

The seventh meeting of Brixham Future CIC will be held on **WEDS 27<sup>th</sup> September 2017** at 730 pm in `The old Coaching Inn` Fore Street, Brixham.

**PLEASE NOTE THE CONFIDENTIAL NATURE OF THE INFORMATION CONTAINED IN THESE PAPERS**

<b>7.30pm</b>	<b>1)</b> Introductions & apologies	All
<b>7.35pm</b>	<b>2)</b> Minutes of last meeting 30 <sup>th</sup> August 2017 (attached) <b>3)</b> Actions from last Board meeting not on Agenda <b>4)</b> Declaration of Interests <b>5)</b> Board Member Resignation	Chair -RMS
<b>7.50pm</b>	<b>6)</b> Projects updates (verbal updates):  Breakwater Lighting D-Day & Town murals /Painting	Keith Dodd John Rudden
<b>8.30pm</b>	<b>Information</b>  <b>7)</b> Brixham Neighbourhood Plan (verbal) <b>8)</b> Section 106-wish list (verbal) <b>9)</b> New Volunteers Posts (verbal) <b>13)</b> Awards for All –lottery bid (document)	Frances Robinson Frances Robinson John Brennan Update -John Brennan
<b>9.00pm</b>	Action summary / next steps	All
<b>9.15pm</b>	AOB below / Other news / information	All
<b>9.20pm</b>	Close	

**Further Board Dates for diaries2017 @ 730pm**

**WEDS 8TH NOV 2017**

**WEDS 6TH DEC 2017**

**Meeting for Chairs BF Strategy Group –WEDS 11<sup>th</sup> Oct 2007**

# AGENDA ITEM 2

**Draft -The minutes of the 6<sup>th</sup> Brixham Future CIC Board held on WEDS 30<sup>th</sup> August 2017 at 730 pm Furzham Room @ the Brixham Town Hall.**

**Present: Chair** - Richard Murray –Smith (RMS).**Board** - John Brennan (JB), Keith Dodd (KD), Mick Roseblade (MR), Frances Robinson (FR)

**Co-Opted Members** - Cllr. Jill Regan (JRe), John Rudden (JRu), Cllr. Paul Addison (PA).

**Apologies:** Nigel Wood (NW) and Cllr. Ian Carr (IG).

**Guests:** Sally Lord (SL) –Brixham community Partnership & Julie Shears(JS)

## Governance

### 1) Introductions & apologies

Welcome & introductions made with apologies from above.

**2) Volunteer to take Minutes** The Chair pointed out that JB had done so for past year and that another Volunteer would be helpful.

**Action** - FR Volunteered.

### 3) Minutes of last meeting Weds 12<sup>th</sup> July 2017

Members agreed as a true, accurate and fair record of previous meeting without amendment.

### 4) Action List

The Action List was approved.

### 5) Declaration of Interests

None

### 6) Board Membership –Leave of Absence

JB explained that Martyn Green was happy to remain a Board Member but required a 6 month `Leave of Absence` available under Standing Orders-which Board agreed to.

**Action** –Governance records to be amended to show above.

### 7) Councillor Co-Option

RMS explained that Cllr. Paul Addison was confirmed as co-opted member from BTC.

Board happy with appointment and thanked PA for his commitment.

### 8) Breakwater Lighting

Keith Dodd said that he was still awaiting responses from Brixham Marina on a power source to progress.

### 9) Wayfinding

JS presented her paper (Appendix 1) which concluded that we needed improvements to current signage but not a major over-hall.

### 10) WW2-D- Day & town murals

JB reported argument with Planners over need for PP. We would be meeting with Planning Officer /Heritage Officer on 27<sup>th</sup> Sept on site. The details of 4 potential town murals are in town hall corridor for public feedback. Presentation given to BTC Regeneration committee with FR. Doble Jewellers and

Strand Art Gallery flank wall (Beach Approach) emerging as favourites.

**Action**-JB, JRu and PA to progress project.

#### **11) Christmas /Boxing Day Brass Band**

JRu had approached the Market House for sponsorship who referred him to main brewery. He believes that funding would help. In light of above unlikely to progress.

#### **12) Charity Day Fair**

JRe reported initiative successful with 10 local groups attending on the 2 day`s and just under £2,000 raised for local groups. BF raised £100 mainly from goods donated from Jru.

JRe said 2<sup>nd</sup> day very wet however groups grateful. Suggestion we do one for Christmas Market.

Everyone thanked including KD, JRu and Chair who rushed back from holiday.

**Action** –JRe to explore Christmas opportunities.

#### **13) New Project Proposal –Ageing Well**

Chair informed Board that Application had been unsuccessful. We had been invited to apply again.

They felt the Application did not highlight Innovation or high need groups sufficiently.

#### **14) Potential Grove Wood Project**

MR updated the Board on progress.

#### **15) Greening the Car Park & wall murals–Awards for All Bid**

JB concerned on changes to Lottery Funding Streams (`Power to Change` closed 15<sup>th</sup> Sept) and diminishing opportunities. He is keen that small Brixham Groups get some funding. The AFA is one of the easiest to access. No reason why cannot submit several £10k `bids` for projects via other organisations whilst open. Above proposal `mixes` 2 projects that are ready to go.

**Action**-Awards for All bid; John to obtain written confirmation that BTC and Torbay Council agree in principle to the Car Park planters and Town Murals, and for the bid to submitted. For the planters confirmation is also required that ongoing maintenance / watering etc. will be provided by BTC.

#### **16) Review of Section 106 V`s Potential BF Projects**

The Mayor had also suggested we come up with schemes suggestions for future expenditure and write to him with proposals. PA said he had received information that monies were to be spent on Churston wood.

#### **17) Developing our Strategy**

The Chair pointed to his document and would be proceeding to arrange suitable date & time.

#### **18) New Volunteer Posts**

JB said happy to progress. It would be of major benefit if BFCIC could get some volunteers to undertake specific workloads such as Director, Co-ordinator, General Admin, & Fundraiser that are not Board Members but help us develop.

**Action** –Out to Advert via TCDT `Volunteer Centre`.

#### **19) Lottery Update**

Attached for Information- not raised sufficient funds to date.

#### **20) Website Maintenance**

NW to take over both lottery and Website administration.

**21) BTC Planning & Regeneration**

Chair would be progressing.

**22) Town Centre Regeneration Framework**

Chair detailed outcomes of meetings/discussion he had attended and would progress.

**23) Brixham Neighbourhood Plan**

FR outlined that we still had opportunity to respond further if we so wished. It is not a real plan but a `concept` document.

**Action** – Contact previous Board `Working Group` and see if wish to respond further.

**24) Procurement**

JB said document for Members digestion if looking to seek funding from Public Sector Contracts.

**Action List**

- 1) Chair to progress Board strategy –date, time, place –Done 11<sup>TH</sup> Oct 7pm -
- 2) Christmas Market -JRe to explore opportunities.
- 3) AFA £10K funding bids -Written permission required from Torbay Council (awaited) as owners of Car Park and shop owners (done) to proceed.
- 4) Current Projects –All lead members to progress
- 5) New Volunteer Director, Co-ordinator, admin officer and Fundraiser post-ask TCDT –Done
- 6) Assist Frances Robinson and Ian Carr with further responses to Neighbourhood Plan.
- 7) Let Martyn Green know he has 6 Months `leave of absence`. -Done

**Proposed Meetings dates for diaries2017 @ 730pm Brixham Town Hall:**

**WEDS 27TH SEPT 2017**

**WEDS 8TH NOV 2017**

**WEDS 13TH DEC 2017**

**Meeting closed at 10pm.**

**TOTAL MEETING TIME**

**(2 hours- 30 Mins)**

**Appendix 1**

**Background**

The Wayfinding ‘project’, initially proposed by the Brixham Chamber of Commerce (BCC) was given to Brixham Future (BF) to progress in 2016 (by request of BCC and Brixham Town Council). The background and need for the proposal was presented by Jackie Shaw (JS) of the BCC at the BF Board meeting on 26<sup>th</sup> October 2016. The project was not fully scoped at this point but the indication given by the JS presentation was that trade was being adversely affected by poor signage and car park provisions. BCC also commissioned Enigma signs to provide a proposal for signage art work, based on mapping of the signage in Brixham (Martin Smith Enigma, Nov 16 ) – this has also been completed.

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BF agreed to progress the project and a project team was set up led by Martyn Green (MG). A project summary from Jan 2017 identified the following objectives:

- 1. To improve car and pedestrian navigation around Brixham and surrounding area

2. To optimize the capacity of all the existing car parks and identify other areas for on-street parking.
3. To explore alternative ways of transport and access into and out of Brixham.

A key requirement of the Jan 17 project plan was to establish the need for the above, and facilitate the evidence needed for submission to Torbay Council/Highways dept. To date (29/7/17) only 25 responses to the online survey have been received.

Due to new circumstances MG has recently stepped down as project lead. Therefore, a recent volunteer to BF (J Shears JES) was requested to review the current project position.

### Summary from JES

The context and need for undertaking the proposed project of Wayfinding has not been independently proven, with a limited response (25) to the online survey meaning any statistical justification for need could not be made.

As a consequence a decision was made to carry out a personal (JES) assessment of need based on best practice guidance found using internet searches on award winning projects (extracts from this guidance is replicated at the end of this document for information).

Signage was reviewed both on foot and by car, with the main routes, as shown on open street maps, and an estimated 20% of other routes driven/ walked. At no point was a lack of route signage identified, in many areas the clutter of signs (including those of a commercial nature) themselves may only add to the difficulty in identifying the key signage.

However, there were areas of concern identified by this assessment:

Identified concerns –

- 1). Use of car parks – the signposting and car park availability needs to be identified before getting to the Park and Ride or visitors can, frustratingly, end up at a car park that is already full.
- 2) Signs obscured by foliage on the routes into town
- 3) Signage within the town is based on a variety of designs and messages – no consistent evidence of ‘what Brixham is’, but no evidence of shortage of signs was seen
- 4). Signage within the town is in various states of repair and various states of update – e.g. broken, dirty, referring to locations no longer in place.
- 5). Boards appear on walls / various points sometimes easy to walk past as there is no consistency in design or presentation e.g. on rail by Golden Hind, the sign appeared to be selling houses.

### Proposed Actions

Proposed action	Priority	Suggested Responsibility
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Highways to re-instate LED signage identifying current car park utilization	1	Torbay Council
Highways to clear foliage on the routes into town	1	Torbay Council
Towns Lengthsman to have ownership for signage – update and repair (BF can provide several examples where repair/update is needed)	2	BTC
Agree ‘branding’ & style of new/replacement signs, ensuring consistency, ease to update & future-proofing where possible. Cost of signs estimated at £200 (replacement) up to £500-£1000 (new)	2	BTC
Longer term. Consider monolith type signage (est. £5k per sign) at each of the transit points (3 car parks / 1 ferry) as a strong visual point for information. Dependent on available funding/ demonstrable need (not currently shown).	3	BTC

#### Conclusion

There are immediate low cost actions (identified as Priority 1 in table above) that BF via BTC should lobby Torbay Council to rectify.

There are short term options (identified as Priority 2 in table above) that BTC could take to address the local street signage, prevent further deterioration, ensure it remains relevant and in the future becomes part of a replace and upgrade program.

Possible longer term options exist (Priority 3), but will incur significant expense which is difficult to justify/fund without evidence of need and financial payback. It is recommended that;

- 1/ Support BTC with lobbying for Priority 1 actions
- 2/ Support (together with BCC) BTC to progress Priority 2 actions
- 3/ Priority 3 actions are ‘parked’ until evidence of need and foreseeable funding opportunities can be identified. Brixham Future does not have the means to address this further at this stage.

#### Best Practice Pointers <http://www.streetwisesystems.com/WayfindingReport.pdf>

Here are our top tips of what you must do to create the best.

1. Get everyone on board at the outset and agree with the key interested parties in your city or town centre just what the objectives are and agree the remit for the project. All too often this is not done sufficiently and as a result projects lack focus.
2. Think like a visitor when planning the network. Make no assumptions of knowledge and make sure that the system allows the visitor to find what they need, and indeed what you need them to, in order that you maximise the economic benefit from visit.
3. Make sure it is integrated with transport point information and existing visitor information where at all possible; taking into account trains, buses and car parks.
4. Consistency is important in how the system works and in the design of the different elements used. Resist where economically possible holding on to old systems and adding new layers of elements that provide an inconsistent network, better

to wait until you have the funds to do it well. The design should present the directions, mapping and information in a well organised fashion. To do this it will be necessary to prioritise what information is to be given and at the outset accept that it cannot be all things to all people.

5. Focus on delivering the key information but make the system point to other sources of information.

6. Being easy to update is absolutely essential, especially in destinations with ongoing development plans. Whether using static materials or digital presentations, the system should at the outset have an updating schedule and the wayfinding elements employed must be designed to make this easy to achieve.

7 Well maintained systems give a better return in two ways. The visitor sees a first class 'welcome mat' for them and uses the system. The system will last longer and therefore prove a better investment. Any hardware involved should have the ability to be maintained easily and be vandal resistant. The responsibility for maintenance must be clearly defined and an adequate annual budget created for its execution.