

**MINUTES OF A MEETING OF THE BEST VALUE COMMITTEE
HELD AT BURNTWOOD LIBRARY, SANKEYS CORNER, BURNTWOOD
ON THURSDAY 28 JUNE 2012 COMMENCING AT 5.35 P.M.**

Present

Councillor Constable (in the Chair)
Councillors Mrs Evans, Mrs Fisher (from 6.00 p.m.) and Mrs Woodward

In attendance

Mrs M Danby, Town Clerk

1. APOLOGIES FOR ABSENCE

Councillors Drinkwater and Humphreys (Committee Members)
Councillors Campbell and Norman (BTS Working Group Lead Members)

2. DECLARATIONS OF INTEREST

None declared.

3. MINUTES

RESOLVED That the Minutes of the Meeting of the Best Value Committee held on 29 March 2012 (Minute Nos. 16 – 24) be approved as a correct record.

4. BURNTWOOD TOWN STRATEGY (BTS): WORKING GROUPS

Progress reports were received from the Lead Members of the following BTS Working Groups:

Action Area 2	Communication and the image of Burntwood as a place
Action Area 3	Public transport access and traffic management
Action Area 8(a)	Community events and festivals coordination
Action Area 8(b)	Pathways and trails development
Action Area 11	Community champions and volunteering initiative

RESOLVED That:

- a) The Lead Members were thanked for their hard work to date with their respective Working Groups.
- b) The Town Council be **RECOMMENDED** to arrange for a meeting to be called of all the BTS Working Groups Lead Members so that they can share information and discuss whether some of the groups whose work cross reference another group(s) should merge and pool their resources.
- c) The Town Council be **RECOMMENDED** to consider the following recommendations from the Action Area 2 (Communication and image of Burntwood as a place) Working Group:
 - Consult residents and lobby organisation (local authorities, Post Office, etc) on promoting the name Burntwood Green for the "village", as opposed to the whole-town name.

- Lobby Police to align names of policing areas within Burntwood in order to reflect the "villages" and/or wards.
 - Obtain quotations for design of town logo and signature type-face.
 - Engage "Burntwood Live" and "Always Red Events" to research website, social media and town DVD development and to bring back proposals.
 - Support in principle for Chase Terrace Technology College community radio development.
 - Engage "TownTrader" to publish and produce BTC newsletter, with a view to widening and increasing input (current BTC in-house costs = £600 per annum, external quotation = £2,160 per annum).
 - In conjunction with "High Street Innovation Fund" strategy development, increased engagement with local businesses and Burntwood in Bloom, support in principle and seek opportunities for the development of "gateway" features for communities within town.
 - Engage LDC Arts and Community Development workers on proposals from the Working Group (i.e. choir, tile mosaic, SCAMP, community trails, improved markets, etc).
 - Open negotiations with Staffordshire County Council on strategy to improve Chasewater and inward investment opportunities.
 - Discuss future parks and leisure opportunities with Lichfield District Council.
 - Lobby significant land and property owners to support town strategy, proposed town centre and promote use of unoccupied buildings, including for community events, etc.
 - Research opportunities arising from Localism Act 2011, e.g. Community Right to Buy.
- d) The Town Council be **RECOMMENDED** to consider the following recommendation from the Action Area 8(a) (Community events and festivals coordination) Working Group:
- That the Town Council seek to have a stall at the Forward Action Burntwood Summer Fete in August 2012.

(The Meeting closed at 6.32 p.m.)

Signed

Date