

Oakham Task & Finish Group



OAKHAM TOWN TASK AND FINISH GROUP 16 AUGUST 2018 – 6PM COUNCIL CHANBER

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A G E N D A

1) APOLOGIES

2) APPROVAL OF MINUTES

To approve the notes from the meeting held on 26 June 2018.
(Pages 3 - 6)

3) ACTIONS FROM LAST MEETING

ACTION	OWNER
Date of next meeting to be revised to take account of delay due to election period	NT
Date to be agreed for Chris Wade to facilitate a sub group meeting to look at analysis of data	NT/CW
Signage in town to be photographed for circulation to group and discussion at future meeting	RG
Completion of parking data	JC
Circulate Terms of reference to the Group as a reminder	NT
Commentary on survey data	JC/JF
Action the plan re business surveys following election period	AD/TN
Information on website/facebook page to be circulated	Comms
Youth survey work	JC
Revise map to include Tesco and Wilko	NT/Planning Policy

4) RESEARCH UPDATE INCLUDING PRESENTATION OF EVIDENCE AND ANALYSIS

- Review of action points from Sub-Group discussions in July
- To receive analysis of the Town Centre user/visitor/tourist surveys (JC)
- Performance Indicators including business audit, car parking, footfall (JC)
- Preparation and delivery of online survey
- To receive an update on the Business Survey Work (AD/TN)

(Pages 7 – 10)

5) COMMUNICATIONS UPDATE

To receive a verbal update from the Communications and Engagement Sub-Group on:

- Launch and management of Facebook page
- Business engagement event
- Consultation with partner organisations and other key stakeholders such as Youth Council

6) DRAFT DETAILED TIMETABLE/SUMMARY PROJECT PLAN FOR DISCUSSION

- Draft project timetable for discussion by the Group
- Proposed outputs and report preparations
- Resourcing Implications

(Pages 11 - 12)

7) ANY OTHER BUSINESS

8) SUMMARY OF AGREED ACTIONS AND DATE OF NEXT MEETING

Date of next meeting: 19 September 2018

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DISTRIBUTION

MEMBERS OF THE Oakham Town Task and Finish Group:

Mr Daniel Bottomley(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)

- Station Approach industrial areas;
- iii. Having some vacant premises was considered positive as it meant that there was space for new businesses wishing to come into the town;
- iv. There should be a commitment to re-evaluate and collate this data again in 12 months' time so a comparison can be made;
- v. A first draft of parking occupancy data was presented which had been collated over a 7 day period at various times of day;
- vi. There were areas where resident's bays were insufficient for the demand which resulted in cars parking on pavements. A suggestion to alleviate this was to allow resident permit holders to use car parks which were showing as empty at certain times of day (e.g. after 5pm);
- vii. The old Sale Room and land at rear of Tesco were identified as places where additional parking may be situated; and
- viii. The parking data would be completed for the next meeting.

4) TOWN CENTRE VISITOR AND USER SURVEYS

Mrs J Clough provided a brief introduction to the data that had been collated to date through the survey work which was presented to the group in data sheets.

Mrs J Fox also provided an update in the visitor information which had been collated at Rutland Water. There was a high number of people coming from quite far away, big groups often met up at Rutland Water. People indicated that they would come solely for the purpose of visiting Rutland Water and would not necessarily visit Oakham, but some did visit Oakham and those that had thought it was "pretty and historic".

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

- i. If there was longer free parking (2 hours) local people may be more inclined to visit the town, residents in Uppingham area would be more likely to go to Corby;
- ii. Signage for the town; parking; and facilities was poor and so those visiting Rutland Water may bypass the town altogether. Information signs were used in some towns, advertising events and facilities;
- iii. Should be a focus on the historic attractions to increase visitor numbers. The museum was not open on Sundays or Bank Holidays - should this be changed?
- iv. There were no comments made regarding lack of shops opening on a Sunday, those surveys done on a Sunday tended to be people visiting the town to eat or drink;
- v. The number of Charity Shops were viewed as a sign of the times;
- vi. The way that Rutland was publicised was a big topic which required consideration at a further meeting;
- vii. Any recommendations for improvement would need to take account of the Local Plan;
- viii. Football counts were complete and data was presented to the

panel, High Street East (Between Market Place and Gaol Street) was identified as the busiest area. Church Street was also very busy at specific times due to movement of Oakham School children;

- ix. The data should be looked again in a years' time to allow for comparison; and
- x. An executive summary with commentary on the data, drawing out key points would be useful, so can understand the headlines before starting to look at solutions. This would be produced by Joy Cough. **JC**

5) BUSINESS SURVEYS

Mr Norton and Mr Dewis updated the Group on the plan for the business surveys. It was confirmed that this work had been put on hold, but that they were ready to start to deliver the surveys as soon as the election period was over.

During discussion the following points were noted:

- i. Mr Norton and Mr Dewis were going to split delivery between them and hoped to be able to spend some time talking to business owners. It was hoped to commence this work week commencing 16 July 2018 and they would arrange a date for collection, it was hoped that this approach would encourage a good response rate; **TN/AD**
- ii. The questions had been designed to ensure that the business owners in the town were able to express their views;
- iii. There was little control over types of business and how they presented themselves;
- iv. Mr Woodley had indicated that, although he would no longer be a member of the Group, he would be prepared to analyse the post code data;
- v. Mr Wade had offered to come and do a session with the group on analysis and presentation of data;
- vi. Tesco and Wilko would not be able to do the post code survey, but may be prepared to share some general data; **JC**
- vii. Mrs Clough would provide the data base for business premises to Mr Dewis and Mr Norton.

6) COMMUNICATIONS UPDATE

Simon Jones was unable to attend the meeting, but had confirmed that the face book page and online survey would be ready to roll out following the election period.

Members agreed that the online survey should be well publicised and run for a period of 4 - 6 weeks.

Mrs Clough had also been liaising with the Youth Council to design a survey which was aimed at young people.

7) REVIEW OF TIMETABLE AND MILESTONES

The Group agreed that the timetable needed to be kept under review, but there were no further comments at this time.

8) ANY OTHER BUSINESS

There was no other business.

9) SUMMARY OF AGREED ACTIONS

- Date of next meeting to be revised to take account of delay due to election period **NT**
- Date to be agreed for Chris Wade to facilitate a sub group meeting to look at analysis of data **NT/CW**
- Signage in town to be photographed for circulation to group and discussion at future meeting **RG**
- Completion of parking data **JC**
- Circulate Terms of reference to the Group as a reminder **NT**
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- Youth survey work **JC**
- Revise map to include Tesco and Wilko **NT/Planning**

Next Meeting Date: to be confirmed

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The Chairman declared the meeting closed at 7:27pm

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Oakham Task and Finish Group: Action Points from Evidence and Research Sub-Group Meeting

Present: Chris Wade, Joy Clough, Alf Dewis, Daniel Bottomley, Tim Norton, Holly Bremner (first part of meeting)

Item	Action, Date & Responsibility
<p>Facebook Page</p> <p>HB explained that she can support development of the proposed Oakham Task and Finish Group Facebook page though a volunteer will be required to administer it on an ongoing basis on behalf of the Group. DB & JC suggested a mutual contact called Zoe. It was agreed that the FB pages should go 'live' at the end of September when the research findings will be published.</p>	<p>DB & JC to agree role of FB coordinator with Zoe or another suitable volunteer and liaise with Holly regards training on content and page set-up ready to go live 01-10-18.</p>
<p>Communications Plan</p> <p>HB to lead review of delivery of Communications Plan with 'communications and engagement sub-group' around next two T&F Group meetings including identifying responsibilities and providing necessary support and training.</p>	<p>HB & sub-group members to present and agree delivery of Communications Plan at meetings of 16-08-18 & 19-09-18.</p>
<p>Town Centre Performance Indicators</p> <p>All data on business mix, footfall and parking occupancy have been collected and processed. Next step is to prepare additional summary graphics to highlight headline findings, e.g.:</p> <ul style="list-style-type: none"> • pie charts of business mix, independents v multiples, comparison v convenience; • map showing peak footfall distribution by location & charts showing changing footfall through week (already prepared); • map showing peak parking occupancy by car parks/streets & charts showing changing occupancy through week relative to 85% benchmark <p>Detailed findings need to be incorporated in to a summary report with national benchmarks provided by CW.</p>	<p>JC to work with her 'team' to prepare and present headline findings at meetings of 16-08-18 and compiled as section of summary report with benchmarks provided by CW.</p>
<p>Town Centre Users/Visitors Survey</p> <p>This survey work will end 21-07-18 and then needs to be processed with summary findings prepared and presented with national benchmarks at next T&F Group meeting as follows:</p> <ul style="list-style-type: none"> • summary tables for purpose of visit, dwell time, spend etc. • bar charts showing negatives and positives • categorised, qualitative data on town centre priorities 	<p>JC to work with her 'team' and additional volunteer to prepare and present headline findings at meeting of 16-08-18 and compiled as section of summary report with benchmarks provided by CW.</p>

<p>Extra input may be required from a suitable volunteer to assist in presenting data. Detailed findings will be incorporated in to a summary report with national benchmarks provided by CW.</p>	
<p>Rutland Water Visitors Survey</p> <p>This survey work is complete and needs to be processed with summary findings prepared and presented at next T&F Group meeting</p> <p>June Fox may require extra input may be required from a suitable volunteer to assist in presenting data. Detailed findings will be incorporated in to a summary report along with any additional data on visitor numbers etc. available from Anglia Water.</p>	<p>JF and an additional volunteer to prepare and present headline findings at meeting of 16-08-18 and compiled as section of summary report with additional data from Anglia Water.</p>
<p>On-line ‘infrequent’ visitors survey</p> <p>The Group need access to a Survey Monkey account to set-up and process this survey. RCC will be approached to allow access to an existing account or provide a new one. CW will provide a sample of a similar survey being used elsewhere. It will be important then to distribute the link to age groups and locations not represented in town centre users survey; typically younger people, families and residents of outlying villages.</p> <p>This survey should run throughout August and needs someone with some online experience to run it. The survey then needs to be processed with summary findings prepared and presented at September T&F Group meeting.</p>	<p>RCC through NT to provide access to Survey Monkey account and CW to provide sample survey template by 27-07-18.</p> <p>JC to identify suitable volunteer to manage survey and all group members to provide access to data bases, new letters and contacts able to distribute survey link to suitable groups.</p> <p>Survey to run 03-08-18 to 31-08-18 with findings presented 19-09-18.</p>
<p>Town Centre Users/Visitors Survey</p> <p>This survey work is underway through TN & AD and will be completed by 10-08-18. Volunteers need to be recruited to assist with data input and somebody to take responsibility for analysis and to prepare summary findings to be presented with national benchmarks at September T&F Group meeting as follows:</p> <ul style="list-style-type: none"> • summary tables for business type etc. • bar charts showing business performance • bar charts showing negatives and positives • categorised, qualitative data on town centre priorities <p>Detailed findings will be incorporated in to a summary report with national benchmarks provided by CW.</p>	<p>Volunteers need to be recruited for data input by 10-08-18 along with somebody able to prepare summary findings.</p> <p>Headline findings to be presented at meeting of 19-09-18 and compiled as section of summary report with benchmarks provided by CW.</p>
<p>Customer Origins Survey</p>	<p>Volunteers need to be recruited for data input by 10-08-18 along with somebody</p>

This work is underway through TN & AD linked to business survey and will be completed by 10-08-18. Volunteers need to be recruited to assist with data input and somebody to take responsibility for analysis and to prepare and present summary findings (Nick Woodley was suggested by JC) at September T&F Group meeting.

Detailed findings will be incorporated in to a summary report with national benchmarks provided by CW.

able to prepare summary findings (JC to speak to Nick Woodley in firstinstance).

Headline findings to be presented at meeting of 19-09-18 and compiled as section of summary report.

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Oakham Task and Finish Group: Potential Timetable Revisions

April 2018 – September 2018: Monthly meetings of the Task and Finish Group		Milestone Dates	Resources/Skills
Stakeholder Engagement and Partnership Development			
Week 1	Publication of illustrated ‘stakeholder summary’		Editing, design
	Facebook page goes live with summary and next steps		Skills, message and protocol for updating
Weeks (now to week 2)	Organising local stakeholder engagement events:		Event organisation & promotion
Week 2>	Presentations to businesses, stakeholders & leadership: <ul style="list-style-type: none"> • Town centre businesses (breakfast/early evening) • Surgeries • Presentations to partner organisations and interest groups 		Presentation material & engagement skills
Weeks 2-3	Stakeholder interviews & feedback <ul style="list-style-type: none"> • Review of existing activities • Agreement on evidence • Involvement in working groups & delivery 		Engagement skills & organisational development analysis
Weeks 4-5	Analysis, consultation & team forward planning		Analysis & organisational development
Mentoring Town Centre Action Planning			
Weeks 4-5	Provision of project planning templates & mentoring		P&PP can provide drafts

Weeks 5+	Organisation of project planning process & sub-groups		Engagement, project planning & monitoring skills
Week 10	Consultation & drafting of outline action plan		Communications, consultation, engagement & analysis
Weeks 10-12	Agreement and publication of 'Forward Framework'		Analysis & action plan development
October 2018: Task and Finish Group Meet to agree final report		18/10	
November 2018: Final Report to Scrutiny Panel(s)		Update to Scrutiny Panel 15/11; final report 30/11	
November/December 2018: Final Report to Cabinet/Council		December 2018	