



TOWN TEAM MEETING

19th February 2018 at 5.45 pm

Council Chamber, Town Hall, Market Square, Alton

Agenda

1. Attendees; apologies
2. Comment/approval of the previous meeting's minutes
3. Feedback from the Retail Improvement Grant Scheme
4. Key projects and funding: Tourism and the Alton website
 Street Scene and wayfinding
5. Plans for the progression of the Town Team
6. AOB

Date of next meeting and venue

7th November 2017 at 5.45 pm

(this meeting is in place of the meeting cancelled on 18th October 2017)

Council Chamber, Town Hall, Market Square, Alton

Minutes

7. Attendees: Cllr Phillips (DPP), Julie McLatch (JM), Tanya Applegath (TA), Bob Booker (RB), Stephen Lewis (SL), Lateef Iqbal (LI), Maggie Tesolin (MT)
Apologies: James Gamble has now left the Alton branch of M&S and has been replaced by Bobby Beaumont. JM will ask him if he would like to attend future meetings.
ACTION: JM to invite Bobby Beaumont to join the Town Team

8. Comment/approval of the previous meeting's minutes
13th September minutes approved.

Actions carried forward:

RB to contact BT Openreach Building Services (re land near train station) and Vine Properties (re Bakers Alley);

RB has spoken to BT and they've cleared up the area. They missed the follow up meeting, and would be nice if they put planters in the gap, paint the windowsills and make more of it being an Edward VIII building

RB has spoken to Adam at The Bakers Arms. Railings need repainting. JM to talk to Vine Properties

JM to contact Chawton Parish Council/ Chawton House/Jane Austen House Museum/ EHDC/ HCC re Chawton subway

Space available is 500mm x 33m. Perhaps talk to schools to get them involved. Could include Writers' Way references to other authors if Chawton agrees. JM to contact Chawton Parish Council to ask them for their input/opinion of the project – also CHL/JAHM/EHDC/HCC.

JM to provide parking review update at next meeting

DPP/JM to talk to Treloars about access into shops (ongoing)

9. Business Forum/ Retail Improvement Grant Scheme
JM to advertise widely and contact owners/agents of empty shops

10. Alton Website

Carried Forward: To be discussed at the next meeting. JM requested all attendees to look at alton.gov.uk on their mobile devices, and to ask friends/relatives not local to Alton to Google the town to see what they could find. Once received JM/Natalie to work on the feedback and TSE comments.

ACTION: All to look at and comment on alton.gov.uk for next meeting. JM to ask the website office to attend the next meeting or provide a report on progress and plans.

Town map – not for advertising on, and not based on retail. Will be from Holybourne to Chawton (folded A3) with places of interest, churches, schools, useful places and location of defibs.

Street Scene/ Town Walk

Actions amended, and watching brief

JM liaising with EHDC and HCC regarding improved pedestrian signs from the train station into town.

Blue ATC finger posts – is the one outside the magistrates' court redundant? Could the obsolete fingers be replaced with other local information? Also, is the blue finger post outside Energique being renewed? It is in poor condition.

Rectangular totems for the town cost approx. £3k per totem including design and permissions. Initial review document costs around £3.8k. Or could perhaps have signs in planters as we currently do?

Request for poppies on lampposts for next Remembrance Sunday

JM to contact head offices of national stores to advise them that their properties are in poor condition.

JM to contact HCC to see if they would agree to banners across the High Street.

Banners outside the Assembly Rooms are unsightly and very rarely fixed properly to the railings.

Would Sanford & Bros agree to a sign to the library on their canopy, if HCC won't reinstate the fingerpost? JM to investigate

The St Swithun's Walk image in the bus stop has faded – could it be renewed/replaced?

JM to ask EHDC about the pedestrian canopy between Iceland and Sainsburys, and the removed metalwork from around the trees.

Project to include Bank car park – needs re-planting and bins need replacing. Also better signage required to the car park itself. JM to establish who owns/maintains the road between Bank car park and Market Street (is it unregistered? Is it Highways?)

11. AOB

SL question re ShopWatch repeaters – now obsolete so no commercial value, and not successful so not used.

JM reported back on her research on providers / costs for a tourist consultant. Acorn

Tourism and TSE charge a similar price of £2,500 (plus expenses plus VAT) for 5 days' work or £5,000 for ten days' work.

EHDC has asked if they can come and talk about littering/dog fouling prevention measures at a future meeting

BIDs – LI keen (was part of the Camberley BID) and would support activity towards setting one up

Small Business Saturday/Christmas – disappointing that free parking was only 3 hours and not all day. Shops didn't see the value of SBS unless something specific was happening in respect of it. Specsavers are happy to contribute more to the Christmas sponsorship and LI would talk to Emily/Natalie.

JM mentioned the Disability Confident Scheme

Traders' Survey – members to revert with any comments on the draft. Mystery shopper exercise would cost around £100 per business

Alton Society AGM – JM would be providing a round up of the programme to date and plans for the future. All welcome.

LI suggested that the next business forum might be a breakfast meeting (sponsored by a local business) with an owner of a successful local business talking about what made it successful as a keynote speaker. It might encourage B2B to turn up. Perhaps in spring?

JM to prepare a press release about the work of the Town Team, to advertise its aims and successes.

12. Date of next meeting and venue

Monday 19th February 2018 at 5.45pm at Alton's Town Hall, Market Square, GU34 1HD