



Rutland County Council

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OAKHAM TOWN TASK AND FINISH GROUP 26 June 2018 – 6PM COUNCIL CHAMBER

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A G E N D A

1) APOLOGIES

2) APPROVAL OF MINUTES

To approve the notes of the meeting held on 22 May 2018.
(Pages 3 - 18)

3) KEY PERFORMANCE INDICATORS - INITIAL FINDINGS

Update on initial finding on Key Performance Indicators incl. business vacancy rates and parking occupancy - Joy Clough (Oakham Residents Group)

4) TOWN CENTRE VISITOR AND USER SURVEYS

Update on town centre visitor and user surveys - Joy Clough (Oakham Residents Group)

Group discussion on method for analysis.

5) BUSINESS SURVEYS

Update on delivery of business survey post election period - Mr T Norton and Oakham Town Partnership

6) COMMUNICATIONS UPDATE

Update on the Communication and Engagement Plan.

7) REVIEW OF TIMETABLE AND MILESTONES

DATE	EVENT
25 April 6 – 8pm 22 May 6 – 8pm 26 June 6 – 8pm 12 July 6 - 8pm 16 August 6 – 8pm 19 September 6 – 8pm	Task and Finish Group Meetings
14 June 2018	GIR Scrutiny Panel Meeting - Update
13 September 2018	GIR Scrutiny Panel Meeting - Update
18 October 2018	Task and Finish Group Meeting to agree final report
15 November 2018	GIR SP Meeting - to agree final report
December 2018/January 2019	Council Meeting - Final Report

8) ANY OTHER BUSINESS

9) SUMMARY OF AGREED ACTIONS AND FOCUS OF NEXT MEETING

Next meeting 12 July 2018

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DISTRIBUTION

MEMBERS OF THE OAKHAM TOWN TASK AND FINISH GROUP:

Mr Nick Woodley	(Oakham Town Council Representative)
Mr Alf Dewis	(Oakham Town Partnership Representative)
Mr Paul Dowse	(Oakham Neighbourhood Plan Steering Group Representative)
Mr Tim Norton	(Business Representative/Representative of OK2Way)
Mr Ben Callaghan	(Ward Member – Oakham South East)
Vacancy	(Ward Member – Oakham South West)
Mr Jeffrey Dale	(Ward Member – Oakham North East)
Mrs June Fox	(Ward Member – Exton)
Mr Richard Gale	(Ward Member – Oakham North West)
Mr Alastair Mann	(Ward Member – Oakham North West)
Mrs Joy Clough	(Oakham Residents Group)

OAKHAM TOWN TASK AND FINISH GROUP

Tuesday 22 May 2018, Council Chamber, Catmose

PRESENT: MEMBERS

Mr Ben Callaghan	Ward Member – Oakham South East
Mrs Joy Clough	Oakham Residents Group
Mr Paul Dowse	Oakham Neighbourhood Plan Steering Group
Mr Jeffrey Dale	Ward Member – Oakham North East
Mrs June Fox	Ward Member – Exton
Mr Richard Gale	Ward Member – Oakham North West
Mr Tim Norton	OK2Way
Mr Alastair Mann	Ward Member – Oakham North West
Mrs Hannah Stanion	Oakham Town Partnership (for Mrs J White)
Mr Nick Woodley	Oakham Town Council

Mr Chris Wade	Independent Chair
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OFFICERS

PRESENT: Mr S Ingram	Strategic Director for Places
Mrs N Taylor	Scrutiny Officer/Governance Team Manager

ITEM	SUBJECT	ACTION
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1) APOLOGIES

Mrs J White

2) APPROVAL OF MINUTES

The minutes of the meeting held on 25 April 2018 were approved by the group.

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Mr Wade expressed his thanks to everyone involved for the hard work put in between the meetings to produce the templates and plans for the Research and Evidence and Engagement and Communications work.

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3) RESEARCH AND EVIDENCE SUB GROUP

Mrs Clough confirmed that the Research and Evidence Sub Group had met and gone through the templates provided by Mr Wade making amendments where necessary. These draft templates had then been circulated for comments. The aim was to collect the following data:

- Town Centre Users' perceptions
- Town Centre Visitors' perceptions
- Business Confidence
- Visitors to the County perceptions
- Visitor Origins through post code collection
- Data on car park usage
- Footfall counts
- Business Audit

Data would be collected on various days throughout the week. Data would be analysed and used to benchmark with other similar towns.

During discussion of the templates the following points and actions were noted:

- i. Mr Norton was concerned that the plan was to collect a large amount of data, but people would not be asked to express an opinion on specific schemes. Mr Wade highlighted that it was important to find the problems/issues before looking towards solutions. This would be done by analysing the evidence base collected at this stage and also all the evidence already considered by the group would also be very valuable;
- ii. Mr Dowse highlighted that understanding the requirements would logically lead to solutions. It was important to ask what people wanted from the town, the group should not presume to answer this question for the community;
- iii. Mr Callaghan raised the point that the solution to a problem was sometimes thought to be less palatable than the problem itself, which caused difficulties. It was important to be able to justify the reasons for any proposals on the basis of evidence and feedback;
- iv. This was not a consultation on a scheme and so was different from the last consultation which culminated in the one way proposals. This group was focusing on engagement rather than consultation;
- v. This Group was very different from anything done in the past, it included stakeholders and councillors and all were committed to coming up with some positive and achievable proposals;
- vi. Feedback on the survey templates included:
 - Having one survey for both resident and visitors would be simpler (Post Code would differentiate and could filter evidence on various demographics) (CW)
 - Different coloured paper for each survey for easy identification (JC)
 - Survey should be available online so people living in villages can respond (CW)
 - Surveys could be completed at supermarkets on edge of

- town (JC)
- Post Code survey at every business could be unwieldy and would be challenging to process all the data (CW)
 - Can never have too much data, if have post code data from all businesses can track movements throughout the town (NW)
 - Should either collect info from all villages or not at all (AM)
 - Survey could be distributed to all villages through Parish Councils (JF)
 - Link to survey can be sent to Parish Councils from Governance (NT)
 - Business letter too negative and “leading” and needs to recognise partnership approach (CW)
 - Important to ensure data is collected from those using the Town (JD)
 - Online survey data was easier to collate and so this medium should be circulated and encouraged widely (CW)
 - Special Parish Council Forum 29 May - could be used to publicise the survey if ready (JF)
 - Any events over next weeks could be used the publicise the survey (CW)
 - Branding to be provided by S Jones

The Group agreed to forward all feedback on templates to Mr Clough by **FRIDAY 25 MAY 2018 who would then agree changes with sub-group members.**

ALL

4) ENGAGEMENT AND COMMUNICATIONS SUB GROUP

Mr Dowse confirmed the Engagement and Communications Sub Group had had a teleconference where they had discussed the engagement strategy (Appended to these minutes). Delivery would be through a variety of mediums including a Facebook page, use of Council Newsletter, Website page, posters and surgeries to ensure residents had ample opportunity to put forward their views.

During the discussion the following points and actions were noted:

- i. Mr Gale was concerned that communications reached as many people as possible as this was one of the criticisms with previous proposals. Mr Dowse confirmed that having Communications expert on board would be very beneficial;
- ii. Mr Wade confirmed that all stakeholders around the table should be using their networks to feedback and circulate information, but it was important that all gave the same message otherwise would get confusing.

5) LGA CONFERENCE ON REVITALISIG TOWN CENTRES

Mr Woodley gave a brief summary of the LGA event he had attended on 14 May 2018 as below:

- Town Centres had a lot of focus at present and were at the forefront of Central Government attention;
- Recognised issues were; out of town expansion; changes in demographic; internet shopping. All these things made it difficult to compete;
- Key message was to look at assets and attributes and make the most of them;
- Use of planning laws could positively change shape of towns;
- Rutland seemed to be well ahead of other towns in the work they were doing;
- Slides and information from the event would be shared with the group.

6) DEFINITION OF OAKHAM TOWN

The Group discussed the boundaries of Oakham's "commercial, cultural and community core".

During the discussion the following points were noted:

- i. Mr Woodley felt that by tracking movement in the Town the "hot spots" could be identified;
- ii. Mr Wade thought that it was a very large task to attempt to track movement through the use of post code collection at every business in the town, it was important to look at the technical feasibility and the availability of resources before committing to such a huge task. Mr Woodley agreed to work on a technical briefing paper to circulate to the group before commitment to this piece of work;
- iii. Mr Wade highlighted the importance of including Community Centres, Libraries, Doctors Surgeries etc. not just shops;
- iv. Mr Callaghan felt people used the Town for variety of reasons, shopping, visiting Council Offices, etc.
- v. Mr Dowse felt it was better to remove larger residential areas from the scope as the review was focused on the commercial centre;
- vi. The area could be referred to as the town centre or "commercial, cultural and community core" or simply as "The Hub";
- vii. The impact on surrounding areas would be considered as part of any development of proposals for the hub;
- viii. Mr Dowse showed a map that had been developed to show "Character Areas" for the Oakham Neighbourhood Plan. The Group agreed that this map illustrated the hub, but should be stretched to include the medical centre (Map appended to the minutes).

NW

7) TIMETABLE AND MILESTONES

- The Group were hoping to have the survey completed and results analysed in time to report back to the August meeting
- Meeting in June would be used to invite stakeholders to provide evidence - suggested groups/organisations/individuals that may want to contribute should be forwarded to Governance by Friday

1 June 2018 - some suggestions were market traders, RCC Councillors, Oakham in Bloom

ALL

8) ANY OTHER BUSINESS

Mr Wade reminded members of the group that he would be providing an update to the Growth, Infrastructure and Resources Scrutiny Panel on 14 June 2018. Members were encouraged to attend that meeting. He would circulate his report for comment by 30 May 2018.

CW

Following the resignation of Councillor Clifton there was a vacancy on the group. Mrs Taylor explained that the group did not have to appoint another member as the terms of reference did not specify numbers and the co-opted members did not outweigh the number of RCC councillors in accordance with the RCC Procedure Rules. Members were keen to invite Councillors to express an interest in order to replace Councillor Clifton as there had been several Councillors who had wanted to be involved when the group was first formed. Mrs Taylor would send an email inviting expressions of interest.

NT

9) SUMMARY OF AGREED ACTIONS AND FOCUS OF NEXT MEETING

- Feedback on templates to be provided to Mrs Clough by Friday 25 May 2018 **ALL**
- Amendments to be applied to survey templates in accordance with feedback with agreement of sub-group and then forwarded to Governance for addition of branding, final approvals and printing
- Look at options of sharing documents **PD/NT**
- Map to be re-drawn from example provided by PD (To include dotted line incorporating medical centre) **RCC**
- Suggestions for groups/organisations/individuals to invite to evidence giving session on 26 June to be forwarded to Governance by 1 June 2018 **ALL**
- Update Report for GIR Scrutiny Panel to be circulated to the group by 30 May 2018 **CW**

Next Meeting Date: 26 June 2018 6pm

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The Chairman declared the meeting closed at 8.05pm

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Oakham Town Centre Task and Finish Group: Communications and Community Engagement

1. Outline

This paper sets out a communications and engagement plan for the Oakham Task and Finish Group (TFG), following discussions at the last TFG meeting.

2. Background

An effective communications and engagement strategy will help form a vital connection between the TFG and the wider community as the TFG seeks to understand community-wide perceptions on the town centre, as part of its remit to gather evidence.

A communications and engagement strategy is important for a number of reasons. It would:

- Provide greater transparency on the work of the TFG and help keep people informed
- Provide a clear and consistent narrative for the work so that people are not receiving different messages from different people
- Convey the sense of partnership working that embodies the TFG
- Help provide evidence on perceptions and attitudes that affect usage of the town centre
- Involve the wider community in decision-making

3. The communications plan

It is suggested that an 'information hub' is created via Facebook for the TFG with the following components built in:

Component	Overview	Purpose	Actions required by TFG (if any)
Identity	Identity for the Oakham Task and Finish Group which includes logos and identity of partners	To show that the work of the TFG is led by a broad range of partners, which includes: <ul style="list-style-type: none"> - Oakham Town Council - Oakham Neighbourhood Plan - Oakham Town Partnership - Oakham Residents Group - OK2Way. - Rutland County Council 	Agree the approach and supply logos
Introduction	Creation of an introduction to describe the work of the TFG and why it is important	Create a clearer understanding of its purpose.	Agree/provide feedback on the introduction as set out below
Membership	Biographies of people who make up the TFG	Create greater awareness of the people who sit on	(1) Write a 100-word max biography and

		the TFG and their backgrounds.	photo and send to Simon Jones at RCC Sjones@rutland.gov.uk
Information	Provide a link/update on components of work, including background documents	The Facebook page will ensure all existing strands of activity are linked so that people are able to better understand how they contribute to the gathering of evidence, including <ul style="list-style-type: none"> - Business survey - Town centre audit - Resident survey - Studies/reports 	
News	Regular updates from the TFG at milestones and after meetings	This will help underpin the drive and momentum behind the work	
Posts	Posts from members of the TFG	Members of the TFG could be invited to contribute content which underpins the importance of the work.	
Get involved	Promote/link opportunities for people to become involved in the work	To drive involvement from the wider community, including links to surveys.	

4. Communications delivery

The creation of the Facebook page would enable it to be promoted across all available channels in Rutland, including use of the TFG's existing channels. This is segmented below

Audience	Channel
All residents	Press releases to local newspapers and Rutland Radio at set milestones
	RCC's e-newsletter (5000)
	RCC's Facebook and Twitter feed
	Oakham Residents Group
	Oakham Neighbourhood Plan
	Oakham Town Partnership
Businesses	RCC's business e-newsletter
Wider stakeholders	RCC's stakeholder newsletter

5. Facebook content structure

- Introduction (About)
- Membership
- Meetings and minutes (linked to RCC's website)
- Terms of Reference
- Latest news (Timeline updates)
- Have your say (to be added at the launch of consultation activity).

6. Draft Facebook introduction

Oakham Task and Finish Group is a partnership group made up of representatives from across Oakham's community who are looking at ways to improve the town of Oakham.

The focus of the work will look at a range of issues, including place-shaping and access; planning and property; traffic and transport; community & culture; marketing and retail enhancement.

As part of the evidence gathering exercise there will be public engagement over the summer with residents, businesses and visitors.

The group, which meets monthly, was established by Rutland County Council's Growth, Infrastructure and Resources Scrutiny Board and is expected to report back on recommendations for town centre improvements in November 2018.

Membership of the group consists of representatives from within the community, businesses, representative organisations and councillors with an interest in the regeneration of Oakham.

7. Community engagement

TFG is asked to consider and agree community-wide engagement activity to supplement and support existing activity such as the Oakham Town Council business survey.

The aim of the engagement plan is to understand perceptions and attitudes that affect usage of the town centre from the point of view of residents and visitors.

The following intelligence could be useful to the TFG:

- What people use/don't use the town centre for
- How patterns of usage have changed and why
- What issues impact on usage
- What improvements would likely increase usage.

A draft integrated community engagement programme is set out below, with a draft survey to be agreed by TFG set out in Appendix A.

Component	Date/duration	Role of RCC	Role of TFG
Survey (town centre users; non-users /infrequent users; visitors to Rutland Water; businesses	Tuesday May 29 – July 8	Set up the surveys, available online and in print Publicise using the council and TFG channels/networks and via the Facebook page.	To promote/publicise the survey within their own networks. Conduct face-to-face interviews as determined by Research and Evidence Sub-Group incl. two visits to every business
TFG surgeries at Oakham Library	Every Saturday morning, from 10am to 12 noon from June 3 through to July 7 (this could follow-on from survey)	Set up the surgeries	Staff the surgeries (on a rota basis) and talk to residents while promoting the questionnaire.
TFG awareness sessions	Sessions outside Tesco/Co-Op asking people to complete the survey	Promotion of sessions	Staff the sessions
Stakeholder meetings - using consultation template	Throughout		Organise meetings with specific stakeholders as required (to be agreed by TFG).

Promotion of community engagement programmes

The following methods will be used

Method	Details	Audience	Resources
Press releases	Press releases targeted at local media (newspapers and radio)	All	RCC
Social media	Social media via RCC	All	RCC
E-newsletter	Monthly update via RCC's community	All	RCC

	newsletter (5,000 distribution)		
Posters	Posters in libraries and community centres	All	RCC
Letters/emails	Targeted letters and emails to specific groups	Stakeholders and businesses	TFG, using a script supplied by RCC

8. Governance

A TFG communications and engagement sub-group has been established to steer the work led by Nick Woodley and Paul Dowse, with support from RCC communications officer Simon Jones.

APPENDIX A

(LOGOS OF PARTNERS)

Oakham Task & Finish Group Town Centre Survey

Gender	<input type="checkbox"/> Male <input type="checkbox"/> Female
Age	<input type="checkbox"/> 16-25 <input type="checkbox"/> 26-35 <input type="checkbox"/> 36-45 <input type="checkbox"/> 46-55 <input type="checkbox"/> 56-65 <input type="checkbox"/> 66-75 <input type="checkbox"/> Over 75
How often do you visit the town centre? (Please choose one option only)	<input type="checkbox"/> Daily <input type="checkbox"/> More than once a week <input type="checkbox"/> Weekly <input type="checkbox"/> Fortnightly <input type="checkbox"/> More than once a Month <input type="checkbox"/> Once a Month or less <input type="checkbox"/> Infrequently <input type="checkbox"/> First Visit
On average, on a normal visit to the town centre how much money would you spend?	<input type="checkbox"/> Nothing <input type="checkbox"/> £0.01-£5.00 <input type="checkbox"/> £5.01-£10.00 <input type="checkbox"/> £10.01-£20.00 <input type="checkbox"/> £20.01-£50.00 <input type="checkbox"/> More than £50.00

What are the positive and negative aspects of the town centre? (Please tick all that apply)	
POSITIVE	NEGATIVE
<input type="checkbox"/> Physical appearance <input type="checkbox"/> Cleanliness <input type="checkbox"/> Retail offer –groceries <input type="checkbox"/> Retail offer –clothes, gifts etc. <input type="checkbox"/> Independent shops <input type="checkbox"/> National chains <input type="checkbox"/> Value for money <input type="checkbox"/> Customer service <input type="checkbox"/> Cafes/restaurants <input type="checkbox"/> Access to services- e.g. banks, Post Office, library <input type="checkbox"/> Leisure facilities	<input type="checkbox"/> Cultural activities/ events <input type="checkbox"/> Pubs/ bars <input type="checkbox"/> Road links <input type="checkbox"/> Traffic <input type="checkbox"/> Public transport <input type="checkbox"/> Ease of walking around the town centre <input type="checkbox"/> Convenience- e.g. near to where you live <input type="checkbox"/> Safety <input type="checkbox"/> Car parking <input type="checkbox"/> Market(s) <input type="checkbox"/> Other (please specify).....
How long do you normally stay in the town centre?	<input type="checkbox"/> Less than an hour <input type="checkbox"/> 1-2 hours <input type="checkbox"/> 2-4 hours <input type="checkbox"/> 4-6 hours <input type="checkbox"/> All day <input type="checkbox"/> Other (please specify).....
Would you recommend a visit to the town centre?	<input type="checkbox"/> Yes <input type="checkbox"/> No
What word would you use to sum-up Oakham Town Centre?	
How has the experience of Oakham Town Centre changed for you in recent years?	<input type="checkbox"/> Improved <input type="checkbox"/> Changed with good & bad <input type="checkbox"/> Stayed the same <input type="checkbox"/> Worsened
What TWO suggestions would you make to improve the town centre?	
Please could you provide the first five digits of your home Post Code? e.g. LE15 x	

Thank you for taking the time to complete this survey. Your views and opinions are appreciated.



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