

FROME TOWN COUNCIL

Minutes of a meeting of the Town Matters Committee

Wednesday 25 April 2018 at 7pm

Frome Town Hall, Christchurch Street West, Frome BA11 1EB

Present:

Councillors: Richard Ackroyd, Kate Bielby, Jean Boulton, Colin Cobb, Gary Collinson, Toby Eliot, Pippa Goldfinger, Sheila Gore, Peter Macfadyen, Al O’Kane, Cath Puddick, Mel Usher, Nick White

In attendance:

Mark Willcox (YMCA Mendip), Mark Dorrington (FTC Cllr), Damon Hooton (MDC Cllr), Des Harris (MDC Cllr), Stina Falle (MDC Cllr), Adam Boyden (MDC Cllr), Shane Collins (MDC Cllr), Paul Wynne (Town Clerk), Jane Llewellyn (Planning and Development Manager), Peter Wheelhouse (Economic Development and Regeneration Manager), Rachel Griffin (Marketing and Communications Manager), Charlie Orr (Project Officer), Nicola Cretney (Health and Wellbeing Manager), Kate Hellard (Community Projects Officer), Laura Flaherty (Executive Assistant to the Town Clerk and Mayor), Claire Worrall (Marketing and Tourism Intern), Melody Moxham (Interim Marketing and Communications Assistant)

20 members of the public

| Minute Ref | Agenda Item | Action |
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| 2018/9/TM | <p>The meeting started at 7.08pm</p> <p>1a. Apologies for absence Received from Ali Barclay and Tricia Golinski</p> <p>1b. Declaration of members’ interests None was received</p> <p>1c. Minutes from the last meeting on 7 February 2018 Peter Macfadyen confirmed that Paul Wynne was now a trustee of the Whatcombe Fields Trust.</p> <p>The minutes of the Town Matters Committee meeting held on 7 February 2018 were approved as a true record of the meeting and signed by the Chair.</p> <p>Proposed by Nick White, seconded by Toby Eliot, agreed unanimously.</p> | |
| 2018/10/TM | <p>2. Questions and comments from the public and Cllrs Clayton spoke on behalf of a group of residents who had made an application to MDC to make the Royal Oak pub an Asset of</p> | |

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| | <p>Community Value. Their intention was to turn it into a community pub and they were looking for the support of FTC.</p> <p>Toby Eliot explained he was ward Cllr for where the pub was located. He said it would have been a shame to lose a pub that had such community support, he gave the group his support.</p> <p>Richard Ackroyd also gave his support.</p> <p>Nick White noted that the Cross Keys in Frome and the Packhorse on the outskirts of Bath had done the same. Clayton explained they were in conversation with both.</p> <p>Mark Dorrington noted he was a shareholder of community pub at Lyes Green and offered his support and advice.</p> <p>Cllrs asked Paul Wynne to respond positively on behalf of FTC to the Asset of Community Value.</p> <p>Marcus Squires explained he owned a woodland adjacent to Egford Lane open space. Recently, the woodland along with the open space had been proposed by FTC to be designated as local green spaces that should be protected as part of MDC's Local Plan Part 2. Marcus said he hoped it was an oversight of FTC not realizing the woodland was privately owned, he asked FTC to revoke the recommendation to MDC.</p> <p>Peter Macfadyen clarified that the Town Matters Committee was unable to revoke the recommendation as it was not part of the agenda. If that were to happen it would need to be brought to a future meeting. Peter also clarified that the recommendation did not give people right of access across the woodland as they had been used to in the past, it was just saying it should not be developed. Peter suggested speaking with the MDC Cllrs.</p> <p>Marcus argued that the inclusion of the land as green space did not meet any of the national guidelines on spaces that should be designated as such.</p> <p>Des Harris and Damon Hooton offered to help Marcus in their capacity as MDC Cllrs.</p> <p>Janet Norman, a resident next to the old golf club site at Critchill Manor, informed Cllrs of the disruptive events that were happening on site. Janet complained of excessive noise, drug use and parties going through until the early hours of the morning. Also, the additional traffic impacted on nearby streets in Frome.</p> | PWY |
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| | <p>Damon Hooton explained MDC were aware of the issue. However, the enforcement and environmental departments did not currently have enough staff to deal with all complaints.</p> <p>Shane Collins explained he had spoken with the proprietor who had said he had previously allowed an after event private party that went on longer than expected. The proprietor said to Shane that he would not be allowing this again and his aim remained to develop a camp site. Shane said he had been assured it wouldn't happen again</p> <p>Shane Collins noted that the next return the plastic event would be on 5 May, 12pm at M&S in Frome.</p> <p>Richard Ackroyd noted that through the hard work of the 'Save 267' campaign and FAVBUG, First Bus had launched a new service branded 'Discovery' and called D2 on the route of the old 267. The new service had increased services from Frome to Bath. He thanked everyone who had been involved and particularly Cllr Tricia Golinski who chaired FAVBUG.</p> <p>Adam Boyden thanked anyone who had completed the survey on the new GP appointment system. Due to this the Medical Practice had agreed to review the system and changes would be announced in the next few weeks.</p> | |
| 2018/11/TM | <p>3. Q&A session with multi year agreement recipient Mendip YMCA</p> <p>Mark explained Mendip YMCA ran the Frome youth and community centre, the Foyer and Routes café for the benefit of young people in Frome.</p> <p>Peter Macfadyen explained that FTC's involvement was mainly to help keep the youth centre open. Mark said the YMCA were grateful for the support and money from FTC. So far, they had been able to repair the roof and boiler which in turn had allowed more groups to use the space. Their plan was to develop the building further for use by the whole community.</p> <p>Peter asked if the youth forum was still happening. Mark explained that a meeting was due to take place in May where they would look at how the forum would work and how they could link with Frome.</p> <p>Mark explained that with the support of FTC and other organisations such as Rotary and being made charity of year for Bunnings, the YMCA were able to make the youth and communities centre more financially viable. The land at the back of the centre owned by Somerset County Council was still uncertain but SCC had agreed to let Mendip YMCA have an additional 24 metres of this land at the</p> | |

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| | <p>back of the centre. The young people had plans to turn the area into a garden area.</p> <p>Adam Boyden asked if SCC, as landlords of the centre, were being more helpful? Mark said they had been able to agree the lease and they also gave £30k towards repairs. Paul Wynne suggested speaking to SCC Cllr John Clarke for support in ongoing discussions with SCC.</p> | |
| 2018/12/TM | <p>4. For decision – Car Parking</p> <p>Mark Dorrington gave a background overview to MDC’s proposals and FTC’s response. He noted that FTC were given only 10 days to respond to the consultation.</p> <p>Jane Llewellyn, Planning and Development Manager, brought everyone up to date with various car parking issues. She explained first the residents parking scheme. FTC had noticed a rise in complaints about on road parking and highway safety. For example, Jane described the problems along Weymouth Road. Because cars were being parked on both sides of the road, it had been narrowed to one way, making it dangerous for cars exiting driveways and for pedestrians, there was also an issue with safe access to Victoria Park.</p> <p>Cllr John Clarke organised residents’ meetings along with Steve Deakin, SCC Parking Services Manager. One solution - a residents parking scheme - would require residents to pay for on street parking and non-resident parking would be removed. However, residents struggled to agree on the problem as well as possible solutions. Jane noted that any parking restrictions on Weymouth Road would have knock effects to neighbouring roads. Since these meeting Jane had drafted a “how to” guide on residents parking schemes which would be available on the FTC website. There appeared to be an expectation from the town that FTC were responsible for dealing with parking problems. Therefore, a parking event for everyone in town was going to be held. It would be an opportunity to talk about different issues, with an aim to get an overview, then develop toolbox of initiatives in line with transport strategy.</p> <p>Richard Ackroyd that he and other Cllrs had recently completed an on street survey of yellow lines. They had sent suggestions of how to increase parking in small ways by removing some yellow lines to Steve Deakin however were still waiting for reply. Jane Llewellyn would follow this up with Steve.</p> <p>Neil Howlett explained that the Chamber of Commerce had been pressing MDC and SCC since 2011 to have a review of parking to no avail. He said that the Chamber supported FTC’s work and cautioned</p> | |

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| | <p>FTC on adopting a street by street approach. A town wide approach was required.</p> <p>Jane explained that the MDC off road parking strategy would be going to cabinet on 21 May. The issues FTC had identified were around Sunday charges, general increased charges, increased season ticket costs, a lack of transparency in costs of parking services and that developments of the Market Yard and North Parade car parks had been identified but with no suggestions of replacement parking. FTC had consulted with the Chamber, market traders, the Canoe Club and other effected people. Moss Naylor Young had been commissioned by FTC to prepare a response to MDC's draft strategy, the focus of the report was on how the impact of increased charges would affect events and visitor economy.</p> <p>Nick White voiced his concern that this strategy was just a way for MDC to increase their revenue streams. He asked MDC Cllrs to fight Frome's corner. He said he was particularly worried about Sunday charges and the potential damage to the Sunday economy.</p> <p>Damon Hooton explained he had attended a scrutiny working group, where it was clear the strategy's sole objective was to generate revenue. There was no thought of the tourism, the economic strategy and no understanding of the subsequent knock on effect of increased on road parking, which MDC had no responsibility for and was a SCC problem.</p> <p>Des Harris said that he was conflicted about parking, the increase in charges was not a bad thing as it created an incentive not to use the car. However, he was concerned about Sunday charges and season ticket increases. He said the district Cllrs would do whatever they could to resist Sunday charges.</p> <p>Stina Falle said Frome was lucky to have good public transport, with better options than some towns in Mendip. Stina suggested pressing for better public transport could negate the need for parking.</p> <p>Tabitha Clayson from the Frome Independent Market, explained they did not have the capacity in their budget to pay for car parking spaces for use by stall holders on a Sunday. They would have to increase pitch fees which would mean the number of traders would reduce and bring into question the viability of the Independent Market.</p> <p>The recommendations were:</p> <ol style="list-style-type: none"> 1. To support local residents that wish to address parking and highway safety issues on their streets by developing: | |
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| | <p>a. A toolbox of solutions that will include details of car sharing schemes and other initiatives in line with the Town Council's Sustainable Transport Strategy;</p> <p>b. A web based "how to guide" to include information on how to approach the introduction of new on-road parking restrictions through the County Council and residents' parking schemes.</p> <p>2. To ratify the points already raised with Mendip District Council regarding their Car Park Strategy</p> <p>Proposed by Richard Ackroyd, seconded by Jean Boulton, agreed unanimously.</p> <p>3. To request as a matter of urgency, that MDC, SCC and FTC produce a comprehensive strategy looking at both on and off street parking and traffic movements in the town.</p> <p>Proposed by Mel Usher, seconded by Nick White, agreed unanimously.</p> | <p>JL</p> <p>JL</p> <p>JL</p> |
| 2018/13/TM | <p>5. An update from Claire Worrall, Marketing & Tourism Intern Claire gave an overview of the work she has been doing during her internship. Recently, Claire had been improving the site navigation and search engine optimisation for the FTC website. This meant ensuring Google picked up the website and the best pages and was at the top of the search results. She had also restructured the navigation menus and improved the quick links list. Generally, she had been improving the content layout and appearance thereby making the website easier to read.</p> <p>Earlier in the month FTC had held a conference called 'Breaking the Mould'. Claire then created a pop up website filled with content from the conference. A good portion of the attendees had already visited the website.</p> <p>For the Discover Frome website Claire's focus had been on the visitor information and events. There had been a consistent month on month increase in visits to the website. She has been adding content such as walking/cycling, shopping, arts, planning your stay and transport. The business listings and events had been improved. Local events had been promoted through monthly round ups. Like with the FTC website, Claire had been reorganising the site map, content and improved search engine optimisation (SEO). Discover Frome had overtaken Wikipedia as the top search result when doing a Google search. The reskin of the website was being finalised.</p> <p>Peter Macfadyen congratulated Claire on what she had achieved.</p> | |

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| | Al O’Kane thanked Claire for her work and said the Frome venues were grateful for the work she had been doing. | |
| 2018/14/TM | <p>6. For decision – The relaunch of the community toilet scheme as <i>You’re Welcome</i></p> <p>Al O’Kane left at 9pm.</p> <p>Charlie Orr, Project Officer, gave an overview of the previous scheme. In general, there had been a lack of awareness of the scheme and all participants had been based in the town centre. It was thought it would be beneficial to add those further afield. The new scheme would be combined with a water bottle refill scheme which had already been picked up by businesses in town. FTC would provide the marketing and a grant for the upkeep of the toilets. Stickers would show what facilities were on offer. All the proposed changes had been discussed with current participants and they were all happy.</p> <p>Jean Boulton suggested the annual report requirement could be too onerous for some. Charlie clarified that he would visit the business and check in with them rather than a lengthy report.</p> <p>The recommendations were:</p> <ol style="list-style-type: none"> 1. Relaunch the community toilet scheme as <i>You’re Welcome</i> with participating businesses allowing the public to access to their toilets and free tap water refills. 2. Participating businesses are allowed access to an FTC grant of £250/year on the condition that they are compliant with the scheme requirements 3. Approve the marketing strategy as outlined in the report <p>Proposed by Richard Ackroyd, seconded by Nick White, agreed by majority.</p> | CO |
| 2018/15/TM | <p>7. A presentation on the Make it Happen conference for young people in Frome</p> <p>Kate Hellard, Community Projects Officer, explained Purple Elephant, co organisers of the conference, had produced a report for more information.</p> <p>The youth conference had been running for three years and was designed to engage with the young people in Frome. The conference encouraged participants to see that they could change things themselves rather than FTC. The day consisted of practical activity sessions such as designing recycling bins (which would be made by Protomax) to martial arts. They were encouraged to use skills that they could volunteer with. At the conference the YMCA kick started</p> | |

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| | <p>a consultation about what to do with skatepark at Mary Baily Playing Field. The young people were also able to cast their votes for the events as part of the People's Budget initiative.</p> <p>FTC had learnt a lot from the conference. Lots of ideas had been produced on what young people in the town wanted to be developed and some were already in progress.</p> | |
| 2018/16/TM | <p>8. For information – Health and Wellbeing Update</p> <p>Nicola Cretney, Health and Wellbeing Manager, highlighted some of the work noted in the report that had been started or about to be started.</p> <p>A significant area being explored in 2018/19 was young people's mental health. The project came from conversations with primary schools and the idea was to have a mental health first aid worker in Frome. Nicola was also looking into having a young people's health connector, who would set goals to improve health and wellbeing, support young people.</p> <p>Previously FTC had funded Frome Community Education to help with literacy improvements. They had been given additional funding to run English courses for speakers of other languages. Currently there were two sessions a week, one in the day and one in the evening, offer a total of 90 hours of teaching.</p> <p>Nicola was also promoting healthy lifestyles in various ways. One way was to offer free sessions with an instructor to show people how to use the outdoor gym equipment at the Old Showfield, there would be weekly sessions from June to September.</p> <p>A local business in town, Dekka, had been funded to train two new running leaders. Already four new running groups had started within a week as well as the 'Couch to 5k' programme. The hope was to let the running project evolve and, in the summer, offer running groups starting from school gates.</p> <p>Sports Fest and Mayhem in the Meadow were planned for the next month. Over the summer there would be an exercise in food mapping across Frome. There were also plans for free tennis to encourage more use of courts.</p> <p>Richard Ackroyd asked Nicola what her particular priorities were. Nicola said this was to decide which way to go with supporting mental health initiatives.</p> | |
| 2018/17/TM | <p>Peter ended the meeting by noting he had chaired his last committee after seven years. He thanked Paul Wynne for the support he had</p> | |

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| | given Peter. | |
| | The next meeting will be at 7pm on Wednesday 20 June 2018 at Frome Town Hall | |

The Chair closed the meeting at 9.30pm

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