

**Minutes of a meeting of Newbury Town Council
Held at 7.00 pm on Monday 19 October 2020**

Present

Councillors; Phil Barnett; Martin Colston; Billy Drummond; Sue Farrant; Nigel Foot; Chris Foster; Jon Gage; Roger Hunneman; Olivia Lewis; Stephen Masters; David Marsh; Vaughan Miller; Andy Moore; Gary Norman; Elizabeth O’Keeffe (Town Mayor); Erik Pattenden, Pam Lusby Taylor; Sarah Slack, Martha Vickers and Tony Vickers.

Officer in Attendance

Hugh Peacocke – Chief Executive Officer

Apologies for absence

Councillor Jo Day.

Absent: Councillors Jeff Beck and Jeff Cant

31. Declarations of interest and dispensations

Councillors Phil Barnett, Billy Drummond, David Marsh, Stephen Masters, Andy Moore, Erik Pattenden, Martha Vickers and Tony Vickers are also Members of West Berkshire Council, which is declared as a general interest on their behalf and a dispensation is in place to allow them to partake in discussions relating to West Berkshire Council business.

The Mayor, Councillor Elizabeth O’Keeffe, declared an interest in agenda item no. 6 as she is a trustee of Citizen’s Advice West Berkshire

32. Minutes

Proposed: Councillor Billy Drummond

Seconded: Councillor Andy Moore

Resolved: To approve the minutes of a meeting of Newbury Town Council held on Monday 15 June 2020 as a true record of the meeting.

33. Questions and petitions from members of the public

There were no questions received from members of the public.

34. Members’ questions and petitions

A. Question received from Councillor Phil Barnett:

“During the past eight months many charities and voluntary groups have suffered due to loss of incomes.

Can you Madam Mayor identify how the benevolent fund has fared during this period “

The mayor responded that like all charities, the Mayor’s Benevolent Fund was no exception to the struggle of fundraising throughout the pandemic.

“Lockdown rules have brought a halt to all of our usual fundraising activities and events which would normally be hosted during the Mayor’s Spring/Summer term, in addition to the Benevolent Fund’s flagship event - Mayor’s Drive and Tea Party, being cancelled this year.

Income from fundraising events, collections and donations from local organisations for this time of year was at £876.70 last year. Today’s income for 2020/21 stands at £203.50 coming from the Mayor’s Treasure Hunt, NTC Officer donations only.

Like in previous years, we have approached local businesses for donations to the fund, but most businesses are struggling financially this year. I am working on plans for some fundraising events leading up to Christmas which will be in line with Covid guidelines, and I am hopeful that the Benevolent Fund income will be increased by Christmas.

Supplementary Question from Councillor Phil Barnett:

“ Given the hardship caused by the current emergency, are you expecting a large number of requests for assistance form the benevolent fund this Christmas?”

The Mayor replied that the application and awarding process was revised this year. The amounts of the grants are small and it was expected that the fund would be able to meet the demand.

35. Citizens’ Advice West Berkshire

The meeting received a presentation from Ms. Sue Mackie, Chief Executive, Citizens Advice West Berkshire on their work in Newbury and in particular the use of the Town Council’s ongoing funding, which was so important to them.

The Leader of the Council congratulated Citizens’ Advice for their work with the most vulnerable people in our communities and said how glad the Council was to be able to support their work. (the presentation is attached, for information)

36. Newbury Business Improvement District

The meeting received a presentation from Ms. Melissa Hughes, Chief Executive Officer of Newbury BID, setting out the organisation’s goals and objectives for the coming year.

The Leader of the Council remarked on the good working relations between the BID and the Town Council and how we can work together to promote the town. He welcomed the BID’s agreement to be involved in the Town Centre Working Group which the Council was establishing and would convene shortly. (the presentation is attached, for information)

37. Black Lives Matter

The meeting received a presentation from Sinead Hall and Waheeda Soomro, the organisers of the Black Lives Matter event in June in Victoria Park.

The Leader of the Council thanked them for the presentation and said that the Council would consider how this issue might be advanced when reviewing the Council's Strategy.

38. Community United West Berkshire

The meeting received a presentation from Alice Kunjappy-Clifton and Julian Swift-Hook setting out details of the work of their organisation.

The Leader of the Council thanked them for the presentation and said that the Council would consider how this issue might be advanced when reviewing the Council's Strategy. (the presentation is attached, for information)

39. Town Mayor's Report

The Mayor reported on Civic and Mayoral activities since the meeting of the Council on 15 June 2020. She pointed out that given the many cancellations due to restrictions imposed by the coronavirus that she had been more proactive in promoting the council and the office of Mayor, especially when the town Centre was re-opening after the Lockdown.

Councillor Martha Vickers thanked the Mayor for the initiative she had shown in these matters.

40. Leader's Report

The Leader presented his report which was noted by the Council. He said that he was delighted with the progress which the council had made on so many of their strategic objectives and he thanked the Chief Executive officer and the Council's staff for all of their hard work during these difficult times.

41. Chief Executive Officer's Report

The Council received the Chief Executive Officer's report and expressed their gratitude to the Council's staff for what had been achieved this year despite the pandemic and staff shortages.

42. Committees

The Council received the minutes of the following committee meetings:

- Community Services Committee 22 June and 21 September
- Planning & Highways 22 June, 13 July, 3 August, 24 August, 14 September, 5 October (draft)
- Civic Pride, Arts & Leisure 29 June and 7 September
- Policy & Resources 20 July, extra meeting on 30 September and 12 October (Draft)

43. Local Democracy Working Group

The Council received a verbal update on the Local Democracy Programme 2020 from Councillor Gary Norman.

44. Budget for 2021/22

Councillor Martin Colston, as Chairman of the Policy and Resources Committee, told councillors that they were invited to make the Leader of the Council, The Chief Executive Officer and the Responsible Financial Officer aware of any particular projects that may need to be undertaken in 2021/22, so that they may be considered by the relevant Committee for inclusion in the draft budget and/ or Strategy review. Such suggestions should be submitted with as much detail as possible by Friday 6 November 2020.

45. Forward Work Programme for Full Council meetings 2020/21

The Council noted and agreed the Forward Work Programme.

It was noted that next year's budget and Strategy review would both be approved by Full council on 1 February 2021.

There being no further business, the Town Mayor declared the meeting closed at 9.10 pm.

Town Mayor

Date: _____

Citizens Advice West Berkshire 2019/20



For the grant
that you give
to us
we really
appreciate it

2019-20

Despite only having 4 interview rooms since restructuring after our large funding cuts, we once again saw a rise in client numbers

Sometimes we do have to send clients away due to the space restriction but we always give them an alternative day/ time, or signpost them/ give them links from our website



**citizens
advice**

**West
Berkshire**

We saw over 1217 clients from the Newbury wards in 2019/20



**45% of Citizens Advice
West Berkshires clients
come from Newbury
Wards**



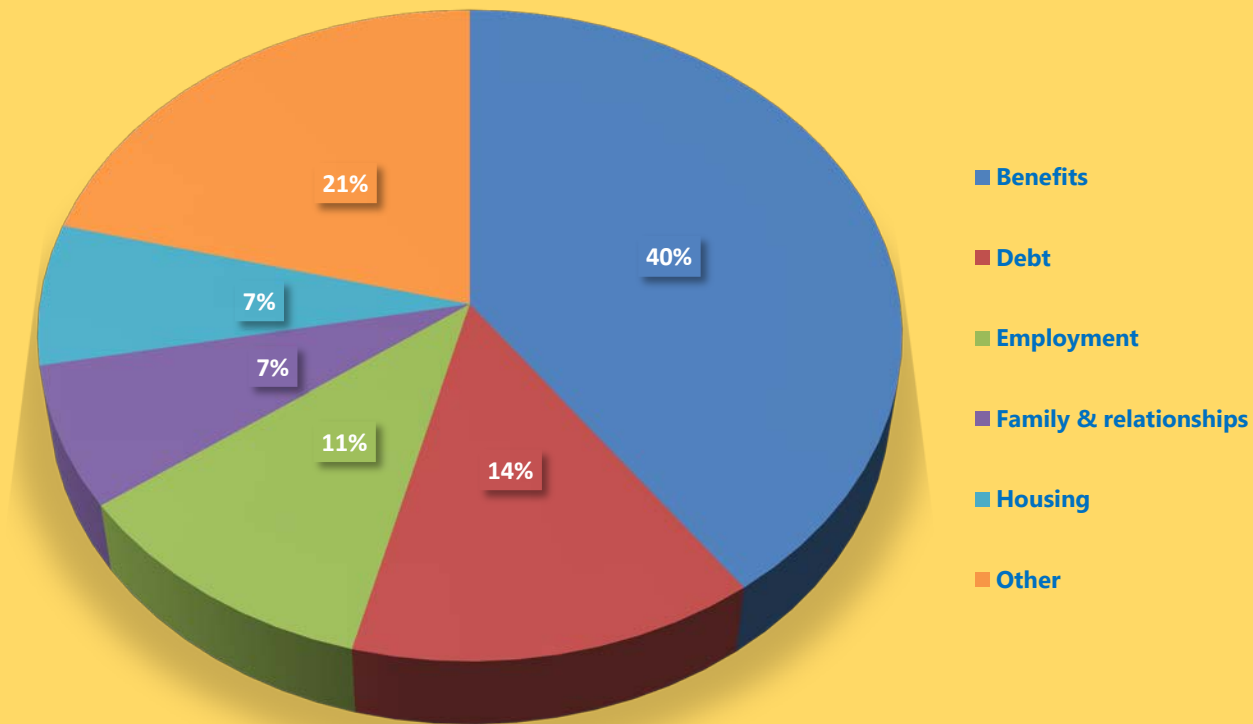
**We helped clients from the
Newbury wards with 5,962
new issues. This is just over
42% of the total issues
CAWB dealt with in
2019/20**



West
Berkshire



The top issues Newbury clients brought to us in 2019/20



In 2019/20
Threatened
homeless 45

Actual
homeless 17

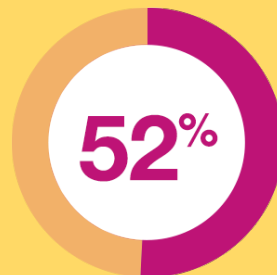


citizens
advice

West
Berkshire

Outcomes 2019-20

**£438,578 financial
outcomes recorded
(CLIENTS BETTER
OFF) in the Newbury
Wards**



**This is 52% of
CAWB's total
financial
outcomes**

How we help some of our Newbury clients.

One of our clients has a severe mental health condition and his Personal Independence Payment was stopped. Our Carers Advice Service helped the client to do an appeal and subsequently the benefit was reinstated. The client received a backdated payment of just over £8000.

Another client with a severe mental health condition had been living in rented accommodation. Unfortunately £6,000 of debt had accrued and client was in danger of losing their home. We defended the case successfully and moving forward we are continuing to support the client.

Many of our Newbury clients that came to us for help claiming universal credit had no digital skills so we were able to work with them to access and understand their accounts.



West
Berkshire

Thanks to you I now have
the confidence to speak
to the utility company
and understand their bills
a lot better than I did



We have managed to run an uninterrupted service despite the country going into lockdown due to COVID-19



**e-mail via our website:
www.citizensadvicewestberkshire.org.uk**



Our National Adviceline – 0300 222 5941



Our office 01635 516605, we are picking up messages regularly and calling clients back to give them telephone advice

Our specialist services

Money Advice Service



Carers Advice Service



**citizens
advice**

**West
Berkshire**

Research & Campaigns

Our Research and Campaigns team submitted evidence to national Citizens Advice on Universal Credit concerns such as waiting times for the payment and deductions



We also held our Scams Awareness Month, in June 2019

**SCAM
AWARE**

Universal Credit Help to Claim

**Started in our Newbury office on 1
April 2019 - Face to Face
appointments to support West
Berkshire residents to apply for
Universal Credit**





Any questions please contact our office
enquiry@cawberks.org.uk

**citizens
advice**

**West
Berkshire**

**Thank you for
taking the time to
read this**



Newbury BID Annual Presentation to Newbury Town Council

Melissa Hughes - CEO

19th October 2020

METHODOLOGY

Our action plan for the next 12 months has been formulated in response to the following:

1. Results of an August 2020 survey of BID businesses
2. Data gathered as part of an August 2020 audit of the BID area
3. Steps needed towards our long-term vision and key objectives

1. BUSINESS SURVEY

Priorities

BID members see the following projects as the **top 10** current priorities:

1. Working with stakeholders to improve appearance of/fill void units (69%)
2. Management of the town centre's CCTV (66%)
3. Visit Newbury marketing (66%)
4. Management of chuggers, pedlars, charity collectors, and buskers (64%)
5. Promotion of Newbury via press releases to local and regional press (62%)
6. Management of BusinessWatch scheme (PubWatch & ShopSafe) (61%)
7. Management of Christmas lights & bunting (61%)
8. Delivery of specialised markets (59%)
9. Design & delivery of BID annual events (59%)
10. Lobbying to represent members' voices and views on key town centre matters (58%)

1. BUSINESS SURVEY

Priorities

BID members have identified the following **additional priorities/projects**:

- Parking scheme for staff in retail units, and lobbying for free parking in general
- Ensure potential tenants are advised of Newbury BID levy by landlords/letting agents/solicitors
- Focus on reducing littering
- Streamline number of activities involved with so as not to dilute the brand
- More joined up approach with WBC & NTC
- Competitive rental schemes for independents
- Christmas market or winter ice rink
- Review crime reduction scheme
- Structured monthly members meetings with dedicated agendas, topics and resultant action plans
- Avoid replacing what should be council funded/provided services

1. BUSINESS SURVEY

Satisfaction & Value For Money

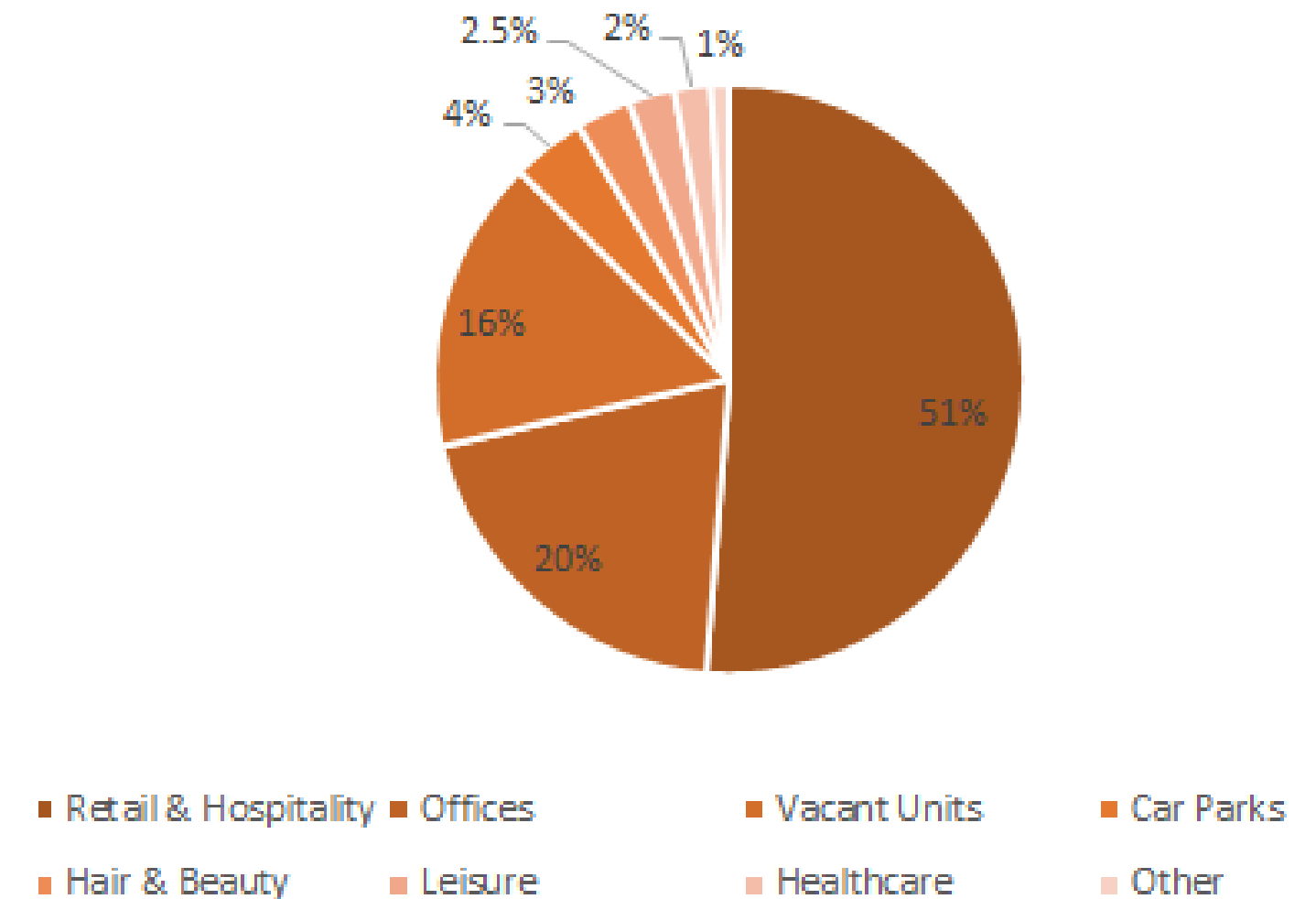
BID members have identified the following areas **as requiring improvement**:

- Improve footfall across all areas of town through promotion of events, local schemes, and improved markets
- Improve communication and accountability
- Improve appearance and number of void units
- Improve business support across all sectors

2. BID DATA

Business Sectors

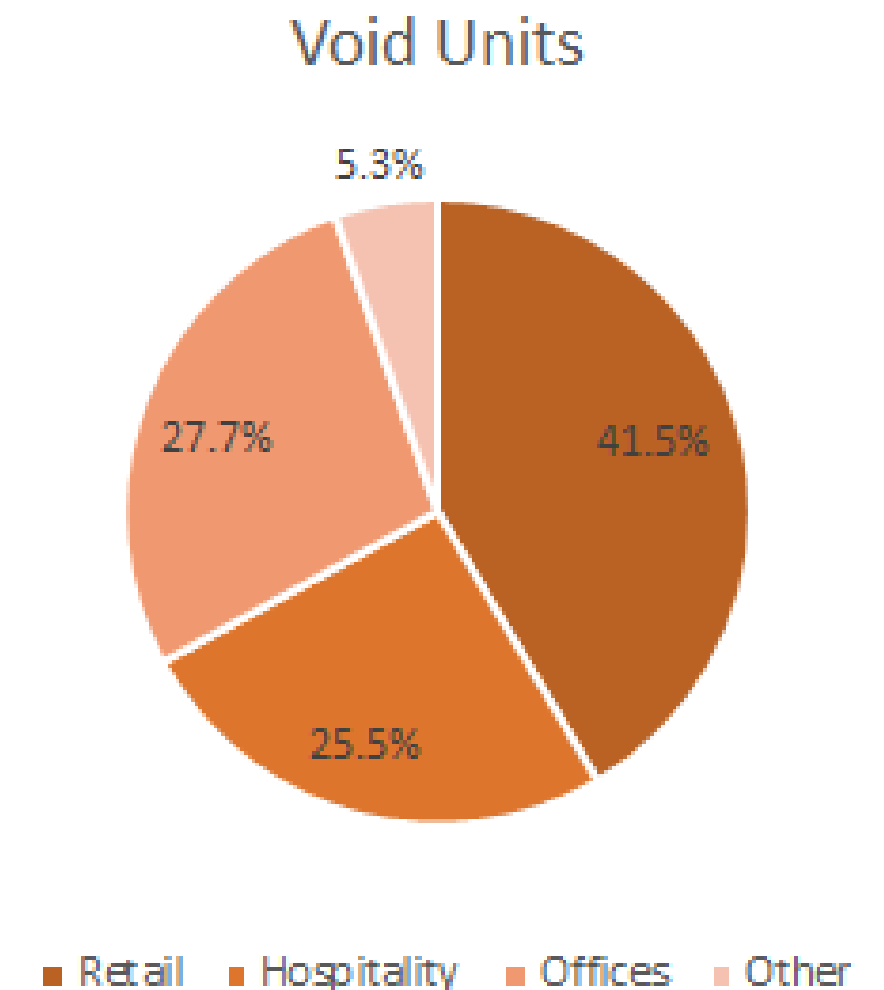
- 51% of the BID levy comes from retail & hospitality
- 20% of the BID levy comes from offices
- 16% of the BID levy comes from vacant units
- 4% of the BID levy comes from car parks
- 3% of the BID levy comes from hair & beauty
- 2.5% of the BID levy comes from leisure venues
- 2% of the BID levy comes from healthcare practices
- The remainder comes from members clubs, the market, educational settings, and local amenities



2. BID DATA

Void Units

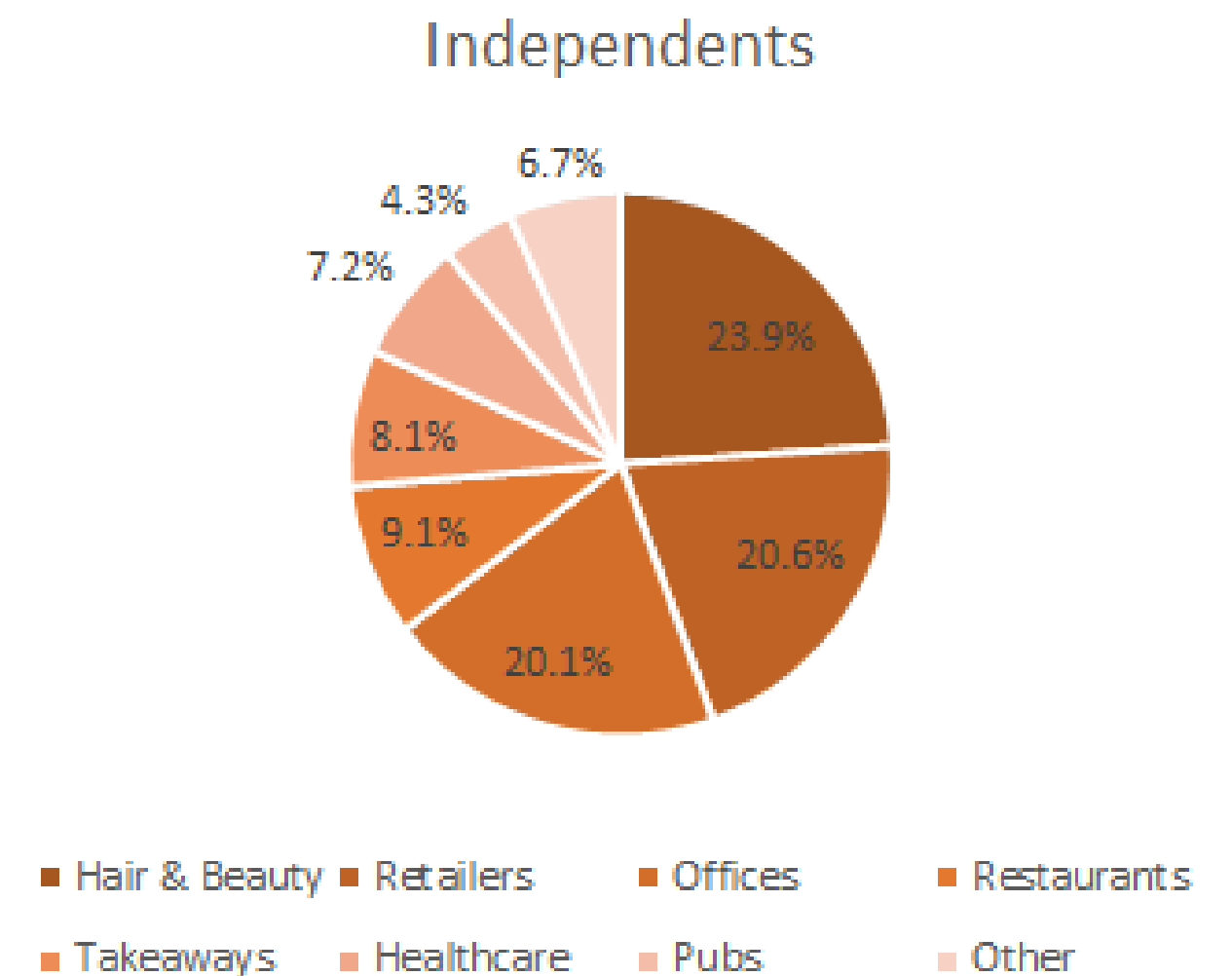
- There are currently **94** vacant/non-operational premises in the BID area (**15%** of all units)
- Of these, **39** were previously used as retail (**20%** of total retail units)
- **24** were previously used as hospitality (**21%** of total hospitality units)
- **26** were previously used as offices (**13%** of total office units)
- The other **5** were previously used as education, leisure and local amenities



2. BID DATA

Independent Businesses

- There are currently **209** independents in the BID area (**34%** of all units)
- Of these, **50** are hair & beauty (**91%** of all hair & beauty)
- **43** are retailers (**28%** of all retailers)
- **42** are office-based businesses (**26%** of all office-based businesses)
- **19** are restaurants (**70%** of all restaurants)
- **17** are takeaways (**81%** of all takeaways)
- **15** are healthcare businesses (**79%** of all healthcare businesses)
- **9** are pubs (**45%** of all pubs)
- There are also **6** cafes (**43%** of all), **5** leisure venues (**45%** of all), and **3** educational settings (**75%** of all)



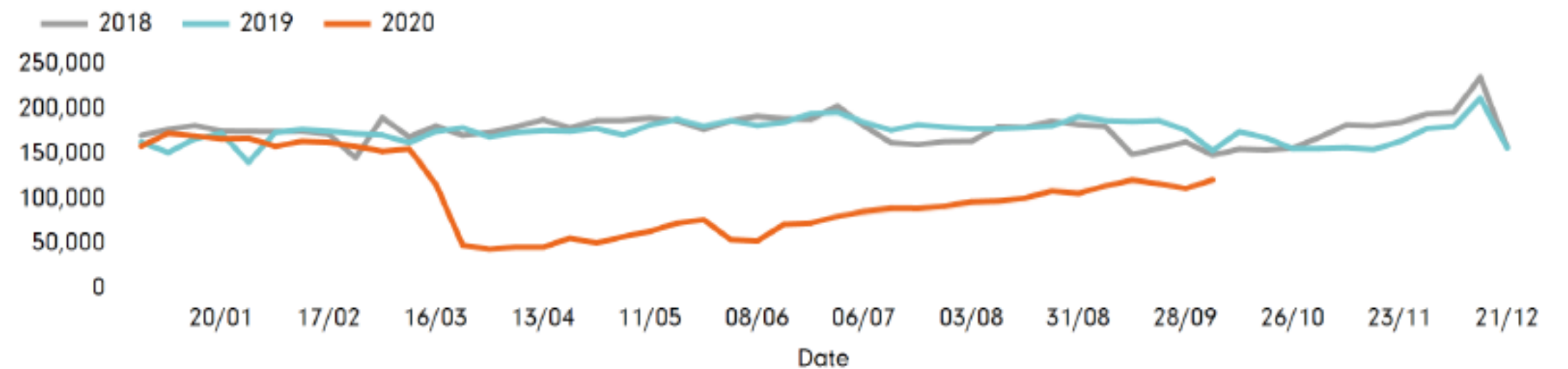
2. BID DATA

Footfall in Northbrook Street

Footfall in Northbrook Street

- 12-week pre-lockdown footfall (30/12-22/03) averaged **159k** per week
- 12-week lockdown footfall (23/03-14/06) averaged **55.5k** per week
- 12-week post-lockdown footfall (15/06-06/09) averaged **91k** per week
- We are now back to **120k** per week = **75%** of pre-lockdown footfall
- We are also back to **65%** of footfall from this time last year

Footfall by week



3. LONG TERM VISION & OBJECTIVES

Long-Term Vision

For Newbury to be a go-to destination for businesses and visitors from all around the world, with the BID leading the way on place-shaping and town centre transformation

Key Objectives

- (1) Increase visitor footfall and engagement with town centre businesses by shaping, positioning and promoting Newbury in line with what our natural and desired visitors want now and in the future
- (2) Increase business retention and investment in Newbury by working with partners and members to deliver projects and initiatives to (a) support existing businesses and (b) attract new businesses

ACTION PLAN & PRIORITIES

Marketing & Promotion

- Develop a clear and compelling USP for Newbury, prepare a strategy to position Newbury according to this USP and promote to local and wider audiences (key focus on storytelling/content marketing and website improvement)
- Scope out final plans for Christmas 2020, communicate to members and promote to local and wider audiences
- Continue to deliver a "Support Local" campaign, particularly in the lead up to Christmas to encourage shoppers to choose Newbury
- Continue to develop and deliver Marketing & PR campaigns to promote Newbury to local audiences and as a destination for tourists

Out & About

- Allocate a "Client Relationship Manager" to each sector, so that all BID members know who their dedicated contact is and how often they will visit
- Communicate street ranger's rota and team's business visits schedule to members
- Consider opportunities to expand specialised market offering to help draw in wider audience
- Develop calendar of BID events (and partnership events) for 2021

ACTION PLAN & PRIORITIES

Attractive Town Centre

- Develop a "Keep Newbury Tidy" campaign to promote responsible disposal of litter (involve local community, e.g. schools, in design of campaign)
- Work with landlords and commercial agents on strategy to promote commercial lets within the town and to minimise negative impact of void units, e.g. a website listing all available units, points-based scheme to show types of business that would thrive in town, etc.
- Produce report to summarise current issues with CCTV and options and costs for going forward for discussion with TVP and NTC
- Review Christmas lights provision and put together a proposal for once the current contract expires

ACTION PLAN & PRIORITIES

Business Support & Income

- Produce BID information sheet for landlords/letting agents and a new members pack for businesses which have moved into the town
- Develop a clear plan for monthly members forums, with meetings focused on different topics/sectors
- Develop a comms plan to help businesses understand the roles of different agencies, how we can each help them, who to contact
- Publish BID objectives, action plans and calendar of events, and report regularly against objectives
- Develop a comms plan to promote the services we offer to businesses and how they can access them
- Review suitability and effectiveness of current crime prevention scheme (BusinessWatch) and research alternatives
- Re-introduce Newbury Indies networking meeting and support collaboration between small, independent businesses
- Develop training workshops for members on key topics, e.g. BW, social media, H&S, employment (involve B2B members as experts)
- Research and obtain data to back proposals for parking scheme alternatives for the town
- Develop Newbury BID area of website to provide a useful information portal for businesses (and to provide transparency)
- Focus on developing commercialisation opportunities to supplement BID levy income

MARKETING CAMPAIGNS

For our local audience

- Promotion of Halloween trail - Oct-20
- Promotion of virtual Christmas lights switch on - Oct/Nov-20
- "Shop Local Year"/"Support Local" campaign to run throughout year, with particular focus re: supporting local businesses at Christmas (including "Support Local" video created in conjunction with NTC – to be shared Oct-20)
- "Alive After 5" campaign to launch in Q4, 2020 - what to do in the evenings in Newbury
- Promotion of Crafty Crafty event - Q1 & Q2, 2021
- "Bringing People Together" campaign to launch in Q1 or Q2, 2021 - come together with friends and family in Newbury to...
- "Keep Newbury Tidy" campaign to launch in Q2, 2021 - work with local community to produce this

For visitors/tourists

- "Secret Newbury" campaign to launch in Q1, 2021 - discover all of Newbury's hidden gems
- Targeted SEO campaign to introduce wider audience to Newbury through content marketing/storytelling

Marketing & Promotion

- Website traffic - More than 10,000 unique monthly users visiting visitnewbury.org.uk by 31/5/21 (Jul-20 = 5,933, Sep-20 = 2,622)
- Footfall - More than 160k weekly footfall by 31/5/21 (May-19 = 179k, May-20 = 65k, Sep-20 = 120k)

Out & About

- Business visits - Every BID member receives an in-person visit at least once a quarter
- Visitor satisfaction - An average score of 3.5+/5 achieved for all BID-organised events and activities in 2020-21

Attractive Town Centre

- Void units - Strategy planned and shared for promoting and improving void units by 31/12/20
- CCTV - Strategy planned and shared for improving CCTV provision by 31/10/20

Business Support & Income

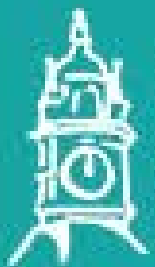
- Business satisfaction & value for money - An average score of 3.5+/5 achieved by 31/8/21 (Aug-20 = 2.88 & 2.39)
- Commercial revenue - £0.20+ of revenue generated for every £1 of levies received in 2020-21 financial year (2019-20 = £0.11)



NEWBURY

BUSINESS IMPROVEMENT DISTRICT

Questions



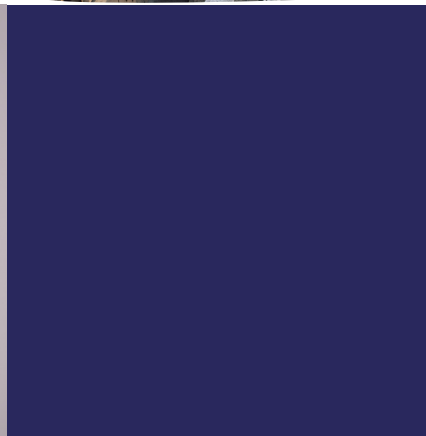
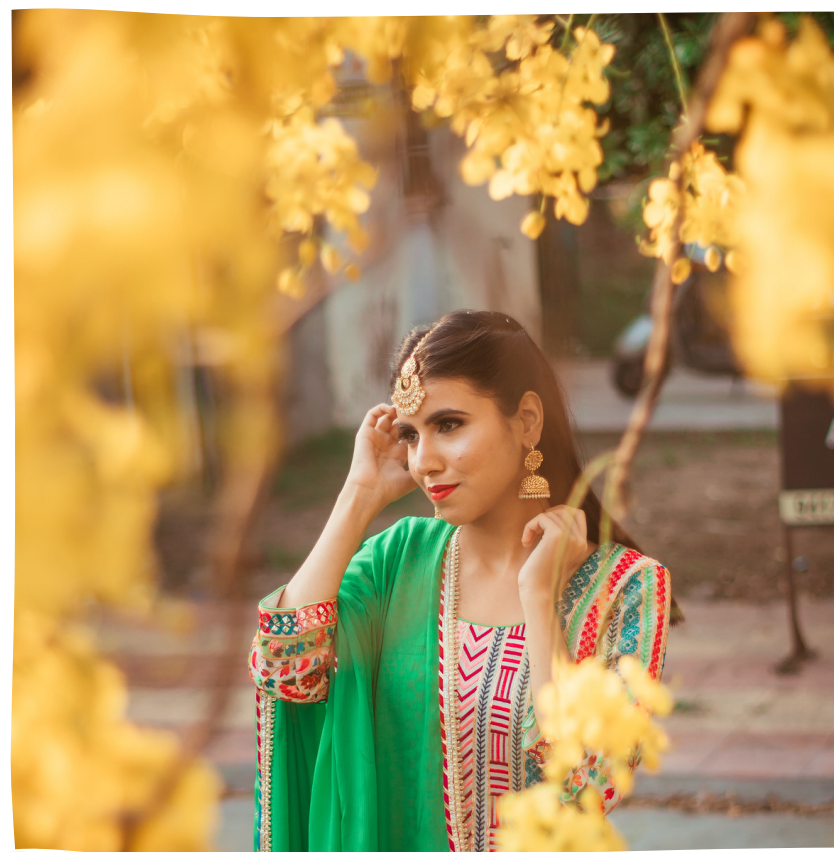
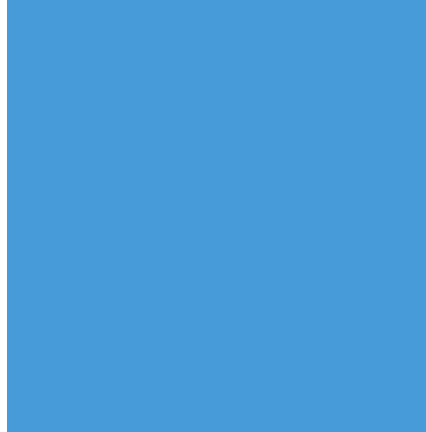
NEWBURY

Business Improvement District



COMMUNITY
UNITED
WEST BERKSHIRE

WE HEAR YOU





Newbury Town Council Meeting 19th October 2020

**INTRODUCING
COMMUNITY UNITED WEST BERKSHIRE**

**ALICE KUNJAPPY-CLIFTON
CAROL JACKSON-DOERGE
JULIAN SWIFT-HOOK
ANGIE NAGMELDIN**



Why Community United

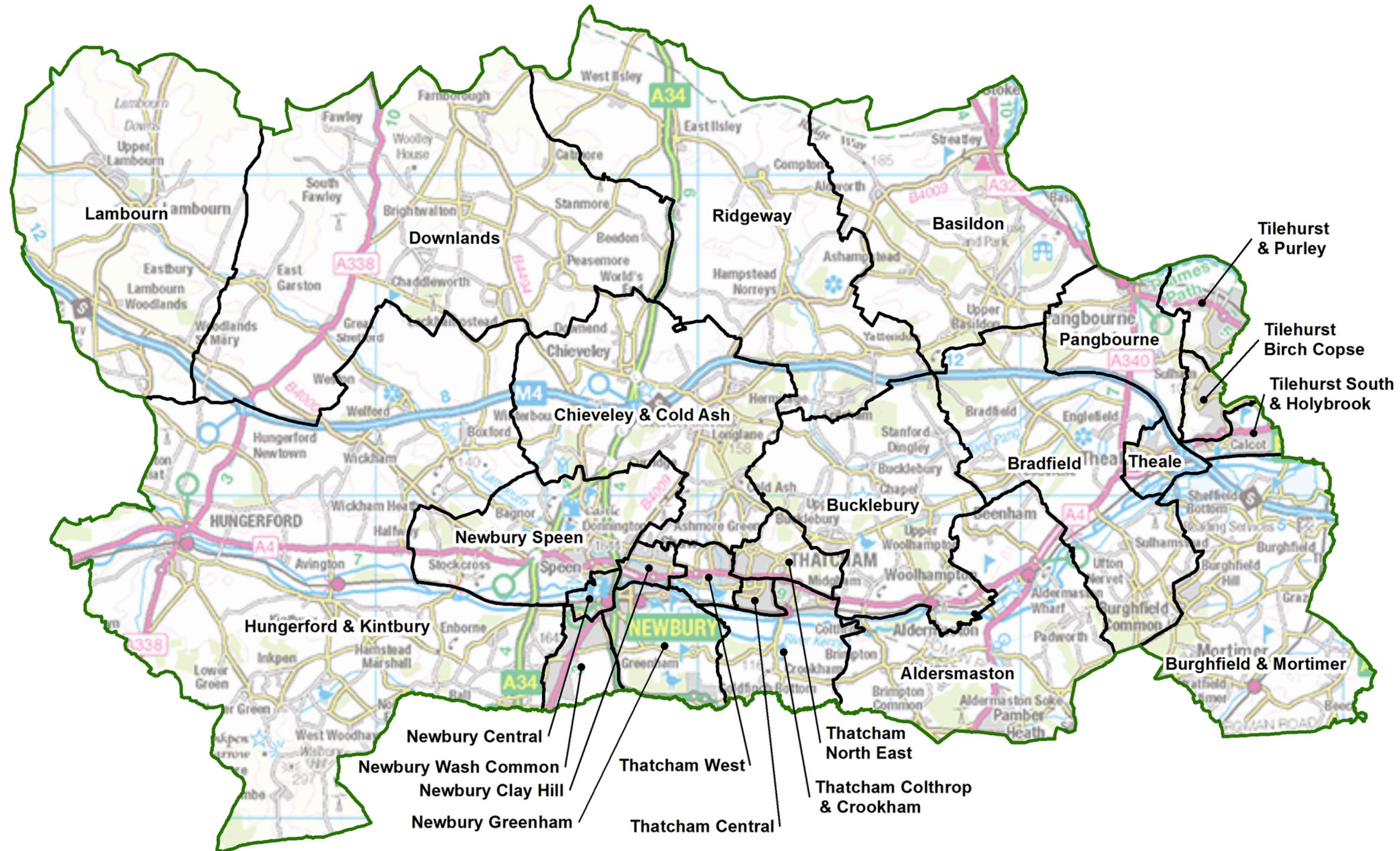
Culturally Better Together

**BUILDING TRUST WITHIN THE
BAMER COMMUNITY**

**SUPPORTING STATUTORY AUTHORITIES
WITH COMMUNITY ENGAGEMENT
FROM A POSITION OF UNDERSTANDING**

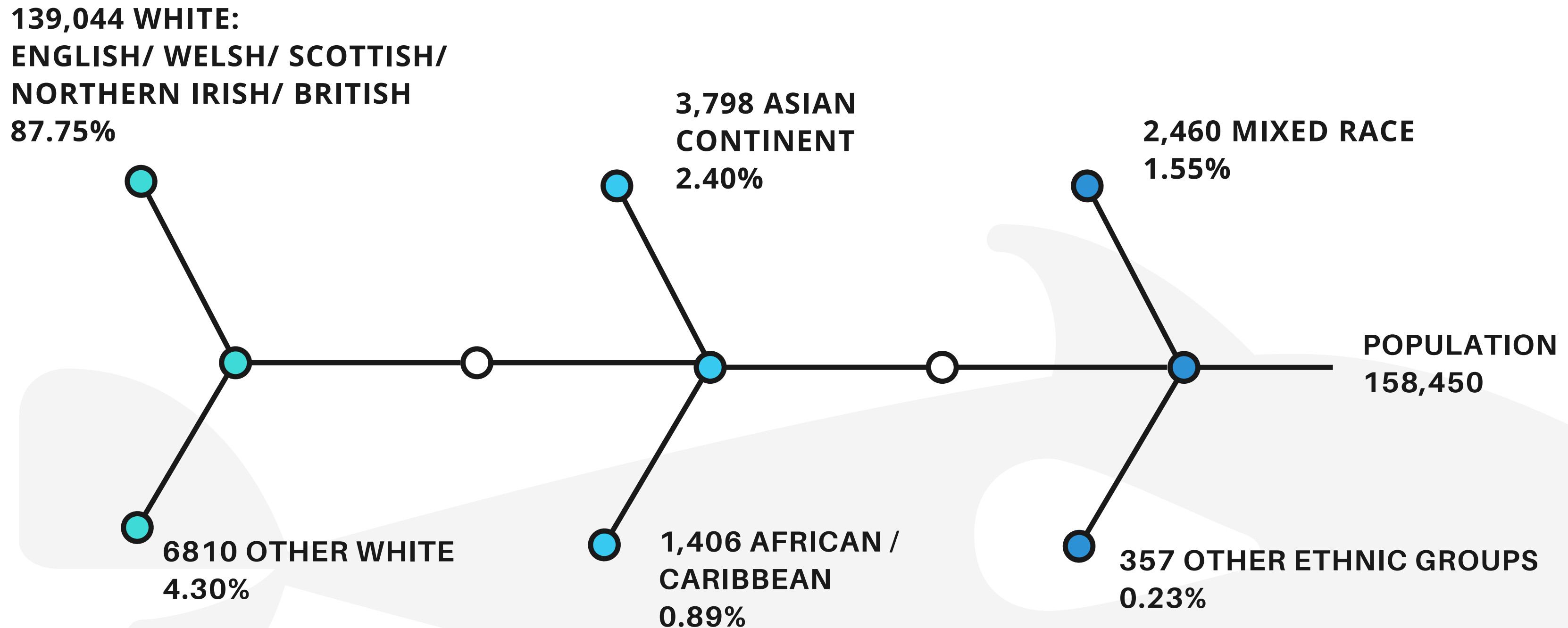
Diversity, Equity and Inclusion

WEST BERKSHIRE COVERS APPROX 270 SQUARE MILES - APPROX 200 SQUARE MILES ARE AONB





DEMOGRAPHIC MAKE-UP OF WEST BERKSHIRE - 30 WARDS



WEST BERKSHIRE IS NOT AN HOMOGENEIOUS COMMUNITY

Speen	Persons		Clayhill	Persons		Falkland	Persons
Asian Continent	75		Asian Continent	284		Asian Continent	141
African / Caribbean	13		African / Caribbean	88		African / Caribbean	40
Other White	260		Other White	469		Other White	297
White: English/Welsh/Scottish /Northern Irish/Others	5229		White: English/Welsh/Scottish/ Northern Irish/Others	5864		White: English/Welsh/Scottish /Northern Irish/Others	5,208
Other Ethnic Groups	21		Other Ethnic Groups	21		Other Ethnic Groups	29
Mixed Ethnic Groups	63		Mixed Ethnic Groups	101		Mixed Ethnic Groups	84
Total	5661			6827			5799

Victoria	Persons		Northcroft	Persons
Asian Continent	418		Asian Continent	162
African / Caribbean	53		African / Caribbean	60
Other White	426		Other White	347
White: English/Welsh/Scottish/ Northern Irish/Others	3853		White: English/Welsh/Scottish/ Northern Irish/Others	4723
Other Ethnic Groups	29		Other Ethnic Groups	8
Mixed Ethnic Groups	73		Mixed Ethnic Groups	54
				5354
	4852			

COMMUNITY UNITED

a conduit for change

- Flagging COVID issues from BAMER communities at West Berkshire Community Support Hub
- Working with statutory bodies (e.g. WBC, TVP, CCG, HealthWatch) to help them support ethnic minority & diverse communities
- Cultural idiosyncrasies / unconscious bias / Belonging
- Is BAME/BAMER the right terminology?
- Your input as community leaders
- How can we help you?

COMMUNITY UNITED - is an investment into communities
- is asking the difficult questions

In Honour of Black History Month

Greatest Black Britons from politics to music and the arts

MARY PRINCE, BRITISH ABOLITIONIST AND AUTOBIOGRAPHER

DIANE ABBOTT, FIRST BLACK WOMAN MP

MARY SEACOLE, CRIMEAN WAR NURSE

SADE, SINGER

COURTNEY PINE, JAZZ MUSICIAN

BARONESS AMOS

BEVERLEY KNIGHT, SINGER

SIR TREVOR MCDONALD, NEWSREADER

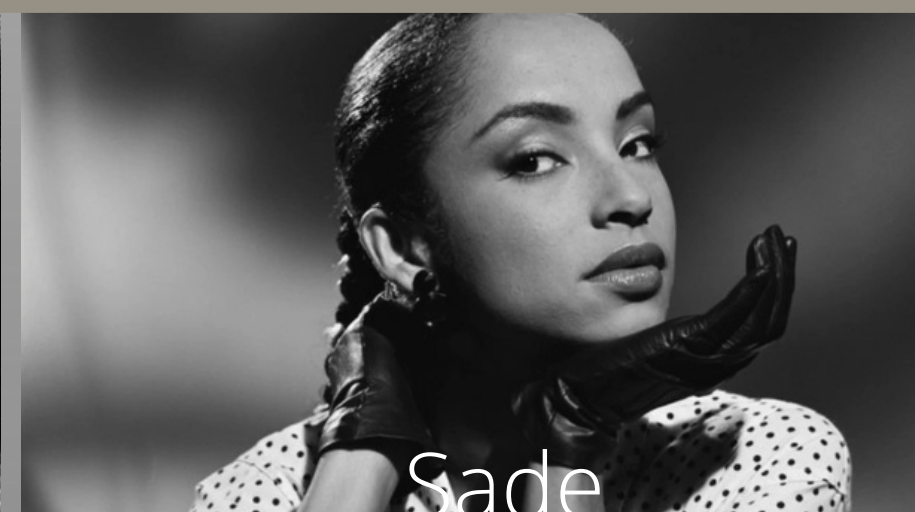
SIR LENNY HENRY, COMEDIAN



Diane Abbott MP



Mary Seacole



Sade



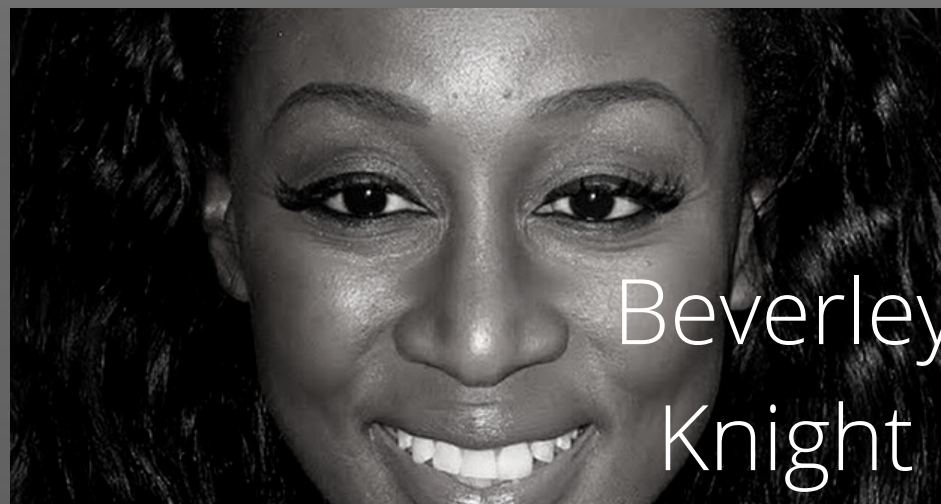
Sir
Lenny
Henry



Courtney Pine



Baroness
Amos



Beverley
Knight



Sir Trevor
McDonald



COMMUNITY
UNITED
WEST BERKSHIRE

WE HEAR YOU

COMMUNITY UNITED
Culturally better together

THANK YOU
Questions?