

Pride In Atherstone Meeting 21st May 2013

Held at the Red Lion Hotel Atherstone.

Present:

Geoff Taylor: Tile Centre

Tony Sue and Sally's

Chris and Joy Barrows: Encore Country Interiors
Jeff Smalley.

Lorna Ferguson Wren Jewellery

James Meer: IT Lead Pride
Bev & Pat - Lloyds Chemists

Jackie Stratford Ohhso Holistics

Val Maund: Atherstone Craft Centre

Lorna Dirveiks: FOA Heritage

Davina Keys: WCAVA

Katy Harper: Bee-Line

Steve Evans

Paul Gisbourne.

Wendy :Crafty Corner

K. Berrow NWBC

Antony Payne: The Market Tavern

Caroline - Lloyds TSB

Paul & Jackie Turner

Apologies:

Steve Maxey: NWBC

Mejar Singh: Atherstone Town Council

Agenda:

Item 1: Update on Going for Growth Bid.

Pride was not successful with their first bid but both Friends of Atherstone Heritage and Canal and Water Trust did receive funding. Lorna D updated the meeting on the Friends of Atherstone Heritage bid which will fund a pop up heritage centre in what was MUTTS from July to September this year.

Pride have submitted a bid to round 2 of Going for Growth for £2100 to now fund the web site and pay for banners and business and Loyalty cards. This bid has been supported by 3 shops, the Police who now have their own page on the site and by Steve Maxey on behalf of the Borough Council.

2. Data/ Statistics:

Geoff Taylor and Lorna Ferguson have met with Alan Ottey the Warwickshire County Councils new 'Going for Growth' regeneration officer. Alan is responsible for administering the Going for Growth Bids. Alan has stated that we need more and better information of

what is happening locally and has suggested that we gather statistics locally to inform what we do, he has particularly asked that we:

- **Carry out Footfall counts.** Should do this from both ends of the Town 3 times a week to include recording the weather. Some businesses did feel that they had data on their customers and will compile this and bring to the next meeting for collation by JM. Can all shops drop off their info to Encore for LF or to the Tile Shop for GT.
- **Put together some form of Business Directory** of what is available locally. LD feels this will help the Heritage pop up centre, enabling volunteers to direct people using this material to different shops and businesses. All agreed we would exchange this info once collated and use to move people through the Town.

Alan would like to come to future meetings and is keen to get groups working together locally. He gave his apologies for this evenings meeting as he has a prior engagement.

In addition to meeting Alan LF has reviewed the Mary Portas material and would add to this a need to carry out:

- A review of Parking needs of Residents, Shoppers and Businesses. **LF to discuss with Steve Maxey NWBC** as to how we might do this. A suggestion was made that we ask the Council to support the Directory, the Shoppers survey and the Parking review with a 4 hour post paid for by the Portas funding held
- A survey of the area including shoppers needs, the Local Area Team from WCC have agreed to help shops with this.
- A customer questionnaire the shops have agreed to take part in this by asking customers to participate and an on line survey will be put on the website, **JM to action.**
- Press releases re what we are doing to get people on board. LF will talk to The Herald.

Katy Harper from Beeline presented information in respect of a Transport Survey she has carried out. Katy's research identifies a number of bus routes lost to the Town since the transport services cuts. Initially 11 routes were cut, some have been reinstated but sadly people have changed their shopping venues and some have moved to shop in Tamworth. 7 routes have been partially reinstated but 4 main routes are lost, this has had a major impact on people coming to the Town and also on individuals ability to meet friends, shop and generally socialise.

3. Business Planning:

LF has also visited with JS a 'Love Coleshill' Vintage Fayre event. Love Coleshill have been going for 2 years and has been very successful. DK informed the group that their success in part has been attributed to strong Business Planning and following an exchange of ideas as to what we could do locally the group reached an agreement that we now needed to

formulate our own Business Plan. Davina Keys from Warwickshire CAVA will lead a session on this at our next meeting.

4. Linking to Local Events and Festivals:

LF had invited representatives from the various committees and festivals to join us. Shops and Businesses had expressed a need to work together to better develop events and encourage inclusion of shops and businesses. LF has already spoken to the Vintage Car committee who are holding an event on the 15th September and discussed joining them and expanding the event to a full weekend. Antony Payne is here as a representative of this committee on behalf of the Treasurer. Antony also reported that 3 businesses from around the Market Square have put in a bid to Going for Growth to fund tables and chairs on the Market Square to promote the Town and increase footfall. The meeting thought this was a good idea.

5. Events:

Individuals were keen to move forward with specific events. Suggestions include:-

- A 10k run with smaller runs associated to the event. Tony has expressed an interest in setting this up and we already have an interest through The Badgers Running Group. LF to invite Dr Nivette Mullan the Badgers organiser to a future meeting.
- The Vintage event, LF will discuss this in more detail with the Vintage committee. Wendy from Crafty Corner will also help with this.
- 2014 World War 1 celebration. Lorna D is planning to bid for Lottery money for this event and all agreed this would be a good joint event for Pride to become involved in.
- The group were interested in becoming involved in the Ball Game, Summer in the Square and the Dickens evening, committee members from these events had been invited but have not attended. Making these events more inclusive of local businesses was discussed. LF to again try to make contact with a view to seeking representation at their meetings of nominated people and vice versa.

6. Virtual Atherstone:

Both Paul and Steve have joined the meeting, both have IT skills which can benefit this group and ultimately the Town. Steve has a virtual walk around Atherstone which he will cost and improve for Pride assisted by local businesses. We will need to decide the layers needed for this but members did think that the Virtual Tour Steve has been working on added to the Google Virtual Shop Paul has been working with (see The Gallery Google Tour for more info), as additions to our web site would be a great benefit.

Steve with Paul and James to work up an IT development plan for discussion and inclusion in the Business Plan at the next meeting.

7. Date and Time of Next Meeting:

Our next meeting is scheduled for Tuesday June at 5.45 at The Red Lion Hotel Atherstone.

Lorna Ferguson for Pride in Atherstone.