



**BEWDLEY**  
Town Council

**MINUTES OF THE COMMUNITY DEVELOPMENT COMMITTEE HELD ON  
MONDAY 19<sup>TH</sup> SEPTEMBER 2016 AT 6.00PM AT THE GUILDHALL**

**PRESENT**

Cllr Linda Candlin (Chair)  
Cllr Mary Fishwick  
Cllr John Beeson  
Mr Martin Guard

In attendance: Nick Farress, Town Clerk

**28 Apologies**

Apologies were received from Cllr Mrs Edginton-White, Cllr Killingworth, Mr Peter Michael, Mr Richard Perrin, Mrs Cat Banks, Mrs Alison Bakr.

**29 Declarations of Interest**

None.

**30 Dispensations**

None.

**Public Question Time**

There were no public questions

**31 Minutes**

The minutes of the meeting held on 18<sup>th</sup> July 2016 were approved as a true record and signed by the Chairman.

**32 Neighbourhood Plan**

Actions and Notes from the last meeting of the NP Steering Group were noted, as was the consultation summary which followed the recent survey. Mr Guard asked about where the Steering Group were in the process, as it seemed to have gone a little quiet. The Town Clerk explained that the apparent lull in activity was simply due to the survey results being gathered in and analysed. The next step is for the Working Groups to meet and draft the plan objectives taking findings from both the objective and subjective evidence. The Working Groups include community representatives to keep the process transparent and inclusive.

**33 Bewdley Traders Group**

There was no report from the Trader's Group as it hadn't met recently. However, issues of concern continue to be around car parking prices and the recent road closures. The Town Clerk reported that the District Council are looking at simplifying the free parking schemes across the district and refreshing signage and maps. WFDC have agreed to work with the Town Council on the design of these, and subject to later discussions, use the town logo on these signs.

### **34 Events & Markets Working Group**

The Town Clerk gave an update on plans for the Victorian Christmas in Bewdley event as follows:

- Free car parking would be available at the High School;
- A mixture of bands, choirs and individuals from the Youth Festival will be performing on the “main stage” from 12pm onwards;
- Road closure is to apply from 9am to 9pm;
- Victorian re-enactors are being booked to “perform” around the town during the day, including Queen Victoria;
- The market will be Victorian themed, with the retail market being in the Load Street car park and along Severnside North and South. Load Street would be kept free and used for a selection of catering stalls, allowing the shops to take full advantage of the event. The Town Clerk will liaise with Dave Carr of Bewdley Traders to update the Traders Group on the plans and to ask if the local shops would like to open longer on the day.

#### **AGREED**

To accept the update and allow the Events and Markets Working Group and the Community Engagement and Events Officer to continue to work on the event within the budget available of £4500.

### **35 Health Services Liaison Group**

The Town Clerk reported that Councillors Mrs Davies and Mace had expressed an interest in joining this Group which would hold quarterly meetings with Partners from Bewdley Medical Centre. Cllr Mrs Edginton-White was also nominated in her absence, but had previously agreed for her name to be put forward.

#### **AGREED**

That Councillors Mrs Davies, Edginton-White and Mace will be the members of the Health Service Liaison Group, but that other Councillors may attend from time to time for relevant items.

### **36 Town Guide and new Town Leaflet and Map**

The existing Town Guide was discussed, and it transpired that some traders had been unhappy with the way in which they were approached by the company. However, it was felt that the town needed a new town leaflet and map, specifically for visitors and tourists, as the current one was not particularly attractive. This may be funded by a partnership approach with WFDC, and possible contributions from local traders.

#### **AGREED**

- (i) That the Town Guide Book would not be renewed for 2017;
- (ii) That a new town leaflet and map be produced for April 2017, and that the Town Clerk looks into funding, content and design in collaboration with Bewdley Museum, TIC and Bewdley Trader’s Group.

### **37 Bewdley Logo**

The Town Clerk submitted a report in relation to the transfer of the “Bewdley logo” from BDT to the Town Council. The report recommended that the Town Council adopts this logo and strapline (“A great place to live, work and visit”) for use on tourist related material and separate from the corporate logo of the Town Council. The logo can be used on posters, signage, visitor website pages etc. A new strategy for the use of the logo and general town marketing should be produced and support gained from Bewdley Museum, Bewdley Traders and others in order to build the town “brand”. It would be made clear that this logo represented the “town identity” rather than that of any particular organisation.

**AGREED**

- (i) That the logo and strapline is adopted and used as above;
- (ii) That the Town Clerk works with Bewdley Museum, TIC, the Traders Group and other relevant partners to develop the “brand” and produce a town marketing/tourism strategy for 2017/2018.

**38 Town Website**

The Town Clerk reported on progress to expand the Town Council website to include more visitor oriented pages as well as Council information. The Town Clerk asked Committee members to review the website pages and let him know of any errors, or any pages people would like to see added to the site.

**39 Future Agenda Items**

Councillor Candlin wished for the appointment of a Town Crier be added to the next agenda.

Mr Guard asked that pedestrian safety in the new car park in Load Street is added to the next agenda, and for this Committee to ask the Planning Committee to keep this in mind when considering any plans relating to the new car park and future development site.

**40 Date and Time of Next Meeting**

This was noted as Monday 21<sup>st</sup> November 2016 at 6pm in the Guildhall, Load Street, Bewdley.

*The meeting closed at 7.10 pm*

**Signed.....**  
**Chairman Community Development Committee**  
**21<sup>st</sup> November 2016**