



TOWN TEAM MEETING

1st June 2017 at 5.45 pm

Council Chamber, Town Hall, Market Square, Alton

Minutes

- Attendees: Cllr Phillips (DPP), Julie McLatch (JM), Stephen Lewis (SL), Tanya Applegath (TA), Martyn Dell (MD)
Apologies: James Gamble

The meeting was chaired by Cllr Phillips

- Terms of reference: Establish the purpose and function of the group

MD: In the constitution allow groups to send representatives: attendance -v- continuity
Put the Town Team aims on the Council website to refer back to, and upload minutes to allow interaction.

ACTION: JM to draw up draft Terms of reference for the group to consider at the next meeting

- Key projects and funding: To carry out the economic aims and objectives set out in the Neighbourhood Plan.

JM: Possible projects: digital training

website for Alton (which came out of the Business Forum) – website needs to be used properly, and social media needs to not clash with a social media policy (if run by the council)

TA: Help businesses become aware of their own catchment area – Sainsbury's have their own data and can tailor their markets to their ideal demographic.

DPP: There is no funding for this group – it's a steering group

MD: The Town Team should channel positivity - communication of activity to "talk up the town". Visitors like the town, and we need to spread that message.

DPP: Base terms of reference around ESAP 1. Objective 5b is worth including but possibly not core to this particular group.

Geographically what should the group cover? Town centre primarily, with an ability to communicate and involve business and industrial parks should they wish to be included. The town centre revitalisation programme includes encouraging footfall into town to shop/eat/etc.

Important to learn lessons from other groups

ACTION: JM to double check the town plan and ATC's corporate strategy to set the geographic boundaries

4. Establish desired attendees and frequency/chair/administrator

MD: Will this be a transparent open group with minutes

DPP: Yes

AGREED: Cllr Phillips to chair, JM to administer

AGREED: Monthly meetings with communication in-between

Possibility of more frequent project meetings when projects are set.

Attendees: invite Alton Sports and/or Calliope to cover off small chains. Ask Chris Lewin and Specsavers?

National brands such as M&S or Sainsbury's also need to be in attendance.

Ask TourismSE to attend to represent tourism in the area.

At the very least ensure they agree to receive communication from the Town Team group.

ACTION: JM to contact organisations set out above

5. AOB

MD: Parking provision is an issue – is it in the right place? Is it fit for purpose? There is an issue of workers' spaces as well as visitors' spaces. It's cheaper to pay every few hours than for a whole day – which isn't a productive use of time for the employer businesses. There is value in the group looking at long stay car parking closer to the town. Parking needs to be convenient to the workers otherwise it won't be used. It also needs to be affordable. Currently it's an extra £2 for one extra hour. On the signs we don't identify long/short stay car parks.

TA: Signage – cut back trees which cover signs, look at pavement width, etc.

Treloars students are out and about less, but are willing to be involved in community projects

6. Date of next meeting and venue

Thursday 29th June at 5.45 in the Council Chamber