

Droitwich Spa Town Council

MINUTES of the meeting of the COMMUNITY AND AMENITIES COMMITTEE held by Zoom video call on Monday 5 July 2021 at 18.15 pm.

PRESENT: Councillor Mrs C Bowden (Chairman)
Councillor WT Moy (Ex- officio)
Councillor DM Craigie
Councillor Mrs K Fellows
Councillor CM Murray

NON-MEMBERS PRESENT: Councillors RG Beale, GR Brookes, Mrs J Chaudry & RP Hopkins

APOLOGIES FOR ABSENCE: Councillors EJ Bowden, GA Duffy, J Grady, NR Griffiths, A Humphries, DJ Morris, RJ Morris & A Sinton

PUBLIC QUESTIONS

There were none received

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64. DECLARATIONS OF INTERESTS

There were no declarations of interest made

65. TO CONFIRM THE MINUTES OF THE MEETING OF THE COMMUNITY & AMENITIES COMMITTEE HELD ON 14 JUNE 2021

RESOLVED That the Minutes of the Meeting of the Community & Amenities Committee held on 14 June 2021 be confirmed as a correct record.

66. DROITWICH HERITAGE APP

The Councillors were updated on how progress was continuing on track for the launch of the Augmented Heritage Trail and App with an anticipated launch in time for the Bank Holiday weekend in August 2021. A further steering group meeting had taken place on 1st July 2021 and focus is now being put towards publicity options and linking the new virtual trail with the Heritage Centre hub, the existing physical town trail & guided walks programme. Wychavon District Council are fully engaged with this initiative from the perspective of the Community Legacy Funding and to help promote the Tourism and Heritage destination for the Town. The draft promotional design has been produced by the Service Provider commissioned for the project. The anticipation is to incorporate the design to give the project an identity and linking towards the Town's Rich Heritage. Further suggestions include themed promotional material and banners for the official launch in August, press coverage and physical plaques for features & points of interest throughout the Town. The plaques incorporate a Q R Code to enable information to be downloaded and for accessing the Augmented Reality Trail using

smart phones. Subject to approval of a final design the network of plaques will require land owners consent for installation. It is hoped to feature the actual project launch on BBC later in August.

The Councillors discussed the proposed design and agreed they felt a black and white design would be more in keeping with Droitwich Spa's history and felt more of a description was needed to let people know what the app was about.

RESOLVED That the suggestions would be forwarded to the Service Provider to produce an alternative promotional design for the app.

The meeting concluded at 18.30 pm

Chairman of Committee
13 September 2021

Chairman of Council
27 September 2021