

**Minutes of the meeting of Uppingham Town Partnership
Town Hall, 7.30pm, April 30th 2014**

Present:

Marc Oxley	Business (Acting Chair)	MO
Phil Wignell	Community (Treasurer)	PW
Susie Burrows	Community (Secretary)	SB
James Lammie	Rutland County Council	JL
Pete Rees	Uppingham Town Council	PR
Dick Reeve	Uppingham Town Council	DR
Edmund Hockley	Community	EH
Terry King	Rutland County Council	TK
Carolyn Cartwright	Community	CC
Caroline Lawson-Dick	Business	CLD
Abi Hadden	Rutland Youth Council	AH
Abi Lovering	Rutland Youth Council	AL
Jane Lang		
Libby Kingsley		

- 1. Apologies & welcome** Lucy Stephenson sent apologies. Visitors Jane Lang & Libby Kingsley were welcomed
- 2. Minutes of previous meeting:** Unanimously accepted
- 3. Jane Lang – Uppingham Retailers:** Jane kindly came to the meeting to give some feedback on behalf of local retailers. Jane praised the standard of the events put on, but did feel there are some negatives for local retailers: more locals than outsiders come to them & they don't increase income on the day as the focus is elsewhere. Road closures (particularly for the fair which is not within our remit, and for LNS which is) do reduce footfall in the shops during the daytime but Jane appreciated LS's efforts to limit this. PW suggested we need to focus on obtaining hard data re footfall & gains/losses & it was agreed all ideas from retailers would be most welcome. PR reminded us that a large part of the events are aimed at providing local people with community gatherings. JLammie suggested that even if footfall/income is not improved on the day, people often return at a later date. TK said that Oakham has raised similar issues, and more retailers have joined OTP. It was agreed we would be delighted to have more retailers on the committee. PW suggested we need to get some new ideas to promote retailers (perhaps along the cooperative lines mentioned by EH that happen in Leicester). CC mentioned that parking can be difficult, but there are places available usually. TK said that Oakham have found that regional retailers such as Costa & Fat Face have brought extra footfall in Oakham.

It was agreed that we would be very grateful if Jane could gather ideas from retailers in the town and feed them back to us, which she kindly agreed to do at our next meeting.

4. **Independents' Day:** Libby Kingsley is also keen to support local retailers, & said that advertising at such places as the Bird Fair (20,000 visitors) could help – perhaps one stand to publicise Uppingham? Libby is planning a workshop for retailers with advise on how to use such events as there are many coming up – triathlon, food fair etc.

Independents' Day is on July 4th, & has substantial govt backing for posters etc. It could be a good way to support local independent Uppingham retailers if they chose to join the register. There are also workshops that could be arranged via the national academy, & a module (£66 for 12 hours training) on digital marketing which would require a minimum of 15 attendees: TK suggested RCC would be the people to organise this. The website is www.nsaforretail.com for more details on these projects. The general feeling of the meeting was that the Business Forum would be the best people to promote Independents' Day, but that we would be very willing to give our support if local retailers want to become involved. Jane agreed to sound out local shops. One idea was to publicise it at Feast Day. Libby agreed to email Ron Simpson with details.

Both Jane and Libby were thanked for kindly joining us this evening & sharing useful ideas.

5. **Rep for RCC Tourism Committee:** Jay Goldmark has suggested that he may be interested and this is being followed up.
6. **Financial Report:** PW said that there is a healthy balance at present, partly because some income has come in for Feast Day and not all expenses have been paid and partly because the signs have not yet been paid for. We are in a position to cover the possible £2K shortfall for Feast Day.
7. **Matters of business:**
- a) **Brocante:** There are 15 stalls in Crown yard, but only 6 in Mercers Yard. Marshalls are needed from 8 – 5. JL volunteered from 8 -11.30, PR from 8 – 12, SB from 12 – 2+, CC from 2 – 4, EH 8 – 10, JL 3 – 5.
 - b) **Feast update:** PW reported that music is booked, fund raising not quite completed, & we have a really great poster which he will bring along to the next meeting. Please would people come up with ideas for entertaining small children in the Church. Advertising needs to go out very soon.
 - c) **OTP meeting:** SB reported that Alf has said that he thinks a meeting would be more suitable after the RCC meeting on May 15th (& he is away until then). It was felt that this is rather a pity, as knowing how people are thinking in advance would help. Sainsburys is coming to Oakham, so there will be some money available. It was agreed that JL & SB would be the two UTP representatives at the meeting, & that we are clear what we would like.
 - d) **Website:** Alistair Bell is willing to work on our website to make it more attractive/professional and to be in line with the Heritage site & the Feast website. He is busy at the moment, but hopefully can work on it soon and there

is money available. The idea of a virtual town tour could be good & helpful to local retailers – TK said there may be some money available to help with that as there is already an established platform which can be used. It was agreed that it would be very useful to bring a laptop to the next meeting (or the one after) to look at it, and also to invite Alistair.

- e) **Signs:** SB to liaise with Susan & Lucy to see how we can get the order moving. MO showed us how the brown sign would look with the electric car socket included. MO proposed that we stick with the original design & suggest the car point sign is separate as it really didn't look good. SB seconded and it was unanimously agreed. If there is money left over, we could either go with the single finger post to the surgery or a 'picture' sign for the town to encourage visitors, depending on costs.
- f) **Film:** If was a great success, and numbers are still very good for the monthly film. We have been offered a free, fixed cinema screen and a letter has been sent to UTC by SB to ask if this could be fitted in the Town Hall (May 14th UTC meeting). This would greatly improve the quality, as the travelling screen is small. It could also be an asset to the Town Hall.
- g) **Family Fun Day:** The football club have suggested July 13th, and it was agreed that if they are happy to run the day we would give our support financially/with legal applications/marshalling. SB to feedback to LS.

8. AOB:

Belatedly, Caroline Lawson-Dick was welcomed to UTP & was unanimously voted in as a member. We are delighted to have a representative of Uppingham School with us.

NEXT MEETING: 28th May 2014, 7.30pm Town Hall. This is the AGM.

Meeting ended at 9pm.