

Droitwich Spa Town Council

MINUTES of the meeting of the COMMUNITY AND AMENITIES COMMITTEE held in the Council Chamber at St Richard's House, Victoria Square, Droitwich Spa on Monday 18 January 2016 at 6.30 pm.

PRESENT: Councillor A M Sinton (Chairman)
Councillor S Best
Councillor Mrs C Bowden
Councillor Mrs A Hawkins
Councillor Mrs S Harris
Councillor A Humphries
Councillor A H Laird

ALSO PRESENT: Councillors G R Brookes, Mrs M A Lawley, R J Murphy, T J Noyes, A Roberts and Mrs K Tomalin.

APOLOGIES FOR ABSENCE – Councillor R G Beale (Ex-officio), Councillor Ms J H Bolton (committee member) and Councillor R J Morris.

204. DECLARATIONS OF INTERESTS

Councillor Mrs Tomalin declared a non pecuniary interest under Agenda Item 6 for the Droitwich Spa Town Guide. Mrs Moreton from the Regional Digital Marketing was an acquaintance of Mrs Tomalin.

205. MINUTES OF THE MEETING OF THE COMMITTEE HELD ON 9 NOVEMBER 2015

RESOLVED That the Minutes of the Meeting of the Committee held on 9 November 2015 be confirmed as a correct record and signed by the Chairman.

206. WYCHAVON DISTRICT COUNCIL: LIDO PARK, ST PETERS FIELD AND DROITWICH COMMUNITY WOODS MANAGEMENT PLANS

The Committee was advised that these plans were reviewed every five years. The draft documentation was available for comments.

RESOLVED There were no additional comments to record.

207. WEBSITE PROTOCOL FOR THE VISIT DROITWICH SPA TOURISM WEBSITE

This had been prepared with assistance from Mrs Janet Yates, Droitwich Spa Business Partnerships Manager, Wychavon District Council, for the Visit Droitwich Spa Tourism website www.visitdroitwichspa.com

RESOLVED That the attached protocol for the www.visitdroitwichspa.com website be approved.

208. DROITWICH SPA TOWN GUIDE – SECOND EDITION AND TOURISM WEBSITE ENHANCEMENTS.

[Councillor Mrs K Tomalin declared an interest in this item.]

The Committee considered a report detailing the success of the inaugural Town Guide together with ideas for the renewed second edition. Similar enhancements were also being considered for the associated tourism website content. In view of the success of the Town Guide additional print run requirements were considered. The Chairman proposed the expenditure of £2000 to fund the 20,000 copies print run which was seconded by Councillor Humphries.

RESOLVED That the sum of £2,000 be approved for the print run of the second edition of the Town Guide to be increased from 10,000 self funded guide brochures to 20,000 copies in total.

209. ASSET SPONSORSHIP SCHEME - IMMEDIATE SOLUTIONS

Pursuant to Minute No 102, the Committee was advised of the progress to date, the contract having been signed on 16 December 2015. It was noted that the next stages were the final design options for the sign posts and the acquisition of suitable interested sponsors by Immediate Solutions.

There have already been enquiries registered by regional and national companies who were existing sponsors for Immediate Solutions schemes maintained by some neighbouring Councils, including Solihull and Wyre Forest.

Further progress reports would be provided in due course. Councillor Mrs Harris asked whether details of the companies interested in sponsorship would be advised. The Assistant Town Clerk confirmed that sponsor acquisitions would be notified in due course as confirmed and that all will be covered under the ethical advertiser's code maintained by Immediate Solutions.

RESOLVED That the report be noted.

210. DROITWICH SPA AREA PARTNERSHIP FUND - £500 GRANT PAID TO DROITWICH SPA TOWN COUNCIL, OCTOBER 2014

The Committee reviewed a letter from Mrs Janet Yates, Droitwich Spa Business Partnerships Manager, Wychavon District Council requesting return of the unused grant award.

The intended original purpose for the grant was to support publicity of the weekly Charter Market and specifically for the market operator to fulfil the Saltbarrow Market location, a contractual element that had not been achieved despite reminders. Mrs Yates had suggested that the award be reallocated towards the ongoing tourism website enhancement project. Councillor Brookes expressed disappointment that the Market Contractor had not made a success of the Saltbarrow Market area. Councillor Laird proposed and Councillor Best seconded the motion to return the monies and accept the offer to reallocate the Wychavon District Council grant.

RESOLVED That the grant of £500 be refunded to Wychavon District Council. The redirection of the funding to the Tourism website enhancements project was noted with thanks.

211. HM THE QUEEN'S 90TH BIRTHDAY CELEBRATIONS, 12TH JUNE 2016

Details of the international and national arrangements to date were reviewed, these involving the three key themes, charity, celebration and community. A letter from Her Majesty's Lord Lieutenant of Worcestershire detailing the Patrons Lunch Celebrations taking place in London was noted. Locally an enquiry had been raised as to whether Wychavon District Council will waiver the Street Party application fees for groups in a similar way to the Diamond Jubilee celebrations during 2012.

It was noted that pursuant to Minute No 190 of Council Meeting held on 14 December 2015, sub section 5 determined that Events and Festivals should now be self financing or alternatively referred to Resources Committee and therefore the Committee could consider support for individual groups towards any proposed Community and Patrons Lunch Street parties through the 2016/2017 via the Grants Appraisal Panel scheme as appropriate.

Councillor Best suggested that in keeping with the Community theme for the celebrations the idea of a street party to be held on the Saltbarrow Market area on Sunday 12th June 2016 should be explored further. The Chairman supported this idea on the understanding that any event was to be self-funded and that the Town Council maintained only advisory and publicity assistance roles. Councillor Best agreed to make further enquiries to help gauge public interest including participation by local public houses. Councillor Laird confirmed that Rotary Club had met and pledged support. The Chairman made arrangements with the Standard Newspaper to run a publicity article to assist with a public meeting to develop the ideas further.

RESOLVED That the Council looks to host a meeting with community groups and other such organisations to ascertain the level of interest.

212. TOWN CHRISTMAS ILLUMINATIONS AND CHRISTMAS LIGHTS SWITCH-ON EVENT 2016

The Assistant Town Clerk reported that several positive expressions had been received regarding the Christmas Lights displays in Droitwich Spa for 2015 and particularly the new illumination aspect covering the façade of the St Richards House building as the

centrepiece. This represented the first of a three year contract arrangement incorporating these design features provided by the Festive Lighting Company. The Chairman thanked Councillor Best and the Assistant Town Clerk for their support in the arrangements for 2015. Councillor Best asked that he may take part in the organising group for the 2016 arrangements. Councillor Mrs Bowden reported that she had visited Bollington in Cheshire at Christmas and had been impressed by the participation of the inhabitants in singing their Christmas carols on Christmas Eve.

RESOLVED That, as in previous years, the arrangements for the Switch On Event, displays and entertainment programme for 2016 be delegated to the Chairman and Vice Chairman of the Committee and the Assistant Town Clerk – Community & Amenities, with Councillor Best.

The meeting concluded at 7.00 pm

Chairman of Committee -----
7 March 2016

Chairman of Council -----
22 February 2016

Droitwich Spa Town Council

Appendix to Community & Amenities Committee Minutes 18 January 2016

Minute No 207 refers

Protocol for Visit Droitwich Spa Website

1. Purpose	<p>1.1 To be the primary town website for promoting Droitwich Spa online</p> <p>1.2 To promote Droitwich Spa as a retail and leisure destination to visitors and residents</p> <p>1.3 To promote town attractions, activities and businesses in the retail and leisure sector</p> <p>1.4 To attract visitors and residents into the town centre</p> <p>1.5 To encourage spend in the town centre</p> <p>1.6 To encourage visitors to use Droitwich Spa as a base for exploring the local area</p> <p>1.7 To maintain a prominent online position</p>
2. Ownership	<p>2.1 The website domain name 'www.visitdroitwichspa.com' is owned by Droitwich Spa Town Council.</p> <p>2.2 The domain name is to be used on any publications, promotional material or online publicity undertaken by Droitwich Spa Town Council and Wychavon District Council to promote Droitwich Spa.</p>
3. Website Content	<p>3.1 The primary purpose of the website is to promote Droitwich Spa online, as a retail and leisure destination, to visitors and residents. The website content must reflect this purpose.</p> <p>3.2 Front page:</p> <p>a. This represents the first impression that visitors have of Droitwich Spa. It must be easy to navigate, have high quality images and updated regularly to retain interest in the website.</p> <p>b. The key elements of the front page should be:</p> <ul style="list-style-type: none">• Banner photo• Key search topics• Featured highlights

	<ul style="list-style-type: none"> • Information feed e.g. events for next 7 days <p>c. The front page banner photo and featured highlights should be updated monthly and the schedule for this agreed by the website development team.</p> <p>3.3 Website Content</p> <p>The main features of the website are:</p> <ul style="list-style-type: none"> • Overview of the town and its offering • Town History • Attractions and activities • Events (overview and calendar) • Businesses in the retail and leisure sector and those providing services which visitors may require • Visitor information <p>3.4 Geographical area</p> <p>The geographical area for promoting attractions, activities, events and listing advertisers shall be Droitwich Spa town and the Droitwich Spa Partnership area.</p>
<p>4. Management and Administration</p>	<p>4.1 The management and administration of the website is critical to ensure it maintains its online position as the primary visitor website for Droitwich Spa and is an attractive showcase for promoting the town.</p> <p>4.2 The website is a collaboration between Droitwich Spa Town Council, Wychavon District Council, Droitwich Spa Heritage and Information Centre and the contractor, Regional Digital Marketing. There should be shared responsibility for updating the website.</p> <p>4.3 In the event of a dispute, Droitwich Spa Town Council will have the final say.</p>
<p>5. Website Links</p>	<p>5.1 To maintain a prominent online position, it is important that web links are established with other websites promoting Droitwich Spa and that the social media, linked to Visit Droitwich Spa, is active.</p> <p>5.2 Web Links from Visit Droitwich Spa to other websites:</p> <ol style="list-style-type: none"> a. All links should be embedded within the content of the website e.g. text, advertisers, events listing. b. The only links from the website shall be those relating to the content. This is to allow visitors to the website to find out more about the subject matter if they choose c. Visitors using these links should be able to easily navigate back to Visit Droitwich Spa. <p>5.3 Web Links from other websites to Visit Droitwich Spa: Where possible links should be established from the following websites to Visit Droitwich Spa:</p>

	<ul style="list-style-type: none"> • Websites managed by Droitwich Spa Town Council and Wychavon District Council • Tourism websites • Droitwich Spa town websites • Local attractions • Businesses advertising on Visit Droitwich Spa website <p>5.4 Social Media</p> <p>a. The social media linked to the website (Facebook, Twitter, Google+) should be updated regularly and, where appropriate, direct users to the website. The updates can be in the form of original content or shares from other social media postings.</p> <p>b. The main topics to be featured on social media are those which are likely to be of interest to visitors/residents. These will be news, events and activities relating to the town, listed attractions and website advertisers.</p>
Appendices	<p>Appendix 1 - Responsibilities for maintaining and updating the website</p> <p>Appendix 2 – Responsibilities for maintaining and updating website links</p>

Version	1	
Date		
Approval	Droitwich Spa Town Council	
	Droitwich Spa Heritage and Information Centre	
	Wychavon District Council	
	Regional Digital Media	

Appendix 1: Responsibilities for maintaining and updating the website

Task	Action	Who	Timescale
Website hosting		Regional Digital Marketing	Ongoing
Website development	New pages, content – ideas and development	Droitwich Spa Town Council (DSTC), Wychavon District Council (WDC), Droitwich Spa Heritage and Information Centre (DSHIC; Regional Digital Marketing	Review every 3 months
	New pages, content – approval	DSTC Communities and Amenities Committee.	As required
Website Updates: Tourism and Visitor content and information	Reviewing and advising of content and information update	DSTC, DSHIC	Every 3 months or more frequently, if required.
	Updating web pages	Regional Digital Marketing	As required
Website Updates: Business listings	Reviewing and advising of business updates:	WDC	Every 3 months or more frequently, if required.
	Promoting website for business advertising.	Regional Digital Marketing	As required
	Updating web pages	Regional Digital Marketing	As required
Website Updates: Events Calendar	Events organised by website advertisers	Regional Digital Marketing	Weekly/as required
	Main town events/WDC supported events/ Farmers' and other Markets/guided town walks/WDC events guide listings	WDC	Weekly/as required
	Salt Museum/TIC	DSHIC	As required
	Regular event/activity organisers: Droitwich Arts Network, Droitwich Library, Norbury Theatre, Worcestershire Wildlife Trust, Hanbury Hall, Avoncroft Museum, Jinney Ring, Fire Service.	Information to be submitted on a digital form for updates by Regional Digital Marketing	Weekly/as required
Website Stats		Regional Digital Marketing	Every 6 months (in conjunction with the review)

Appendix 2: Responsibilities for maintaining and updating website links

Website Link	Action	Who
Addition of links from Visit Droitwich Spa to other websites	Set up links	Regional Digital Marketing
Droitwich Spa Town Council	Links from websites managed by Droitwich Spa Town Council	DSTC/DSHIC
Wychavon District Council	Links from websites managed by Wychavon District Council	WDC
Worcestershire Tourism Websites	Links from websites promoting Worcestershire to visitors	DSHIC
Droitwich Spa Websites	Links from websites relating to Droitwich Spa and local attractions	WDC
Advertisers Websites	Links from advertisers websites	Regional Digital Marketing
Social Media	Updating social media: main town events/supported by WDC/Farmers' and other Markets/town walks	WDC
	Updating salt museum/TIC	DSHIC
	Updating social media: attractions/advertisers	Regional Digital Marketing