

**MINUTES OF A MEETING OF THE BEST VALUE COMMITTEE  
HELD AT BURNTWOOD LIBRARY, SANKEYS CORNER, BURNTWOOD  
ON WEDNESDAY 08 JUNE 2011 COMMENCING AT 7.52 P.M.**

**PRESENT**

Councillor Isaacs (in the Chair)  
Councillors Mrs Fisher and Mrs Woodward

**In attendance:**

Mrs M Danby, Town Clerk

**1. APOLOGIES FOR ABSENCE**

Councillors Constable, Drinkwater and Humphreys.

**2. DECLARATIONS OF INTEREST**

None.

**3. MINUTES**

**RESOLVED** That the Minutes of a Meeting of the Best Value Committee held on 24 February 2011 (Minute Nos. 17 - 20) be approved as a correct record.

**4. BURNTWOOD TOWN STRATEGY**

Members considered how the Town Council could move the Town Strategy Action Areas forward and **agreed** that the following recommendations be put to the Town Council for consideration/agreement at its meeting on 30 June 2011.

**RECOMMENDATIONS:**

- a) A copy of the Summary document be sent to all Outside Bodies and local voluntary groups and that the Town Council's representatives on those groups should work with them to see them contributing to the Action Areas being met.
- b) Working Groups be formed, each of which would be led by one Ward member. Each Ward Member would be tasked to form a Working Group comprised of members of the public who they feel have an interest in community issues.
- c) The Lead Ward Member on each Working Group would be initially asked to choose one of the following Action Areas on which their Group would undertake appropriate research, consultation, etc with a view to recommending to the Town Council how those Action Areas could be met.

The Action Areas are:

- Action Area 2:                   Communication and the image of Burntwood as a place**
- Action Area 3:                   Public transport access and traffic management**
- Action Area 5:                   Businesses and employers**
- Action Area 7                    Local environmental improvements**
- 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**

- d)** Local young artists be invited to submit a portfolio of ideas for a brand image for the town, the Town Council would then put the ideas out to consultation with a view to arriving at a consensus agreement on the preferred image to be implemented.
- e)** A list of possible partners be compiled, such list to be provided to each of the Working Groups.
- f)** Research be undertaken to identify possible funding opportunities to offset the potential costs involved in fulfilling the Action Areas.

(The Meeting closed at 8.40 p.m.)

Signed.....

Dated.....