



The Old Courthouse,
Jaycroft Road,
Burnham on Sea,
TA8 1LE

4th July 2023

To: All Members of the Town Improvements Committee

YOU ARE HEREBY SUMMONED TO ATTEND a meeting of the **TOWN IMPROVEMENTS COMMITTEE (TIMPS)** to be held on **10th July 2023** in the Council Chamber, Old Courthouse, Jaycroft road, TA8 1LE at **7.00 pm** for the purpose of transacting the business set out in the agenda below.

All members of the public are welcome to attend.

Building doors will be open at 6:45pm.

A handwritten signature in black ink, appearing to be "K Noble", written on a light blue background.

Katherine Noble
Town Clerk

Please contact the Town Council reception (01278 788088) if you need further information on this agenda.

Members of the Town Improvements (TIMPS) Committee

Councillor P. Clayton
Councillor M. Facey
Councillor G. Gudka
Councillor A. Morgan

Councillor C. Searing
Councillor J. Warren (Chair)
Councillor P. Wynn
Councillor B. Vickers

Public participation

A public participation session will now be held before the meeting starts. Anyone wishing to speak on any matters is encouraged to give notice of the request and subject matter to the Town Clerk no later than midday on the last working day prior to the meeting. Public participation shall be restricted to the public participation session, unless directed otherwise by the Chair. In accordance with standing orders the public participation time will not exceed 15 minutes in total with no individual speaker exceeding 3 minutes.

Town Improvements Committee Meeting Agenda

10th July 2023

- 46.0.I23 Apologies for absence**
- 47.0.I23 To receive any declarations of interest on items included on this agenda**
- 48.0.I23 Presentation by SEED on seawall art proposal**
- 49.0.I23 To receive and approve the minutes of the Town Improvement Committee meeting held on 22nd May 2023**
- 50.0.I23 Matters arising from previous minutes**
- 51.0.I23 To receive the Chairs report**
- 52.0.I23 To note the most recent football report**
- 53.0.I23 To receive verbal update from the Burnham-on-Sea Town Board and to note the Terms of Reference**
- 54.0.I23 To appoint Members on to the Burnham-on-Sea Town Board**
- 55.0.I23 Feedback from the Armed Forces Day Parade held on 1st July**
- 56.0.I23 Christmas Lights tendering update and to agree tender interview panel**
- 57.0.I23 To consider the new seawall art proposal**
- 58.0.I23 To re-consider residents request for re-siting of dog bin in St Johns Road**
- 59.0.I23 To consider report regarding a dog fouling campaign**
- 60.0.I23 To consider purchasing Pride flags at a cost of £12.78 + VAT to support Pride Month in 2024**
- 61.0.I23 Date of next meeting**

The next meeting of the Committee is scheduled for 11th September 2023 at 7 pm.



Minutes Town Improvements Committee

Date	22/05/2023
Time	19:00 -
Location	Council Chamber, Old Courthouse, Jaycroft Rd, Burnham-on-Sea, TA8 1LE
Chair	Cllr James Warren
Attendees	Cllr Peter Clayton, Cllr Mike Facey, Cllr Ganesh Gudka, Cllr Andrew Morgan, Cllr Catherine Searing, Katherine Noble Town Clerk, Cllr Barbara Vickers, Cllr James Warren and Cllr Paul Wynn
Absentees	Cllr Sue Barber and Cllr Mike Murphy

00.0 Public Participation

There were five member of the public present.

There were no registered speakers.

31.0.I23 To receive apologies for non-attendance

Apologies were received from Councillors Searing, Morgan and Wynn.

32.0.I23 To receive any declarations of interest on items included on this Agenda

There were no declarations of interests.

33.0.I23 To elect Committee Vice Chair for the ensuing year

Councillor Clayton proposed Councillor Facey, but this was not seconded.

Resolved Councillor Vickers was elected as Vice Chair of the Town Improvements Committee.

34.0.I23 To receive and approve the minutes of the Town Improvements Committee meeting held on 20/03/2023 (copy enclosed)

The minutes of the previous meeting of the Town Improvements Committee, held on 20th March 2023, were presented by the Chairman.

Resolved that the minutes be taken as read, confirmed and signed by the Chairman.

35.0.I23 Matters arising from previous minutes

There were no matters arising.

36.0.I23 Formal announcements from the chair

The Chairman had no announcements.

37.0.I23 To note the most recent footfall and vacancy reports

The Committee requested that specific analysis on the footfall data is provided for a 3 month moving average against the previous year and a 12 month moving average against previous year and if possible a pre-pandemic benchmark.

The reports were noted.

38.0.I23 To note details of Armed Forces Day Parade on 01/07/2023 and agree expenditure

Somerset Council had now confirmed that the road closure was exempt from the £200 fee.

Resolved that £100 is allocated from the events budget for the Armed Forces Parade on 1st July. Members will be invited to attend.

39.0.I23 Verbal update from the High Street Task Force Working Group

Councillor Gudka circulated the following written report;

The 2nd workshop facilitated by the High Street Taskforce was held on 11th May. The Town Council was represented by me and the Deputy Clerk. Development Officers from Somerset Council, a few local residents, a business owner and the chair of the Burnham Chamber of Trade were also present. Some but not all the attendees had experience of previous regeneration projects in the town.

The facilitator, Toyubur Rahman, outlined trends affecting town centres across the country, including our own. He made a compelling case that because of trends such as the rise of internet shopping, out of town retail outlets and changes in demand patterns, the traditional High Street dominated by national retail brands was unlikely to be the model of the future.

The group did note some specific strengths that Burnham has, including the variety of independent outlets, its position on the coast with interesting tourist amenities on either side, and some legacy of events to draw in visitors.

We started to share some ideas for how the future town centre might prosper. In the long term, a High Street with a variety of businesses, covering retail, services, offices and social spaces, is likely to be more viable. Synergies with the sea front and local leisure amenities would need to be maximised.

Development of events may also be part of the solution and there was some discussion of what it would take to make life easier for event organisers.

These were very early and rough thoughts, and those present were conscious that we need to involve a wider variety of stakeholders, covering businesses, property owners, community groups and residents.

The facilitator presented the benefits of creating a strong "Placemaker" organisation or Town Board, including all stakeholders, to develop and lead change. The precise structure of that organisation would be up to the group to decide. It might ultimately be formed as a Business Improvement District (BID) or Community Interest Company (CIC) or remain a less formal entity. However, my understanding is that whilst the Town and County Councils would participate in the organisation, they would not dominate it or necessarily lead it. The ethos of such an organisation would need to be one of the local people taking control of the process rather than top-down changes being imposed upon them.

The next stage, if we choose to continue, is to hold a larger workshop to form a 12 Member Board. There will be an application process for those wishing to join the Board, who must show commitment, relevant experience and enthusiasm. Mr Rahman would be available to facilitate this meeting, and we expect this be externally funded. In preparation for

that meeting, the Somerset Council team will work with the local press to advertise the meeting and invite a wider variety of participants to attend it.

Whilst I understand that this will feel like a repeat of previous initiatives to many, I believe that we must keep trying to enable change in this way. I recommend that we continue to support this process and participate in it.

A query was raised regarding Officer time and where was the funding coming from. This is a government funded project and supported by Somerset Council.

The report was noted.

40.0.I23 To consider a traders request to support a makeover of the Market Street in Highbridge

The Committee agreed that it was not their place to give permission, but could encourage and enable the volunteers to make connections with other groups. The funding should come from Somerset Council.

Resolved that the Highbridge Councillors meet with the Traders to offer support.

41.0.I23 To consider recommendations from the Christmas Lights Working Group and agree actions

The Working Groups recommendations were considered.

Resolved that the purchase, installation and decoration of the two towns Christmas trees is a separate contract to the main lights. That the expressions of interest notice for the main contract is advertised with the budget of £21,000 ongoing for 3 years with a deadline of 15th June.

42.0.I23 To consider contacting Somerset Council to request installation of recycling bins on the seafront

Resolved that a request is made to Somerset Council for recycling bins to be placed on the seafront (to the left of the Jetty).

43.0.I23 To receive legacy clock update

The options were considered. There were some concerns raised regarding the proposed location, but it was agreed that the donors wishes should be respected.

Resolved that purchase of the option one clock (4800mm tall) is agree and that a site meeting is arranged to agree the exact installation location.

44.0.I23 To appoint working group to continue to progress with the Highbridge Regeneration Project

Resolved that the ward members for Highbridge and the Somerset Councillors ward members be invited to attend a meeting, to see if elements from the project can be taken forward.

45.0.I23 The next meeting of this committee will be held on Monday 10/07/2023

The next meeting of the Town Improvements Committee will be held on 10th July 2023.

GEO-Sense Footfall Headline Report

52.0.I23

Burnham On Sea

June 2023

90,954

Total visits this period

Footfall is
-6%
down
based on
last month

3,032

Average visitors per day

Overall footfall statistics



Headlines

- The change in footfall compared to the previous month is a **-6%** decrease
- The total number of visitors was **90,954** of which **65,443** (72%) have visited previously and **25,511** (28%) were new
- The average number of visitors per day has increase by **6%** based on the year to date average
- Footfall for the year to date has increased by **3%** (17,118) based on the same period last year
- The busiest zone during June was the **High Street / Regent Street Jct** with **60,845** visitors, **67%** of the total venue visitors

Busiest Days

- The busiest day this month was **Saturday 3rd** with **4,011**, **4%** of the total of which **512** (13%) were new visitors
- During this day the busiest time was between **12:00 and 13:00**
- Average Dwell for the day was **197** minutes

Intelli-Sense Analytics

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Introduction

Burnham- on- Sea is situated along the coast of Somerset and has a rich historic heritage as a Victorian seaside town.

In February 2022 Burnham-on-Sea was selected to be part of the High Street Task Force, benefitting from expert advice from the Design Council as well as one-to-one sessions from a consultant. The aim of this project is to make Burnham's high street a better place for residents and tourists alike.

The purpose of the Board is firstly, to help oversee, monitor, and support Somerset and Burnham-on-Sea and Highbridge Town Council to bring forward town centre regeneration and development and, secondly, to lead in identifying and implementing complementary community-led initiatives/projects, where appropriate. The foundation of this group is one of collaboration, with the aim being to revive and improve Burnham-on-Sea Town Centre so that it becomes a thriving place for all residents, businesses and visitors.

Roles

Somerset Council, as the lead authority on the project will facilitate creation of a Town Board that will be the body that shapes the vision for the town as well as defining the strategy and steps that need to be taken to achieve that vision.

The Board will:

- **Establish the biggest challenges the High Street and the town itself face.**
- **Create an action plan on how to tackle challenges via improvements.**
- **Represent the community and their views.**
- **Organise mutually supportive working links between businesses, service providers, the public and voluntary sectors, and the community at large.**
- **Help develop the life of the town centre, so it is more attractive for visitors and residents.**
- **Help reduce the extreme seasonality of Burnham- on- Sea, suggest all year-round events to make the town more vibrant in the colder times of the year. Thus, relying less on the sea front as the main attraction.**
- **Develop self-sustaining projects that enhance the environment, access, car parking, signage, security, inward investment, business, marketing, customer care and attractions.**

Decision-making

The Burnham-on-Sea Town Board is not a decision-making body regarding projects it has not initiated itself. This includes any project run or managed independently by any member(s) sitting on the Board. It will, however, have the right to request reasonable specific detail or presentations relating to such projects.

The Board will have a right to make decisions at Board meetings in relation to any initiatives/proposals it decides to initiate independently on behalf of the community. Where decisions are to be made, they will be taken by the membership through open votes at meetings. Secret ballots will be held only in exceptional circumstances and where a majority of members indicate this as a preference.

Membership

Membership is open to people who live, work, or have a connection to Burnham-on-Sea.

Members of the Board will be responsible for letting Somerset Council officers know if they are involved with anything that might affect any decision made by the Board.

Membership of the Board will be reviewed annually. If membership falls below eight members, the viability of the Board will be re-considered.

Individual members may decide to nominate a representative to attend in their absence. The nominated representative must fulfil the same Membership criteria as the individual they are sitting in for. The Secretary needs to be notified at least 48 hours in advance with the names of those attending. Unless they remain a current problem, issues previously discussed will not be discussed again in detail for the benefit of those who did not attend the last meeting.

Where matters are agreed to be confidential, members, including any substitutes, are required to treat all such papers and discussion as confidential, especially personal information about individuals. In addition, the sharing or disclosure of information circulated or raised in discussions will only take place where it is legally appropriate to do so.

Other members of the local community may attend from time to time as observers at the discretion of the Board. This will need to be agreed in advance by the Board.

The Board members will receive support from the Council to ensure that they understand the role of the Board, the relevant policies, and decision-making structures.

The role of the Chair is to lead the Town Board in shaping the vision for the town as well as defining the strategy and steps that need to be taken to achieve that vision. The Chair will be elected by the Board Members at the first meeting of the Town Board.

The Board will be made up of:

- Town Councillor (x1)
- Somerset Council Councillor (x1)
- Businesses and traders, –retail (x1); Food & Beverage (x1); Professional Service Business (x2)
- Individual residents (x3)
- Community, voluntary, youth and faith organisations (x1)
- Local school representative / Youth Representative (x2)
- Arts and Culture Representative (x3)
- Somerset Council Planning Policy Manager (x1)
- Secretariat Support (x2)

Member selection process

Membership is open to stakeholders of the local community who are encouraged to apply to join the Board through an open and transparent process. Applicants should:

- Represent at least one of the groups or stakeholder organisations outlined in Membership Section above.
- Demonstrate good knowledge of Burnham-on-Sea Town Centre.
- Demonstrate some understanding of the challenges faced by Burnham on Sea Town Centre and other town centres generally.
- Demonstrate a reasonable understanding of the strengths and needs of local Burnham on Sea communities.
- Demonstrate a collaborative/team approach, and a desire to work co-operatively, constructively, and inclusively as part of a team.
- Demonstrate the capacity, ability, and commitment to shape community outreach.

Somerset Council will manage membership enquiries on behalf of the Board. The application process requires prospective members to demonstrate their commitment to Burnham- on-Sea Town Centre by answering the following questions on the application form:

- What do you currently like about Burnham-on-Sea Town Centre?
- What would you like to see changed in Burnham-on-Sea Town Centre?
- How would you involve the local community and businesses to ensure their views are represented?
- Are you a member of any local organisations?
- Please tell us how you see your role as a town board member?

All applications will be assessed against the quality of responses and criteria set out using a simple scoring system (shown below). Membership of the Board will be decided collectively by the Town Council representatives and Somerset Council officers and will be for an initial term of two years.

Suitability	Definition	Rating	Description
YES	Exceeds expectations and criteria	3	<p>Strong evidence provided. Has answered the question fully and outstanding amount of information provided.</p> <ul style="list-style-type: none"> Has given an excellent example from past experience which relates well to the role. Covers all elements to the question. Clear evidence and/or reasoning provided. Demonstrates an understanding of what is required
	Meets the minimum criteria	2	<p>Acceptable evidence provided. Has answered the question and sufficient information provided using positive indicators.</p> <ul style="list-style-type: none"> Has given an example using past experiences but content is limited. Information provided is positive. Information available from other competencies or areas of the application form
NO	Fails to meet the minimum criteria	1	<p>Weak evidence provided. Has answered the question but insufficient information provided. Limited motivation, primarily supported by evidence of negative indicators.</p> <ul style="list-style-type: none"> Has not given an example just experience. Information given is extremely negative. Information is disjointed and does not make sense. Content of information is poor. Example given but no specific detail
		0	<p>Little or no evidence provided. Has not answered the question or missed the point and answer does not match the question.</p> <ul style="list-style-type: none"> Limited understanding of role and responsibilities Little or no effort made with application. Inadequate answers / reasoning provided

The Board will have the right to review its membership on an annual basis (or more frequently if otherwise agreed by the Board) and consider the need to onboard additional members as it sees necessary to ensure that it remains inclusive and representative of the community.

Secretariat

Secretariat will be provided by Somerset Council with support from the Town Council. A Secretary will:

- Liaise with the Chair regarding dates and agendas.
- Distribute papers for future meetings at least 7 days before the meeting.
- Collate agenda and relevant papers
- Take minutes of the meetings
- Monitor and follow up actions.

We are continuing to receive very positive feedback about the Mosaic artwork on the Seawall, and many people are asking us about the possibility of doing more.
I have raised this with the artist Svetlana Kondakova Muir who is very interested.

She has forwarded us two proposals:

1. To continue the same theme with another three panel artwork: Saltmarsh
She has fully developed this idea and it is attached. I'm sure you will agree that these are one again quite beautiful designs
2. To explore the idea of a historical based set of three panels – with two possible ideas she is putting forward:
 - a) 1. Portray important BoS people through the years and illustrate their contributions to the town or to the world in general. e.g.:
 - Sir John Pople, Burnham's only Nobel Prize Winner, alongside some formula/diagrams from his research
 - George Warren 'Captain Courage', alongside his ship
 - Lady Cave, artist and writer, alongside some of the themes from her books, such as ants from her book about them (!)
 - b) Murals focusing on storms and floods, including shipwrecks, as this seems a big part of local history and relates both to the seawall's existence and to the town's setting within the natural landscape.

For this second idea, we would propose working with a local historian such as John Strickland, and other interested people to develop the ideas.

The critical factor would, of course, be funding.

I think we will need around £24,000 for each project, with artist fees and materials requiring around £20,000 of it as set out in Svetlana's proposal.

The History themed panels (or both ideas, potentially as 2 x sets of three panels) might be the easiest to pursue as it would be eligible for funding under the Heritage Lottery Fund. Both Seed and Council would need to make some contribution, but if Council were interested in that idea, we could lead on seeking funding for it.

The other wildlife panels would not be of interest to that funder, however, so we would need another source. Capital developments and physical artworks are difficult to pursue philanthropic funding for but you may be aware of some options we could pursue?

At this point, it would be great to schedule a chat with you to explore the level of interest that Council might have in finding a way to expand on the first three panels with more, and if so to see if we can come up with a plan of action!

Dog Poo Bin - Westfield Cemetery/ back of St. John's Road alley way

Hope all is well. Sorry I'm back with the poo bin issue. It's so much worse. I don't think the bin has ever been deep cleaned and where I now hang out washing (which is approximately 20 foot from the bin) the wafts of dog poo are reaching there.

Sitting at the end of our garden is now not an option and our son has not used his trampoline for 2 years because of the stench. It's really disgusting. Im also aware another poo bin in a residential area in Burnham was moved due to the same reason so the same action should be taken for this stinky bin we're having to endure.

Again happy to speak to the relevant person or attend a meeting.

Report for councillors:

Dog Fouling Campaign

Issued to:

**Town Improvements Committee Meeting
10th July 2023**

Purpose of Report

For the Committee to consider undertaking a dog fouling campaign starting in August 2023.

Background

Previously the Town Council completed surveys to highlight the areas where dog fouling complaints had been received. There was a group of volunteers that helped around the town spraying dog fouling and recording the number of incidents. The purpose was to highlight the issue and to encourage dog owners they pick up after their dogs.

We would like to run this campaign again on a quarterly basis for 1 week at a time. We would run surveys to find the areas we need to concentrate on and find volunteers to help.

It has come to our attention that a lot of dog owners are not picking up after their dogs during evenings when it is darker. There are posters that are specially made to help with this which have glow in the dark eyes that have been successful in other parts of the UK.

We would also like to run a competition with the local schools asking the children to produce a poster, the winner will have their poster displayed on the bins within Burnham-on-Sea and Highbridge.

Financial Implications

To purchase 10 cans of spray paint £99.90 plus VAT.

To purchase posters £28 + VAT minimum order of 5.

Recommendation

The recommendation is that the Committee support the campaign and agree to allocate £240 + VAT for the purchase of the posters and spray.

Elaine Dutton
Deputy Town Clerk
July 2023