

SAWBRIDGEWORTH TOWN COUNCIL

ECONOMIC DEVELOPMENT & SAWBRIDGEWORTH TOWN ACTION PLAN COMMITTEE

Minutes

of the meeting of the Economic Development and STAP Committee held by Zoom conference at, Sayesbury Manor, Bell Street, Sawbridgeworth at 19:10 on **Monday 14 September 2020**.

Those present

Cllr Angela Alder
Cllr Ruth Buckmaster
Cllr Craig Chester

Cllr Greg Rattey
Cllr David Royle
Cllr Furnace – ex officio

In attendance:

R Bowran – Town Clerk

One member of the public

E 20/18 APOLOGIES FOR ABSENCE

Received from Cllr Patel – business commitment

E 20/19 PUBLIC FORUM

There were no questions from members of the public on matters within the remit of the Economic Development and STAP Committee.

E 20/20 DECLARATIONS OF INTEREST

There were no Declarations of Pecuniary Interest by Members

E 20/21 MINUTES

Resolved: To approve as a correct record the minutes of the Committee Meeting held on 13 July 2020 (E01)
[prop Cllr Furnace; secd Cllr Alder]

There were no matters arising from the Minutes not covered by the current agenda.

E 20/22 ECONOMIC DEVELOPMENT

Progress on promoting economic development in the town was reviewed.

Development of a market brand.

It was determined that the launch of a market should not be dependent on branding. Use of original “Market@Sawbridgeworth” would suffice. Agreed that for economic stimulation a market was important. Asked what was stopping us, Clerk said nothing apart from COVID safe distancing and branding. Projects Manager to revisit potential traders.

Shop Local.

Suggested that the market plus the BS Independent is used to promote “Shop Local”. Costs to be determined.

Development of a related town brand.

Consensus was that the proposed icons were not liked or

understood. There was disagreement on which sections of our society would understand either modern or traditional logos. A

public consultation was suggested and rejected in favour of the committee making the decision on what branding to use. Clerk was instructed to brief Design Chambers to develop the traditional iconography of church, maltings and river. Asked whether the remaining £1,500 of the market publicity budget could be used for this exercise, the Clerk said this would be reflected in the briefing to Design Chambers.

Asked where the indicated contribution of £2,100 from EHDC was going to be applied, Clerk indicated that EHDC has favoured making this contribution to the initial surveys needed for the development of Town Green.

E 20/23 TOWN ACTION PLAN

Progress in creating the Sawbridgeworth Town Action Plan for 2020-24 was reviewed. Agreed the latest version was a good update and Cllr Royle was asked to keep updating it.

E 20/24 DEVELOPMENT OF TOWN GREEN

The notes of the meeting of the Town Green Working Party which took place on 01 September 2020 were reviewed.

Cllr R Buckmaster had met with EHDC Conservation Officer John Bosworth who stated he was not against the demolition or other amendment to the Bell Street wall. He gave the opinion that the current layout of the area was "awful"

Clerk had obtained quotes for a topographical survey, including digital mapping, from Survey House at £1,180 and for an arboricultural survey, including an impact assessment, at £1,068. Work could be carried out within 2 or 3 weeks. Members asked for this work to proceed.

[prop Cllr Alder; secd Cllr R Buckmaster]

E 20/25 ITEMS FOR FUTURE AGENDAS

There were no further items for inclusion on future agendas.

Meeting Closed at 20:00