

## Meeting Minutes

**Meeting: Roman Road Implementation Group**

**Location: Room 1, Level 8 Anchorage House**

**Date: 2<sup>nd</sup> September 2009**

### **Attendees:**

<b>Council</b>		
Cllr Josh Peck	Deputy Leader, LBTH	D&R
Cllr Marc Francis	Lead Member for Development and Renewal	D&R
Juanita Haynes	Information and Equalities Team Leader	D&R
Marissa Hernandez	Principle Planning Policy Officer	D&R
David Saunders	Head of Market Services	CLC
Chris Chubb	Group Manager Local Environment Teams (LETS)	CLC
Jill Embleton	Empty Property Officer	D&R
Trevor Rudder	Consultant	Angel
Aleister Kelman	Consultant	Angel
Daniel Fordham	Senior Olympics Officer	D&R
Christopher Horton	Town Centre Project Coordinator	D&R
Lorna Hughes	LAP 5 & 6 Neighbourhood Manager	THP

### **Apologies:**

<b>Council</b>		
Margaret Cooper	Service Head – Transportation and Highways	CLC
Jonathan Nichols	Senior Conservation Officer	D&R
Gavin Dooley	LAP 5 & 6 Lap Director	THP
Cecilia Clarke	Communications Officer	THP

<b>Item</b>		<b>Action</b>
1	<p><b><u>Introductions</u></b></p> <ul style="list-style-type: none"> <li>JP asked all attendees to introduce themselves and describe their role within the Council</li> <li>Previous Meeting Minutes (29<sup>th</sup> July, 2009). JH asked that it was noted that she works within D&amp;R and not CLC.</li> <li>LH made attendees aware that there was a Community Services Awareness Day on 18<sup>th</sup> August. The day focussed on recycling initiatives and community building activities. There are currently serious ASB concerns with regard to the Old Ford Housing Estates in the surrounding locale.</li> <li>Surveys were completed by residents on the day. CH asked whether or not the findings of these surveys could be forwarded to D&amp;R in order to inform potential physical improvements.</li> </ul>	
2	<p><b><u>CLG Funding/ Public Realm Improvements</u></b></p> <ul style="list-style-type: none"> <li>CH reported that package meetings with Government are scheduled for next week to scrutinise how deliverable the bids are by 2012. Roman Road's bid has been submitted for scrutiny and includes The Roman Road Shop Front Improvement Programme and market infrastructure.</li> <li>Joe Montgomery, who has responsibility within CLG for Thames Gateway, Olympic Legacy and Government Regional Offices, has now visited Roman Road Town Centre as well as Fish Island.</li> <li>The guidance that has been received by LBTH is that the outcome on the bid will be received by October 2009.</li> </ul>	

	<ul style="list-style-type: none"> <li>JP stated that it would useful if he and Councillor Francis could be provided with a brief on the content of the bid and associated procedures as this would assist in lobbying for Roman Road. <b>Action:</b> CH to ensure that relevant brief is forwarded to JP in consultation with MC and DF.</li> </ul>	CH/DF
3	<p><b><u>Shop Trader Waste Enforcement</u></b></p> <ul style="list-style-type: none"> <li>CCh informed the group that the LETS team has been active in the area and as a result of an overhead camera being put into action, one prosecution has followed. There has been a step change in the number of morning and evening inspections of recycling receptacles. Moreover there has been increased collection of waste as part of general canal enforcement.</li> <li>This work has been accompanied by legal requirements duty of care pamphlets</li> <li>There has been marked progress in terms of the number of notices that have been served. 40 enforcement notices have been served over the last year. This is a high figure when one considers that 314 have been issued in the last ten years.</li> <li>JP acknowledged that it was a positive sign that the number of enforcement notices had been increased and expressed that it was important that the group were briefed on the progress that was being made.</li> <li>CCh stated that were other pieces of work that were in progress and that in response to the recently completed graffiti audit, graffiti removal was taking place in specific locations.</li> <li>MF asked CCh whether or not councillors could inform his team of specific locations where there was particularly serious graffiti. CCh informed MF that it was council policy to remove all graffiti wherever it was within the borough.</li> </ul>	
4	<p><b><u>Shop Local</u></b></p> <ul style="list-style-type: none"> <li>Angel Consultants introduced themselves to the group. LH stated that they had been employed to deliver a communications programme for Roman Road Town Centre according to the guidance provided in a Project Initiation Document (PID) that had been presented before PCOP.</li> <li>The project is funded by Section 106 and specifies a one mile radius from the development site on Ordell Road. Part of the project requires that the consultants produce a pamphlet three times a year, as well as magnets, tea towels, etc.</li> <li>Lorna stated that she had worked with the consultants in response to some early concerns relating to images, tones, and the sharpening of presentation.</li> <li>TR stated that they had carried out considerable preparatory work and this had included looking at the audience they were trying to attract.</li> <li>The project has looked at promoting Roman Road to young urbanites, with a particular focus on trying to bring more people into the market. It will promote a number of initiatives, including local customer loyalty schemes and the wider offer</li> <li>TR stated that they were currently working on devising a website and had consulted with the local community on this. AK stated that that it was important to get something human and up close that reflected the community.</li> <li>Both TR and AK presented on the content of the website and stressed that its content was flexible. The website includes a directory for businesses to sign up. There has been recognition of the need for the website to act as a tool for inward investment, with a real sense of economic purpose.</li> <li>CCh asked who would manage the website. LH stated that for the period of the project the site would be managed by the consultants, thereafter another arrangement would need to be made that might possibly involve extending the consultants contract for this specific service.</li> <li>JP stated that he felt the campaign didn't hang together and needs to</li> </ul>	

	<p>highlight, much more strongly, selling the clear benefits of being with Roman Road Town Centre.</p> <ul style="list-style-type: none"> <li>• JP also felt it important that Shop Local showed a clear understanding of place and the importance of place to the local community in order to present it as a destination that people would want to use and interact with.</li> <li>• JP expressed the view that at present the campaign was too non-specific to place and that the main slogan 'shopping locally' was too generic in its scope.</li> <li>• Underpinning the project should be how to bring into affect a behaviour change that would address the reasons why certain people don't use the shops within Roman Road Town Centre.</li> <li>• CCh asked that there seemed to be some confusion as to whom the project was specifically aimed at. CH stated that this had been set out clearly by the consultants and that the project needed to be as inclusive as possible.</li> <li>• JP stated that at present the project does not demonstrate the benefits of shopping locally. Moving forward the project, needs to demonstrate much more cogently the benefits of doing so.</li> <li>• JP stated that he had specific concerns about the number of people that would use the website. He stated that if people were unwilling to shop at Roman Road they would be equally unlikely to look at a website that promoted the centre. TR disagreed on this point and felt that the type of people that could be attracted to Roman Road would be internet savvy.</li> <li>• JP stated that the Shop Local needed to present the quirky offer of the centre much more than it was at present. JH stated that this might be achieved by connecting it to existing projects like The Quirky Shopping Guide.</li> <li>• DS stated that the question that the project is for is important one and that it was important that the project recognised how to engage with a more affluent demographic.</li> <li>• TR and AK stated that they would take the points provided by attendees into account moving forward. <b>Action:</b> CH stated that he would organise a subgroup meeting to discuss Shop Local further.</li> </ul>	CH
5	<p><b><u>Shop Front Improvement Project</u></b></p> <ul style="list-style-type: none"> <li>• CH confirmed that twenty seven landlords and leaseholders had contacted him with regard to the Roman Road Shop Front Improvement Project and that of these five had been informed that there request for funding had been successful.</li> <li>• At this stage this means that they have been informed that they can approach an architect and that these will be covered fully as long as they do not exceed 15% of total eligible costs.</li> <li>• CH stated that the next phase of the project would be for Jonathan Nichols and himself to confirm the next five/six successful candidates.</li> <li>• JP asked CH when works would be visible on the ground. CH stated that he hoped that work would start being delivered on some of the individual properties after six months.</li> <li>• MF stated that he felt the communication of the project was vital and that there needed to be a clear understanding of what was being delivered with the community. <b>Action:</b> CH to brief group on progress at next meeting</li> </ul>	CH
6	<p><b><u>Farmers' Market</u></b></p> <ul style="list-style-type: none"> <li>• DS stated that at present there has not been a viable offer to ensure a specialist market for Roman Road Town Centre.</li> <li>• The Market Strategy did not recommend anything new in relation to the market, however, a business plan will follow on fro the strategy to look at delivery moving forward.</li> <li>• JP stated that he had hoped that more progress would have been achieved and that there was little sign of progress since the last meeting which had been over a month ago.</li> </ul>	

	<ul style="list-style-type: none"> <li>• DS stated that providers of specialised markets have been contacted. JP asked how many application forms had been returned since he was last briefed. And whether or not these forms had been processed. DS stated that whilst 30 expressions of interest had been received these have not been processed at present.</li> <li>• JP asked that more progress is assured in light of the importance of sustaining a comprehensive market offer at Roman Road.</li> <li>• <b>Action:</b> DS stated that he would submit a written response to JP on the progress that had been made to date and report back at the next Roman Road Implementation Group.</li> </ul>	DS
5	<p><b><u>AOB</u></b> CCh briefed the group that a graffiti strategy for the whole borough was forthcoming. <b>Action:</b> CCh to update at the next meeting.</p>	