

- Present:** Councillor Mrs P Phillips (Chair)  
Councillor Mrs J Bland  
Councillor W Hamilton  
Councillor D Hinke  
Councillor Mrs E Hodgkin (Substitute for Councillor Ms L Meachin)  
Councillor D Nimmo-Smith  
The Mayor Councillor S Gawrysiak (ex officio)
- In Attendance:** Mr M Kennedy – Town Clerk  
Mrs N Taylor – Committee Administrator / Minute Taker
- Also Present:** Mr P McConnell – Town Centre Manager  
Councillor I Reissmann  
1 Member of the Press  
10 Members of the Public

**54. APOLOGIES FOR ABSENCE**

Apologies were received from Councillors M Akehurst, Miss K Hinton and Ms L Meachin.

**55. DECLARATIONS OF INTEREST**

None Received.

**56. PUBLIC PARTICIPATION SESSION**

Mr Barry Wood – Blandy Road informed the meeting that the Children's Centre had been started by Nomad and had been snatched by OCC without any discussion and replaced by Action for Children. He stated that if the Centre was to close it would be a disaster for Henley as it is a very valuable resource for the town. Mr Wood hoped that this Council would send a strong message to OCC that it wished for the funding of the Centre to continue, and for this Committee to invite them to visit and lay out what plans they have for the Centre.

Lucy Bends – 12b Gainsborough Estate stated that her son was Autistic and without the Centre she would have no support.

Vany Hay – St Marks Road advised that the Centre not only supported children from birth to 5 years but also parents, carers, health workers, Jobcentre Plus and abuse issues. It is Henley's one stop shop and offers universal access. It is an indispensable service and should be protected.

Ms Hay questioned:

- If HTC agreed that the Rainbow Children's Centre was an indispensable service to Henley and the surrounding area which should be kept going at all costs and be protected against threat of closure, cuts to funding and the reduction of staff and that access should remain universal and free to all users at the point of delivery?
- What action HTC could and would take should OCC propose that funding to Children's Centres should be cut or they should be closed, in their budget cut proposals which are to be published on 16 December and voted on in February next year?
- If OCC does decide either to close the rainbow Centre, cut funding to it or reduce its current numbers of staff, what can and will HTC do to fill the gap?

Karen Edwards – Head Teacher, Sacred Heart Primary School read a letter that had been circulated to Councillors stating that representatives of the school had attended the Traffic Advisory Meeting on 22 October and had been encouraged to hear positive discussion about a pedestrian crossing for Greys Road. Sacred Heart School has been campaigning for a crossing on Greys Road for at least six years and it is heartening to see the Gainsborough Residents Association, the residents of The Close and the Manager of Headway adding their voices to the campaign which if fully supported by the Mayor.

Sacred Heart's understanding from the meeting was that the matter will be further discussed at tonight's meeting, in particular the important area of funding. It is understood that a pedestrian crossing could go ahead on Greys Road if the funds are available. At the Traffic Advisory Meeting it was noted that OCC could authorise a crossing if funds are made available by other parties, for example HTC and external donors. Sacred Heart Primary School would consider making a contribution to help fund a pedestrian crossing and would appreciate further information to the likely estimated costs so that they can discuss this in more detail.

Councillor Ian Reissmann – Gainsborough Road stated that with regards to items 14 and 15 on the agenda, Henley in Transition were investigating a possible North / South Henley to Shiplake Cycle Route. In a recent survey it was noted that 60% of residents own a bike but did not ride them due to safety concerns. Councillor Reissmann requested that this Committee invites Henley in Transition to attend a meeting and give a presentation.

**57. TOWN CENTRE MANAGER UPDATE REPORT**

i) The Chairman invited the Town Centre Manager, Mr Peter McConnell to the table. Mr McConnell provided the following update:

**Shop Front Improvement scheme** – The scheme has approved applications from 6 independent retailers: Bell Book Shop, Bagatelle Toys, Asquiths, Canelle Beauty, Henley Cycles and the new Upstairs & Downstairs tea shop

to open at 1a Duke Street. This leaves the fund with approx. £3k remaining and I am encouraging others to apply. Typically the grants have been for painting shop fronts and creating signage for a sum of between £500-2000.

**Training for Retailers/Dressed for Success** –Metamorphosis has delivered retail/window dressing training for 7 Henley retailers: Henley Pet shop, Laurence Menswear, Rive Gauche, Henley Cycles, Estillo, Manzana Shoes, Henley Pharmacy. This is a slightly disappointing take-up however the feedback from the participating retailers has been very encouraging. There will be another session arranged shortly. The second phase of this campaign is for all the retailers to enter the window dressing competition over Christmas, there will be a public vote via Facebook as well as the usual judging, and the award ceremony will be held at Hotel du Van in January 2014.

### **Henley as a Winter Destination:**

Jazz & Blues Week Following the abandonment of the original idea I suggested to Brakspear's that they might like to support a jazz week in their pubs. Subsequently a team of people came together and created Jazz & Blues Week. Both the opening and closing evenings could have sold out twice over and reports from other gigs indicate a great attendance and support. Through the Action Plan we provided £1500 of seed funding. This covered some of the marketing costs – which helped the week gain publicity around the region as well as in the town. The intentions this year was to start off small and in subsequent years grow to become an established part of the jazz & blues festival circuit. Brakspear reported a 60-70% increase in footfall during the event and are ready to do it again next year.

Create Festival This will take place in March 2014 and will be a combination of craft market at the museum, Love Local market at the town hall and workshops and events at Lady Sew & Sew, plus other workshops in town centre locations. Following the end of the jazz & blues week I will be able to devote more time to this event. There is £1600 set aside in the Action Plan to support this event.

**Destination marketing** – the small sum set aside from the action plan has been allocated to an entry on Windsor's website (which attracts 1.5million unique visitor's p.a.), collaboration with Visit Thames (the site which promotes events and towns in the Thames Valley), plus an advert on Regatta Radio (which reaches 30k listeners over 10 days in the summer). I have also been working on a campaign with Tourism South East that will culminate in a journalist familiarisation visit in the spring. In addition I regularly update [www.southernoxfordshire.com](http://www.southernoxfordshire.com) and other tourist websites with Henley information.

The small remaining budget from the Action Plan will go towards a Midsomer Murders trail/leaflet around Henley – this has proved very successful in Wallingford and Dorchester.

I have produced a Destination Marketing Plan for 2014-15 which is attached, but will require additional funding.

**BID's** – I have been researching Business Improvement Districts, including attendance at a workshop run by the ATCM, and have produced a discussion paper which was circulated to councillors in October. If we are to take a BID forward it will require a great deal of energy and financial support. My conclusion stated: "While a BID is not a short term fix; it can take up to 2 years to come to fruition, it is a viable, long-term solution that creates a funding base to execute a 5 year improvement and investment plan, owned by local businesses, no matter who is in political power." 110 towns have become Business Improvement Districts since 2009.

My opinion is that we do not currently have the resources to support a BID, either financial or human, however we should look at establishing a proper Town Team (which is the way that most other towns work their regeneration schemes whether a BID or not) as a way of prioritising what the regeneration priorities should be.

**A vision for Henley** - a workshop was held at The River & Rowing Museum which resulted in a document that the SODC Economic Development team are still refining for circulation to town and district councillors. In discussion with SODC and Nexus it was felt that this document would also make a valuable contribution to the Neighbourhood Plan. Following the workshop I will be working on the following projects with SODC:

- Promoting Henley as a World Class Destination for both tourists and business.
- Data Hub for new businesses
- Arts and Culture events.
- Increasing the quality aspect of retail, hospitality and transport
- Transport links and infrastructure
- Car park review

**Business Rates** – I attended a meeting with John Howell MP who explained how business rates currently work. Despite a lobby from national and Henley retailers the MP made it clear that the government would not be changing the way business rates are calculated. He made it clear that if the re-evaluation of

rates had gone ahead as planned most Henley businesses would end up paying more due to increasing property values in the town.

**Landlords Forum** – SODC recently established a forum for commercial landlords and agents. The first meeting failed to attract any participants from Henley. I am working with the SODC officer to find ways of engaging more closely with Henley's agents/landlords on a constructive basis.

**Twitter** – my account @HenleyTCM now has 829 followers. I use it to promote events, share information and encourage discussion.

All of the projects in the 2013-14 action plan are in train.

The Chairman invited questions, and the following observations were made:

Next year the Jazz and Blues week will be held not just in Brakspear pubs but also in some bigger venues. Brakspear will be the headline sponsor.

The support of a PR company will ensure the best promotion of Henley as a visitor destination.

Bids are initiated by Local Government but owned by businesses.

There are a number of national companies who are interested in moving in to Henley, but unfortunately there is a shortage of buildings large enough to house them. Henley either has to build larger buildings or keep smaller independent shops.

Henley has been reported as the 2<sup>nd</sup> fittest town in the South of England; this information should be used in the promotion of the town.

ii) The Members received a report from the Town Centre Manager on the budget for Destination Marketing 2014/15.

The £6k in the budget for PR Matters is a package cost and not just for labour.

It was **RESOLVED**

that the reports of the Town Centre Manger be received and noted.

The Chairman thanked Mr McConnell for attending the meeting.

Mr McConnell left the meeting at 8.15pm.

**58. RAINBOW CENTRE**

Members discussed how this council could encourage OCC to continue funding for the Rainbow Children's Centre, and exclude them from the budget reductions being discussed at the Talking Oxfordshire Public Meetings held in October.

The meeting was advised that OCC had made no decisions on budgets for Children's Centres or any other services as yet.

The online consultation closes this Friday, after that there will be 2-3 weeks where the proposals are considered and the budget will then be set in February 2014. Some cuts will have to be made as Central Government has reduced their funding from previous years, but Officers are busy working behind the scenes to try and keep all funding available for all services. Once the budget has been set there will be an 18-24 month review.

It was noted that this Council fully supports the Children's Centres across the country and acknowledges the important work that they do.

HTC needs to engage constructively with OCC to ensure that this vital resource is not lost and to reinforce that this Council supports the Children's Centre and encourages OCC to continue funding.

It was noted that the budget proposals would be set on 9 December 2013, scrutinised on 16 December 2013, with recommendations to Council on 28 January 2014 and budget decisions made in February 2014. It was

**RESOLVED TO RECOMMEND**

that Ian Hudsbeth the Cabinet Minister at OCC and the Officer responsible be invited to attend the meeting on 21 January 2014 so that they can be advised of how important the Rainbow Centre is and to ask how it would be effected by budget cuts before the budget decisions are made.

Councillor D Nimmo-Smith abstained from voting on the above item.

**59. CCTV**

Members received and considered a report regarding the contribution that HTC makes towards the supply of CCTV in the town. It was **RESOLVED to RECOMMEND**

that this Council adjusts the figures in the budget to £14,700 for the Town Centre CCTV costs, and £18,100 for Mill Meadows CCTV costs, and caps the contribution.

The Chairman and the Town Clerk will raise the issue of the Thames Valley Police contributing more to the cost of CCTV at the meeting on 28 November 2013.

60. **OXFORDSHIRE COUNTY COUNCIL FIRE AND RESCUE SERVICE  
COMMUNITY RISK MANAGEMENT PLAN 2014/15 – CONSULTATION**

Members received and considered a consultation report for Oxfordshire Fire & Rescue Services.

It was noted that it was difficult for lay people to comment on operational issues, but if everyone responds individually it will show that HTC are interested and have taken the trouble to get involved.

The consultation period ends on 10 January 2014 and was suggested that all Councillors should reply individually by that date.

<https://myconsultations.oxfordshire.gov.uk/consult/ti/CRMAP2014/consultationHome>

At the last meeting of Full Council the Fire Service offered to come back in January to further discuss the proposals.

HTC fully supports the service and encourages any member of staff who wishes to apply to be a retained fire fighter. It was **RESOLVED**

that Councillors should respond individually to the consultation on line before 10 January 2014.

61. **MINUTES**

The Minutes of the meeting of the Town and Community Committee held on 15 October 2013 were received, approved and signed by the Chairman as a true record.

62. **PROGRESS**

Members received a report on progress, and after the following observations noted the information contained therein.

Old Fire Station Gallery and Barn Users Group

Planning Applications chased. Members of the User Group to be contacted to see if they still want to be on the group and a date for the next meeting to be set.

Bus Shelters on the Reading Road

Councillor D Silvester raised some concerns from a resident with OCC regarding the shelter positioned outside 89 Reading Road, due to these concerns a new location is being investigated.

Fairtrade

Councillors Phillips and Wood to carry out further investigation as to what exactly is required to enable HTC to renew its status and report back to next meeting.

CPE

Meeting arranged for 15 January 2014 at SODC.

Sound System

Councillors Hodgkin and Phillips and the Town Clerk to attend a site visit at Marlborough Town Hall on Monday 9 December 2013.

Henley Branch Line Electrification

Response to questions from Mr Turner now received – Agenda item next meeting.

**63. BUDGET**

i) Members received the budget report to 31 October 2013, copy having been issued. It was **RESOLVED**

that the report be noted

ii) Members received and considered a report on updated figures for 2014/15 and after an in depth discussion **RESOLVED to RECOMMEND**

that the adjusted figures as set out on the attached schedule be approved, subject to Committee's further consideration of the post of the Town Centre Manager.

**64. POLICE**

The Committee received a local area update from Sergeant Graham Pink and noted the information. It was **RESOLVED**

that the report be noted.

**65. CHALLENGE HENLEY TRIATHLON**

The Committee received the informal notes of the Challenge Henley Triathlon Event Wash-Up Meeting held on Wednesday 25 September 2013 and noted the information, It was **RESOLVED**

that the notes of the Challenge Henley Triathlon meeting be noted.

**66. REGATTA WASH-UP MEETING**

The Committee received the informal notes of the Regatta Wash up Meeting held on Tuesday 1 October 2013. It was **RESOLVED**

that the notes of the Regatta Wash-Up meeting be noted.

It was also noted that a follow up meeting will take place on 7 January 2014 to progress the action points from the wash-up meeting.

**67. TRAFFIC ADVISORY**

The Committee received the notes of the Traffic Advisory Committee Meeting held on Tuesday 22 October 2013, and after the following observations noted the information.

The Traffic Advisory Committee is not an informal Committee so the word 'informal' should be removed from the notes.

Miss Morgan believes that she may own the whole of the road next to the Saracens Head Pub and is willing to contribute toward the cost of repairs to the kerb stones.



There is currently £30k budgeted this year for traffic calming measures which could be used to pay for a Zebra Crossing on the Greys Road. It was **RESOLVED TO RECOMMEND**

that the word informal be removed from the heading of the notes,

that an item be placed on the next Traffic Advisory agenda to discuss the repair of kerb stones in the road next to the Saracens Head,

that the budget allocation of £30k for traffic calming measures be applied towards the cost of a crossing at Greys Road.

that quotations and plans be sought from OCC for a Zebra Crossing on the Greys Road,

that checks be made with Sacred Heart School as to the amount they would be willing to contribute towards the cost of the crossing, and

that the notes of the Traffic Advisory Committee Meeting be noted.

**68. CYCLE PATH FROM SHIPLAKE TO HENLEY**

Members noted a suggestion from the Traffic Advisory Committee that this Council does not wish to proceed with a feasibility study for the proposed cycle path. It was felt that until the outcome of the Branch Line Electrification was known, it would be a waste of money to carry out the study. It was **RESOLVED to RECOMMEND**

that this Council agrees with the advice of the Traffic Advisory Committee and writes a letter to Mr David Bartholomew at Shiplake Parish Council advising him that Henley Town Council does not wish to proceed with the feasibility study for the proposed cycle path at this time.

**69. HENLEY FESTIVAL 2014 TOWPATH APPLICATION**

The Committee received and considered a request as in previous years, from the Henley Festival for a short diversion of the tow path for the stage builds from Monday 7 July – Wednesday 9 July. Full diversion on show nights Wednesday 9 July – Sunday 13 July 2014 and short diversion for stage de-rig from Monday 14 July – Tuesday 15 July. It was **RESOLVED**

that permission for the diversion is granted.

**70. EXCLUSION OF THE PUBLIC AND THE PRESS**

It was moved by the Chairman and **RESOLVED**

that the public and the press be excluded from the remainder of the meeting in accordance with the Public Bodies (Admission to Meetings) Act 1960 as matters which will be discussed are considered to be confidential.

One member of the press left the meeting at 9.40pm

71. **CONFIDENTIAL**  
**TOWN CENTRE MANAGER**

Members considered a report on the position of the Town Centre Manager.

It was noted that the Town Centre Manager position was working well at the moment and that the status quo should remain. It was **RESOLVED to RECOMMEND**

that this Council agrees to retain the post of Town Centre Manager as a part time position and continues to part fund at the existing rate of £5k, on the assumption that SODC will maintain their current level of funding of the £10k and the additional sum of £5k originally added to the draft budget is now removed.

The meeting closed at 9.55pm

**HENLEY TOWN COUNCIL**

**Town & Community Committee Tuesday 26 November 2013**

**Report on updated budget figures for 2014/15**

**1. Executive Summary**

- 1.1 To recommend for approval the amended draft 2014/15 budget figures in Schedule 1, subject to the matters considered below.

**2. Background Information**

- 2.1 The T&C Committee meeting held on 15 October 2013 considered draft 2014/15 figures. At Full Council on 12<sup>th</sup> November it was recommended that further consideration was given to the figures for CCTV costs, the role of the Town Centre Manager, and the extra £10,000 included for Destination marketing.

**3. Detailed Consideration**

- 3.1 A separate report under this agenda has been included for the CCTV costs. In brief, CCTV costs will not be as high as originally feared. Total CCTV costs will be £22,800 against the original budget figure of £32,000, a saving of £9,600.
- 3.2 The extra provision of £5,000 in the original budget for increasing the role of the Town Centre Manager has been retained, however this will come under the Confidential section of this agenda for further discussion. Obviously if the position continues on the same basis in 2014/15 as 2013/14, this will result in a further saving of £5,000 in the budget.
- 3.3 The extra budget figure of £10,000 (on top of the £4,000 for the Town Improvements Action Plan) requested by the Town Centre Manager for Destination Marketing costs is also the subject of a separate report in this agenda. The figure has been retained in the attached budget.
- 3.4 Further adjustments have been made to the attached figures since the T&C meeting held on 15<sup>th</sup> October:
- It has been ascertained that an adequate level of street cleaning could be achieved for a cost of £11,000, down from the £15,000 originally included in the budget, a saving of £4,000.
  - The £3,000 originally included for dedicated cycle tracks has been removed, as was recommended.
  - The PCSO cost has now been confirmed by TVP and will be £16,700 against the original budget figure of £15,000.
  - The income figure for mooring licences at Red Lion Lawn has been increased to £1,000 for each of the four licensees, assuming that they take up the offer, as was recommended.
- 3.5 The capital projects wish list includes improvements to the Mezzanine kitchen, £20,000, as requested by T&C on 15<sup>th</sup> October 2013.

**4. Recommendation**

- i) That Councillors approve the adjusted budget figures in the attached Schedule 1, subject to Committee's further consideration of the position of the Town Centre Manager, and present this to Full Council on 17<sup>th</sup> December 2013 for adoption.

Liz Jones, Accountant  
19 Nov 2013 01491 630070  
[l.jones@henleytowncouncil.gov.uk](mailto:l.jones@henleytowncouncil.gov.uk)