






Town Development Committee

Town Development Committee

19/11/2019 19:00 - 20:00 ((UTC+00:00) Dublin, Edinburgh, Lisbon, London)

AGENDA

Topic	Presenter
<p>1 7.00pm QUESTION TIME OPEN TO THE PRESS AND PUBLIC (not to exceed 30 minutes) <i>The public are welcome to ask questions on matters that are on the agenda and other matters at the Chairman's discretion. The question should not be a statement and limited to no more than 5 minutes. The Chairman will call the question from those who are indicating that they wish to speak.</i></p> <p>A <i>record of any public participation session shall not be included in the Minutes, but included as an appendix note to the Minutes of the meeting.</i></p>	Town Clerk
<p>2 Apologies <i>To accept apologies.</i></p>	
<p>3 Declarations of Interest <i>To receive any Declaration(s) of Interest under The Relevant Authorities (Disclosable Pecuniary Interests) Regulations 2012 made under Section 30 (3) of the Localism Act 2011 and under the Code of Conduct adopted by the Town Council</i></p>	
<p>4 Minutes <i>To approve the minutes of the last meeting held on the 17th September 2019.</i></p> <p> 2019.09.17_TD minutes.pdf</p>	3
<p>5 Matters arising (FOR INFORMATION ONLY)</p>	
<p>6 Chairman's report <i>Verbal report.</i></p>	
<p>7 Tourism & Events <i>(i) Report attached from Tourism and Events Officer. (ii) Report attached with quotes for printing 40,000 maps. (iii) Report attached with quotes for new till system in TIC.</i></p> <p> Events and Tourism report Nov19.pdf</p> <p> Printing Proposal Nov 19.pdf</p> <p> Till System Proposal Nov 19.pdf</p>	5 10 11
<p>8 British Telecom Proposed Payphones Removal Consultation <i>Members to decided whether they would like the payphone removed at St Laurence Road BA15 1JG 8 calls made in the last 12 months to 09.10.19. Consultation period to 28th January 2020. Comments to be sent to Wiltshire Council by 14th January 2020. Email attached.</i></p> <p> BT Proposed Payphones Removal Consultation.pdf</p>	13
<p>9 Flood defences <i>Press release due from the Environment Agency. The Town Council, Wiltshire Council and the Environment Agency held a meeting on the 11th October to discuss flooding in the town. The EA updated their current position on when the temporary flood barriers and outlined the use of pumps. The EA also confirmed that they were working on a more permanent solution, which would result in three pumping stations being installed. This scheme has been designed and costed and the EA is currently looking at a possible funding package. Once the funding has been identified the scheme will formally be put into their delivery schedule.</i></p>	
<p>10 Date of next meeting <i>The next meeting has been scheduled for the 28th January 2020.</i></p>	

Attendees

CLlr Alex Kay	Unconfirmed
CLlr Daniel Taylor	Unconfirmed
CLlr David Garwood	Unconfirmed
CLlr Dom Newton	Unconfirmed
CLlr Emma Franklin	Unconfirmed
CLlr Jim Lynch	Unconfirmed
CLlr Laurie Brown	Unconfirmed
CLlr Michael Roberts	Unconfirmed
CLlr Sarah Gibson	Unconfirmed
CLlr Simon Mcneill-Ritchie	Unconfirmed
Ian Brown	Unconfirmed



**Bradford on Avon
Town Council**



Minutes of the Bradford on Avon Town Council
Town Development Committee
Held at St. Margaret's Hall, Bradford on Avon
on 17th September 2019 at 7.00p.m.

Present:

Cllr D Garwood (Acting Chairman)

Cllr A Kay

Cllr M Roberts

Cllr D Taylor

Ian Brown – Director of Operations

Sandra Bartlett – Town Clerk

Members of the Public: Rod Johnson, Janet Johnson, David Eccles, Amy Pantall from the Wiltshire Times.

Apologies: Cllr S McNeill-Ritchie, Cllr L Brown, Cllr E Franklin, Cllr T Lomax, Cllr D Newton and Cllr J Parker.

In the absence of the Chairman, Cllr Garwood took the chair.

20. Declarations of interest - none

21. Minutes

It was proposed by Cllr Kay, seconded by Cllr Roberts and with all in favour it was **RESOLVED**: to accept the minutes from the last meeting on the 24th July 2019 as a true record.

22. Matters arising

(i) Minute number 14(i) CCTV - Director of Operations explained that this was still work in progress.

(ii) Minute number 17 – Cllr Roberts reported that the graffiti on the garages at Avon Close had not been removed yet. Director of Operations agreed to chase this up again with Wiltshire Council.

23. Chairman's Report

The Chairman's report was noted and the following items discussed:-

- (i) Culver Close Cricket Pavilion - another Working Group meeting was planned at the end of this month.
- (ii) Bike Festival 2020 - there will be another meeting at the beginning of October 2019.
- (iii) South West in Bloom - meeting held on the 25th July 2019. Another meeting of interested parties agreed and the theme for next year will be 'bikes and biodiversity'. A further meeting was now planned now for the 25th September 2019.

24. Community Asset Transfer

Director of Operations reported that he would be receiving some information by this Friday on the intricacies of the ID Verde contract and their time spent in Bradford on Avon in order to start negotiations. He agreed to keep members informed. He said that he was awaiting answers to many questions from the Community Assets Team.

25. St. Margaret's Hall

(i) The Hall Manager's report was discussed on Audio-visual equipment required for St. Margaret's Hall. Up until this point the Council had been using the Film Society's equipment. After discussion, it was proposed by the Cllr Kay seconded by Cllr Roberts and with all in favour it was **RESOLVED:** That these items be replaced within the SMH equipment budget.

(ii) The Hall Manager's report was discussed for the floor scrub and reseal. After discussion, it was proposed by the Chairman seconded by Cllr Kay and with all in favour it was **RESOLVED:** To accept supplier 2 at a cost of £1,950 from the SMH maintenance budget.

26. Date of next meeting

The date of the next meeting was scheduled for 19th November 2019.

The meeting closed at 7.17pm

Bradford on Avon Town Council

Town Development

Briefing Report - Tourism and Events - 19th November 2019

Reporting Period - 1st of May – 31st Of October

Tourist Information Centre.

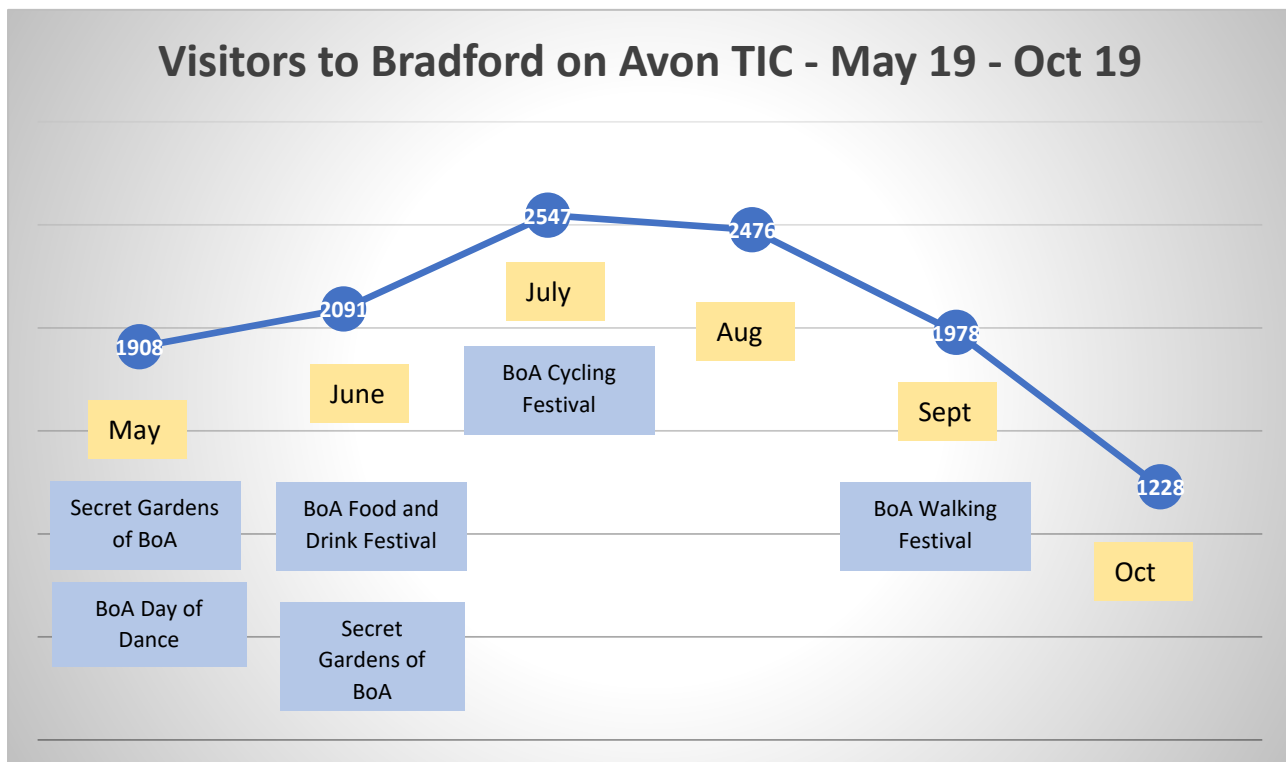
After a busy summer season with **12,228** visitors to the Tourist Information Centre between May and October 2019.

Local = 2098 people

Domestic tourism = 8595 People

International Tourists = 1535 People

That's an average of 80 people per day!



Explore BoA – Website

Reporting Period - 1st of May – 31st Of October

Page Views = 167,037

Unique Users to the Site 2019 = 32,410 2018= 27,730 (a 16.88% increase in 2019)

With a significant increase of 81.72% in users from the USA

Visitors to Explore BoA by country 2019
UK = 24,588 (Bristol the is top UK city with 5,974 users)
USA = 6,074
Australia = 239
Spain = 209
Denmark = 165
Netherlands = 133
China =100
Korea = 82
France = 81

Accommodation pages have been viewed **5,674** times and has received **1905** unique users.

Food and Drink pages have been viewed **4,731** times and has received **2369** unique users.

Explore BoA's top 5 pages:

1. **Homepage**
2. **What's on**
3. **Explore BoA**
4. **Eat and Drink**
5. **History and Heritage.**

Tourism Projects

Great West Way:

- 3 press and familiarisation trips for international journalists to Bradford on Avon.
- 1 tour organised for the 22nd of November for International Travel Trade (group travel organisers) in Bradford on Avon
- Bradford on Avon attendance at World Travel Market at Excel.
- Attendance at Great West Way Market Place a Travel Trade networking event.
- Drone footage of the town taken to be used in Great west way promotion videos.
- Interview with Steph on Bradford on Avon on the Great West Way
- Press coverage national and international



New Map and Town Trail

To keep branding consistent for tourism in Bradford on Avon, we created a new and more detailed map of the town which included a town trail created by the Town Council and the Preservation Trust.

Millennium Embroidery

The Tourist information Centre hosted the Millennium Embroidery for the Museum over a few months, it was well received by locals and visitors.

Souvenirs for Sale

In creating a brand for tourism in Bradford on Avon it opened the door to opportunities to create new souvenirs for our visitors to purchase.

We have created bamboo pens, wooden pencils and water bottles, so far.

We have also introduced a Bradford on Avon map souvenir range and a Wiltshire souvenir range and hope to increase this once we are able to reorganise our space.



Events

Over the 6 months between May and October we have been involved in supporting the growth and offering advice to many new and existing events, we have also started selling tickets for local events in the Tourist Information centre.

These include

- **The Secret Gardens of Bradford on Avon**
- **The BoA Green Man Festival**
- **The Bradford on Avon Food and Drink Festival**
- **Bradford on Avon Walking Festival**
- **BoA Cycling Festival**

We have seen over **350** events organisers register events on the Explore BoA's website

Christmas Lights Switch on – 29th November

- All Christmas trees are already up with main town bridge lights going up the weekend of the 23rd.
- New large wreaths and red bows will be added to the decorations this year and will go on lamp posts on the town bridge and in Westbury Garden, these wreaths have been sponsored by St Laurence school as they held a non-school uniform day to raise money, for this reason this year the wreaths will have a logo to celebrate 40 years of St Laurence school.
- This year's overall sponsor is Team Eleven.
- Performances from St Laurence Choir, Swing with Soul, Groovy Movers and Nothing like and Dame.
- Fairground entertainment will only include rides no prizes.
- Brand new to this year a Gift Fair will run inside St Margaret's Hall from 10am till 8pm and has been sponsored by Wadswick Green.

Key Events 2020

January –

Bradford Roots Festival – 17th, 18th, 19th

February-

Annual Pancake Race – 25th

March-

April –

BoA Duck Race – 13th

May –

Cloth Road Arts Trail – 2nd-10

BoA Green Man Festival – 16th

Bradford on Avon Food and Drink Festival – 30th

Secret Gardens of Bradford on Avon – 31st

June -

Secret Gardens of Bradford on Avon – 28th

July -

Bradford on Avon Cycling Festival – TBC

August -

September -

Bradford on Avon Walking Festival – 4th, 5th and 6th

Flower and Produce Show – TBC

October -

November –

Fireworks Night – 7th

BoA Light Switch on – 27th

December -

Christmas Tree Festival

BoA Christmas Food and Drink Festival – 5th & 6th

Bradford on Avon Town Council

Town Development

1st November 2019

Explore Bradford on Avon Map

Purpose of Report

To seek members approval, to appoint a printer for the period of one year, to print the Explore Bradford on Avon Map as and when is required.

Background

The Bradford on Avon town Council have recently approved the Tourism Strategy, which aims to improving the marketing of the town.

Considerations

Council officers have been working on a distribution project that will see the Explore Bradford on Avon map distributed in the surrounding travel hubs, hotels, bed and breakfasts and attractions within a 1-hour travel radius of Bradford on Avon, this will include Bath.

The Town Council has approached three local companies to provide quotes for the printing of 40,000 copies of the map Explore map and for the price to be held for a year for subsequent prints when needed. The quotes are laid out in the table below.

Company	Cost for 40,000	Year price hold.
Company A	£2,920.00	Yes
Company B	£1,988.00	Yes
Company C	£2,100.00	Not Guaranteed

Recommendation:

It is recommended that the Town Council,

1. Authorise Company B to be the print supplier for printing the Explore BoA map for a period of one year.

Tourism Officer
Nov 2019

Bradford on Avon Town Council

Town Development

19th November 2019

Purpose of Report

To seek members approval to purchase an electronic till system for the Tourist Information Centre.

Background

The Bradford on Avon Town Council have recently approved the tourism strategy, which includes the aim of improving the sales offer in the TIC. The Town is also needing a ticketing system to allow for the selling of tickets for local events. The current till doesn't allow the use of card payments and doesn't link to stock control.

Considerations

The Town Council have looked at several companies that provide till systems with the functionality that is required in the TIC, retailing and stock monitoring, general admissions tickets for events and offer a simple system for the user. These systems undertake the same process but are all slightly different.

The TIC currently sells different souvenir items, community items, tickets, duck food, Maps and Charity Christmas Cards. The Town Council would like to improve its offer but the current systems for processing sales and monitoring stock is antiquated and is time consuming for the tourism officer and the accountant, whilst being long winded for the volunteer and the customer.

We hope that streamlining our systems and taking card payments we will be able to sell more tickets for local events and increase revenue in the Tourist Information Centre. Three companies have quoted for the provision of a till system that meet the Town Council's requirements, they are set out in the table below.

Company	Initial set up cost	On-going costs	Hardware costs	1 year's costs
Company A	£7,500.00	£42.00 per month	Included in set up costs	£8,004.00
Company B	£1,250.00	£99 per month and 5% on transactions for less than £20,000 sales.	£1,240.00	£4,178.00
Company C	£136.00	£89 per month	£900.00	£2,104.00

Recommendation:

It is recommended that the Town Council,

1. Authorise the procurement of an electronic till system from Company C.

Tourism Officer
Nov 2019

To: Moore, Mary <Mary.Moore@wiltshire.gov.uk>
Cc: Anderson, Scott <Scott.Anderson@wiltshire.gov.uk>; Hilton, Chris <chris.hilton@wiltshire.gov.uk>
Subject: ****RESPONSE REQUIRED**** British Telecom Proposed Payphones Removal Consultation
Importance: High

Dear Town and Parish Councils

British Telecom Proposed Payphones Removal Consultation

The council has received notification from BT regarding consultation on its current programme of proposed public payphone removals.

There are currently 71 public payphones which have very low usage levels and BT propose to remove them following a full consultation. We have identified that one or more of these payphones are either within or close to your parish boundary. Details of these payphones are shown on the enclosed sheets which include telephone number and addresses. BT has also placed consultation notices in the relevant payphone kiosks.

As the local authority, we are required to carry out our own consultation process to canvas the views of the local community. Therefore, we are seeking the views of town/parish councils and Wiltshire councillors representing the community on the removal of these payphones.

Please provide reasons for any objections to the removal of specific phones, as a blanket objection is unlikely to carry weight.

BT has provided some examples of factors that may be relevant (refer to their guidance at bottom of page):

- If there is predominantly privately rented or council housing in the area, this suggests people on a lower income without access to mobile and fixed telephones and supports the view that a public call box should be retained.
- There may be concerns about access to telephone services in areas with low population densities.
- The payphone may be sited in an area of poor mobile phone coverage.
- There may be a higher than average need to access emergency services, including breakdown services due to specific local factors for example, or the call box is near a known accident black-spot.

BT offers the opportunity for parish councils and registered charities to adopt a kiosk for just £1, thereby protecting the heritage of the community.

Details about this can be found at <http://business.bt.com/phone-services/payphone-services/adopt-a-kiosk/>

The consultation period will close on **28 January 2020**, so please return your comments to us by end of business **14 January 2020 at the latest** to enable us to include your representations in forming our response to BT. All responses will be collated and directed to a single point of contact as follows:

Your response should be returned to Mary Moore at Wiltshire Council who will co-ordinate the response on behalf of the council:

Mary Moore
Development Officer, Regeneration
Economic Development and Planning
Wiltshire Council
Bythesea Road, Trowbridge, BA14 8JN
Tel: 01225 770230
mary.moore@wiltshire.gov.uk

Where there are no reasonable objections, BT will remove payphones soon after the consultation period has ended.

	Telephone Number	Address	Post Code	Number of calls in last 12 months	Posting Completed Date	Agree/ Adopt/ Object	Comments/Reasons
11	01225782229	PCO THREE LIONS THE STREET HOLT TROWBRIDGE	BA14 6QH	10	09/10/2019		
12	01225782466	PCO PCO1 BROUGHTON GIFFORD MELKSHAM	SN12 8NR	1	25/09/2019		
13	01225790634	PCO PCO1 HALIFAX ROAD BOWERHILL MELKSHAM	SN12 6UG	9	25/09/2019		
14	01225790638	PCO PCO1 LITTLEJOHN AVENUE MELKSHAM	SN12 7AN	14	09/10/2019		
15	01225791079	PCO PCO1 NORRINGTON COMMON BROUGHTON GIFFORD MELKSHAM	SN12 8LR	0	25/09/2019		
16	01225791398	PCO PCO1 BERRYFIELD LANE MELKSHAM	SN12 6EF	12	25/09/2019		
17	01225791466	PCO PCO1 SPA ROAD MELKSHAM	SN12 7NZ	25	25/09/2019		
18	01225811313	PCO PCO1 SANDY LEA AVENUE CORSHAM	SN13 0LU	0	25/09/2019		
19	01225868217	PCO PCO1 ST. LAURENCE ROAD BRADFORD-ON-AVON	BA15 1JG	8	09/10/2019		
20	01249443008	PCO PCO1 LODGE ROAD CHIPPENHAM	SN15 5SY	36	09/10/2019		

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