assist this sub-group.

The team agreed that an audit of the Town Centre environment should be undertaken and an itinerary of improvements drawn up.

ii. Support Egham/Shop Local (please refer to BE's update circulated with the agenda)

Photo Competition:

41 entries had been received for the photo competition together and 3 sponsorship prizes (including from Robinson & Lamb and Gemini Taxis) secured. The photos will be displayed in the furniture shop and will also be on display at the Egham Show.

'where to eat guide':

BE informed the group of the quotation for producing the guide (£500 printing and £300 graphics for 5,000 leaflets), and the ETT was requested

to cover the costs of production 50/50 with the Chamber. The team agreed to release funds for this purpose.

It is proposed that each new student will receive a copy of the leaflet as part of their welcome pack. BE to talk to RHUL re organising this.

There was some discussion around the area to be covered by the guide, and whether this should be restricted to the area covered by the ETT terms of reference, however the general view was that the guide should also encompass restaurants in the immediate vicinity of the town centre.

Shopper survey/TC Healthcheck:

BE has spoken to Strodes about the possibility of students undertaking a shopper survey/healthcheck

MA advised that the College had asked for the Chamber and Team to consider encouraging activities for Students to do in the town and that their needs should be addressed by the survey.

BR and JB both volunteered to assist this sub-group.

Action Point:

BB agreed to investigate the possibility of providing leaflets in taxis and buses.

BE to agree with Strodes requirements for survey

iii. Events

It was agreed that the events sub-group should concentrate on developing and coordinating events in the Town throughout the year, with the exception of Magna Carta Day.

An updated calendar of events was required building on information already held by the Chamber of Commerce. The location and suitability of noticeboards in the Town should also be considered (BE and MA have already started looking at this).

BB and RR volunteered to assist this sub-group

iv. Magna Carta Visitor Centre & Celebrations

MS is overseeing the development of a Magna Carta Visitor Centre. Some funding has been identified to assist with renting a unit from Runnymede

Borough Council (RBC). BE showed the group details of the former Townsend unit on Station Road North which is currently available.

Action Point: RR to distribute list of proposed Magna Carta events to be sponsored by RBC.

5. Communications update

Development of the web page and the possibility of an Egham Town Team web site were discussed. AA and CF both know someone who may be able to assist and confirmed they would discuss the issue with them.

BE confirmed that he had talked to Martin Brown a professional Graphic Designer living locally who has run a litter campaign on Twitter, and he would be able to provide some assistance to the team.

6. Funding update

AL asked members to send through project ideas to look at funding options.

7. Any other business

Action Plan - BE asked members to approve the draft action plan which had been distributed to the team. He stressed the importance of the plan in approaching sponsors and in applying for funding as well as ensuring and monitoring progress. The plan was approved and shall be read together with the project sheets (also sent to the team).

Action point:

Sub-group leads to complete the excel project sheets and e-mail to RR.

Waitrose - JB stated that an application would be coming in for the passageway from Waitrose to High Street. The group discussed the proposed artwork for the tunnel and requested RR to look into arranging for a representative from Albermarle to attend the group if possible.

Parking - MO showed members the new parking tickets provided by Tesco and suggested that all shop keepers should be able to participate.

Action Point:

RR to confirm operational arrangements for parking.

8. Date of next meeting

Two dates were identified for the next meeting 7th or 9th September. Can all members please let RR know their availability. MA kindly offered to host the meeting again at Wilkins Kennedy's offices.