



Bridgwater Town Deal Board

22nd February 2023

12:30pm – 2pm

Teams Meeting

MINUTES

1) Introduction and Apologies

Attendees:

- Paul Moore,
- Cllr Mick Lerry,
- David Mears,
- Ruth Lambert,
- Gavin Roberts,
- Julie Cooper,
- Haf E Morris,
- Beccy Armory – Events and Outreach Manager,
- Julie Wooler
- David Ralph,
- Justin Sargent,
- Kirsty Mode – Dome Marketing,
- Siobhan Wilson – Sunflower social media,

Supporting the board:

- Stuart Martin
- Jaycee Ellis
- Jackie Gill

Apologies:

- Cllr Gill Slocombe
- Jonica Walkinshaw,
- Paul Hickson
- Paul Edwards
- Doug Bamsey
- Nathaniel Lucas

Previous minutes agreed as correct.

The agenda ran through in a different order due to attendees' availability.

Paul welcomed Beccy Armory, the new Events and Outreach Manager.

2) Progress & Updates Jaycee Ellis

- £2.1m of funding has been secured and received for the Cultural Venues.
- Phase 1 funding has been transferred through to Somerset Film and Video for the Engine Room project.
- The £400k contribution to the Dunball Junction has been transferred.
- Dome Marketing have drafted and released the Cultural Venues press release which has led to interviews with Somerset Radio, Greatest Hits radio and a feature in the Leveller Newspaper.
- The Docks and the Walking and Cycling Business Case have moved into the next stages.
- RL stated that there has been a Facebook Live event which looked as if it was well attended. Would it be possible to Let the Board Members know when events are happening?
 - Action: SDC to let Board Members know when the events are happening.
- RL also asked if the move into the Unitary Council would affect the Pay Rates for the Town Wardens.
 - Action: JE to check with Rob Semple (RS) to see what the result of moving into Unitary will be and update at the next meeting.
- ML asked about for an update for the Step-Up Premises.
 - JE explained that Nathaniel was in discussions with Somerset County Council's Economic Development team, it has been suggested that a section of Bridgwater House could be used.
 - ML asked if Nathaniel could update the Board re Step Up at the next meeting.
 - PM Replied that Nathaniel was looking at the possibility of keeping part of Bridgwater House open and use it for step up.
- DM asked if there will be a positive press release with Dome considering all the negative comments regarding Taunton Town Wardens.
 - JE replied that there have been conversations regarding the next Dome press release which will focus on Beccy and the Town Wardens and promote their engagement with the public, and not enforcement.
 - DM asked if the press release could be shared with the Town Council before going public.
- RL stated that it was good to hear that the Town Wardens will be engaging with People as this is not stated in the Deployment Document. There is currently nothing about the people side of the role in the document.
 - PM replied that it is disappointing that the operational document does not contain that information. We need to make sure the right information regarding their role has been given to them.
 - JE responded that she would pass the feedback to RS and look to getting an amended version of the Deployment Guidelines.
- PM asked that we previously discussed creating a Vision Statement for the Town Wardens would it be beneficial to do this now?
 - ML observed that the Town Wardens uniforms make them look like Police. The public will have different expectations of what their role should be.
 - PM suggested a subcommittee to write the Vision Statement. Ruth Lambert and I will look at this and bring it back to the Board.
 - Action: JE to liaise with board members on who would like to be involved in the subgroup for creating the vision statement for the Town Wardens.

3) Introduction to Events and Outreach Manager - Beccy Armory

- Julie Cooper introduced Beccy Armory, the new Events and Outreach Manager, funded through the Celebration Mile revenue funding.
 - Julie is working with Beccy and is overseeing the overall Animating the Town Centre works.
- Beccy gave a brief background of her previous work with The New Brewhouse Theatre Taunton, The Arts Centre, The Macmillan and The Princess Theatre, Burnham-on-Sea.
- Beccy has experience of strategic programming for events and engaging cultural partners.
- Beccy is going to be responsible for Programming of Events for the next 3 Years. Beccy is hosted with the Town Council.
 - ML stated that it is important work in activating the Town Centre. There could be disruption when the Capital spend work will be going on in the Cultural Venues. Would that be part of your planning?
 - BA stated that her role is on a more strategic level and will be happy to collaborate with the Teams in the Cultural Partners.
 - DM Beccy works closely with the key venues, The Engine Room, The Arts Centre, and the Town Hall and will be fully involved. Her role is more strategic than operational.
- Action: to invite Beccy to the future Town Deal Board meetings.

4) Web Design Brief

- Kirsty, from Dome Marketing, showed an example of the Town Deal Website.
- DM commented that the website brief looks exciting and traditional, but asked if it complies with the WCAG2.1 2018 Web guidelines? Bodies funded by Public Money need to ensure they comply with the accessibility guidelines. For example; users can change the screen, change the size of the font/contrast etc.
 - Kirsty (KM) replied that they will make sure it adheres to guidelines.
 - DM clarified that all documents need to be accessible to use the Keyboard to access the content.
- PM added that Cllr Gill Slocombe has left a comment of "Can the Carnival Statue be included?"
 - KM will explore this with the web developer. KM also added that artist impressions of project proposals will be included. They are restricted with the image library.
- HeM observed that as an outsider the photos look good, but there are no people in them.
- RL asked if it was possible to include video content an interview with the Town Wardens?
 - Kirsty responded that they would pick this up with NL/JE. Hopefully put a video on the home page.
- DM suggested emailing admin@Bridgwater-TC.GOV.UK as they have a suite of images including cultural venues and The Docks. The Town Council own the copyright.
- DM stated that he liked the Northgate Yard Website which gave introductions to the Businesses/key people ahead of the launch, could this be incorporated?
 - KM replied that showing the people behind the projects, will bring it to life.
- Cllr ML added that it was important to include the artist impression of areas with significant change, People will want to see what the differences will be to the Town Centre and what activities will be going on.
 - PM added that we could split an image showing what it is now and what it will be in the future. It would be useful if you could share another update and we will review and comment. Thank you for your time today.
 - KM responded that they would take board members suggestions on board and look to develop another website design.

- PM stated that on behalf on the Board, he made the decision to keep everything regarding the Town Deal on the Town Deal Website and not on Sedgemoor District Council Website because of the change to Unitary.

5) Siobhan Wilson – Social Media workshop

- Siobhan Wilson, from Sunflower social media, gave a brief background of her work.
 - She is currently working with Dome on the Glastonbury Town Deal as well.
- Will be posting Press Releases and Images working with Dome.
- Monitoring Pages on social media and keeping the posts positive.
- Requests help from the Board Members to comment and share to the Facebook Community and Twitter.
- Siobhan is happy to give training on social media, if needed.
- Cllr ML asked what is the best way for board members to contact Siobhan
 - SW replied that she will send an email to the Board Members with contact details and has requested if Board Members could reply with which social media they use and if they are happy to be tagged.
- PM asked How do we know you have posted?
 - SW replied that she will send links to the pages so board members can interact.
- PM asked if Sedgemoor FM has been considered as a news release source?
 - KM replied that it will be used with press releases.

6) Celebration Mile - Stuart Martin

- Stuart gave an Overview of the project.
- Procurement is well advanced, close to having a complete Tender Pack.
- Looking at costs to minimise risks and costs are being monitored regularly.
- Have previously engaged with the businesses in Eastover over a number of years.
- Facebook live walk-through event with Somerset Live went quite well.
- The Contractor that is appointed will have experience of engaging with the local community and businesses.
- We will work with the Town Council for support in engaging with the Businesses/public.
- It was suggested that there could be leaflet drops, notice boards or meetings face to face as communication is key throughout the delivery of the project.
 - RL offered to support and asked that while the disruption goes on, could there be communication to signpost other ways to get to the shops/services.
 - SM thanked Ruth for her offer of help and added that a Communication Strategy is key.
 - Cllr ML added that Bridgwater Town Council will help with consultation work, as they have done similar during the Pandemic, they are quite prepared to work with the Town Team to make sure there is contact.
 - BA also added that the Community Arts Projects will help.
- PM asked for the current planned timings for works to commence on-site.
 - SM responded that it goes out to Tender in April, the work will plan to start at the end of June.
- PM asked about the Bridgwater Cycling Group previous communication regarding design.
 - SM responded that he has been liaising with the Cycling Club, and they have full input and full engagement.
- PM stated that there is a hall available in Eastover to meet in, to engage with businesses and to show what we can do to help them through the process.
 - SM also added that we could use Social Media Channels.

- Cllr ML stated that there is an event happening in March and he will speak to the people involved and invite businesses from Eastover.
- PM asked that should we as a Board push this forward and set up a Subgroup?
 - Action: JE to set up a sub-group for the Celebration Mile, GR and RL volunteered to sit on the sub-group.

7) AOB

- No AOB was disclosed.

PM Thanked everyone for their time and contributions.

Next meeting is to take place on the 23rd of March 2023.

Meeting Closed 14.00

Actions Log:

Action item	Date Created	Action Owner	Progress	Completed?
Comments Column and Potential Overspend Column on Town Deal Project Update	19/12/2022	SDC	complete	Y
Update Construction work start date Dunball Junction on Town Deal Project Update	19/12/2022	SDC		
Celebration Mile on Update sheet to be split into Projects	19/12/2022	SDC	complete	Y
Project Managers to attend Board Meetings	19/12/2022	SDC	In progress	
Board Members to decide on frequency of Board Meetings	19/12/2022	Board		
Review Memberships Invite New Board Members	19/12/2022	Board		
Monthly Email update on Projects	19/12/2022	SDC	In progress	
Invite Beccy Armory to Town Deal Meetings regularly	22/02/2023	SDC	In progress	
Let Board Members know if Events are taking place	22/02/2023	SDC		
SDC to Liaise with Rob Semple re Deployment Document	22/02/2023	SDC	In progress	
Dome to Share Press Release with Town Council re Town Wardens/ Beccy Armory	22/02/2023	Dome		
Sub Committee to write Vision Statement	22/02/2023	Board		
Form Subgroup to promote communication	22/02/2023	Board		