

# Sawbridgeworth Town Council

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MAYOR  
Cllr Greg Rattey  
TOWN CLERK  
Christopher Hunt Dip CSMP®

To: Cllrs Alder, R Buckmaster, Furnace, Patel, Parsad, and Royle (*Cllr Rattey*)

## ECONOMIC DEVELOPMENT & TOWN ACTION PLAN COMMITTEE

You are invited to attend a meeting of this committee which will take place on **Monday 15<sup>th</sup> November 2021** at 20.00 and be held at The Council Chamber, Sayesbury Manor, Bell Street for the transaction of the following business.

Handwritten signature of Christopher Hunt in black ink.

Town Clerk  
8<sup>th</sup> November 2021

## AGENDA

- E 21/24 APOLOGIES FOR ABSENCE**  
To receive any apologies for absence
- E 21/25 PUBLIC FORUM**  
To receive representations from members of the public on matters within the remit of the ED STAP Committee.
- E 21/26 DECLARATIONS OF INTEREST**  
To receive any Declarations of Pecuniary Interest by Members
- E 21/27 MINUTES**  
[📄] [👇]  
To approve as a correct record the draft minutes of the Committee Meeting held on Monday 13<sup>th</sup> September 2021 (E02) [*Attached*]
- E 21/28 TOWN GREEN WORKING PARTY**  
[📄]  
To receive an update on the current status of Town Green
- Clerks Update
- E21/29 TOWN MARKET AND BRANDING**  
[📄]  
To receive updates on current status.
- E21/30 TOWN ACTION PLAN 2020-2024**  
To receive the latest update of the Town Action Plan.

**E21/32**

**COUNCILLOR ENGAGEMENT**

[📄]

How can Sawbridgeworth Town Council best engage with residents?

- Clerks update

**E21/34**

**FUNDING OPPORTUNITIES**

[📄]

For all members of the committee to explore funding opportunities.

- Clerks update

**E21/35**

**ITEMS FOR FUTURE AGENDAS**

To consider any items for inclusion on future agendas.

Members of the public and press are invited to attend all meetings of the council and its committees

# SAWBRIDGEWORTH TOWN COUNCIL

## ECONOMIC DEVELOPMENT & SAWBRIDGEWORTH TOWN ACTION PLAN COMMITTEE

### Minutes

of the meeting of the Economic Development and STAP Committee held at, Sayesbury Manor, Bell Street, Sawbridgeworth at 20.00 on Monday 13<sup>th</sup> September 2021.

#### Those present

Cllr A Alder

Cllr R Buckmaster

Cllr A Furnace

In attendance:

Christopher Hunt – Town Clerk

J Sargant – Town Projects Manager

Cllr N Parsad

Cllr David Royle

*Cllr G Rattey – ex officio*

#### E 21/13 APOLOGIES FOR ABSENCE

Cllr D Patel

#### E 21/14 PUBLIC FORUM

There were no members of the public present at the Economic Development and STAP Committee.

#### E 21/15 DECLARATIONS OF INTEREST

There were no Declarations of Pecuniary Interest by Members

#### E 21/16 MINUTES

**Resolved:** To approve as a correct record the minutes of the Committee Meeting held on 12<sup>th</sup> July 2021 (E01)  
*[prop Cllr R Buckmaster, secd A Alder]*

#### E 21/17 TOWN GREEN WORKING PARTY

##### Updates:

- Cllr R Buckmaster, explained that a site meeting had taken place to work through the tree survey with Town Projects Manager and Clerk. During which the wall adjoining Bell Street had caused concern due to the proximity of trees and general condition.
- The Town Projects Manager confirmed a structural engineer from a local company has been instructed to look at the wall prior to the working party meeting (21<sup>st</sup> September 2021)
- Cllr R Buckmaster stated the children's ideas on the project and a survey will take place once the result of the wall survey was known. The project will require a business plan moving forward and £20,000 has been put aside for the project in Town Council budget.
- Cllr Alder and Cllr Furnace were keen on tree retention or replacement, Cllr Furnace thought replant and replace as per the 2022 Queens Jubilee project would be fitting which can be considered moving forward.

## **E21/18 TOWN BRANDING / BIG WAVE INITIATIVE**

Updates:

- The Town Projects Manager reported that the 'Big Wave' Initiative had only sent out vague updates and is continuing liaison for continued support. Funding was being applied for from the EU RHSS project for the Telephone box conversion to the planter which all members agreed was a good idea. The Town market was to be resurrected post the pandemic restrictions with branding and merchandise to promote this.

## **E21/19 TOWN ACTION PLAN**

Updates:

- Cllr Parsad reported that he felt the Action Plan needed a refresh and the updates required to be recorded in a better format, clearer to monitor and see the outstanding actions. He will meet with the Clerk and the Town Projects Manager to discuss ideas and bring these to the November meeting.
- Cllr Furnace agreed with the re-launching of the scheme and that the council drive this which was agreed with the members.
- Cllr R Buckmaster highlighted the library building was in poor condition and 106 monies may be available but could be at risk of being diverted to other library projects.
- Cllr Parsad highlighted the need to survey the local community and Cllr Alder requested that paper surveys should be available to ensure the process was all inclusive.
- The Clerk highlighted the success of the police 'You Said, We Did' process and good work from Durham police that could be adapted for Town Council work which will be explored during a meeting with Cllr Parsad.

## **E21/20 BELL STREET LIGHTING**

Updates:

- The Town Projects Manager reported that Ringway had acknowledged the removal of lights in Bell Street. They had written stating materials had been delayed but lighting will be available for replacement for the end of October 2021.

## **E21/21 COUNCILLOR ENGAGEMENT**

Updates:

- Cllr Parsad highlighted the need for increased councillor visibility and engagement and to explore a schedule to share engagement opportunities for all councillors and the re-launching of the market may offer an opportunity for regular engagement.
- Cllr Furnace introduced the Clerk could write a report to be shared in local press or social media promoting the work of the council. The Clerk agreed he would explore this.

## **ARUP TOWN DEVELOPMENT PROPOSAL**

**E21/22**

Updates:

- The Town Projects Manager reported no updates but £132,000 had been made available from the 'welcome back fund' to East Herts Towns and this will be further explored. Footfall counting will be required to evidence demand for high streets to make claims on the funding which were being arranged for completion. Cllr Parsad requested that this item remains on the agenda for monitoring.

## **E 21/23 ITEMS FOR FUTURE AGENDAS**

To consider any items for inclusion on future agendas.

- Funding opportunities for all to explore

Meeting Closed at 20.46

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# Sawbridgeworth Town Council

## Memorandum from the Town Clerk

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To: All Members  
From: Christopher Hunt  
Subject: Briefing for 27<sup>th</sup> September 2021  
Date: 21 September 2021

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### **Town Green Working Party**

Waiting for an update from EHDC regarding tree removal. This is fundamental to the project start and business case to commence when this action is updated. When further information is received a meeting of the working party lead by Councillor R Buckmaster will be convened.

### **Councillor Engagement**

'Coffee with a Cop' monthly meetings in the library and quarterly priority setting forums managed by PC Marshall are open for Councillors to attend.

### **Funding**

An application has been made to the National Lottery for Sawbobus funding, £15000 over 5 years. No response to application to date.

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# Sawbridgeworth Town Council

## Memorandum from Town Project Manager

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To: ED&STAP Committee  
From: Jo Sargent  
Subject: Market  
Date: 05 November 2021

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The purpose of the introduction of a market for the town is to increase footfall not only on market days but to have a positive ongoing effect with footfall on other days. By promoting the town with a mid-week market, people visiting will discover what other unique shops and businesses we have in the town and in turn potentially will visit at other times.

Therefore, on market days, our shops and businesses will have the opportunity (on a rota basis) to put on special offers, or have their business highlighted at the market as 'Business of the Week' with a unique promotion. Realistically the market could be launched in Spring 2022 (March 30<sup>th</sup> or April 6<sup>th</sup>).

The market will be established under the authority of the Food Act 1984 para 50 cl 3; thus we would be independent of any licensing obligation to East Herts District Council.

The general plan is:

- Market stalls will be sourced to complement and not work in direct competition with any existing business in the town / these could include:
  - Pet Supplies
  - Fruit and Vegetable
  - Cheese and Delicatessen
  - Haberdashery
  - General hardware / budget items
  - Fresh Fish
  - Artisan food products from local suppliers (this could be on a rotational basis to give businesses without a shop front an opportunity to sell)
- Market to be held weekly from the Old Bell Car Park, on Wednesdays (trade is very slow in the town mid-week) from 8am to 2pm (variable times to be established).
- Where possible market traders will be encouraged not to use single use plastic in their packaging etc. Whilst this is desirable it may not be 100% realistic, but selection of traders will have this as part of the selection criteria.
- As a launch – to consider a 'sign-up' package for fees, this could be pay for 4 weeks get 2 free to sign them in for the first 6 weeks whilst the market is getting established.
- All traders to sign up fully to STC markets rules, terms and conditions etc.
- A professional branding and market launch to take place.
- All stalls will be supplied by the traders themselves, whether it be a gazebo, van, traditional market stall.

Chambers Design has already worked on market branding, this is available and ready for use. The designs available are:

THE  
**MARKET**  
© SAWBRIDGEWORTH

*Fresh, local and friendly*

the  
**Market**  
*Sawbridgeworth*