

Madeley Regeneration Partnership
Minutes of Management Committee 1st March 2016, 5.30 p.m.
Jubilee House

Present: Cllr Paul Watling (Chair), Linda Birtwhistle, Cllr Rae Evans.

In Attendance: Kath Petty, Andy Rose, Sally Themans, Ann Johnson.

Apologies: Cllr Gill Green, Kath Howard, Chun Bagry.

Action:

1. Pride in your High Street Projects

Discussion with Sally Themans (Good2Great Communications and Community) and Ann Johnson (Managing Director Wave-length Social Marketing CIC).

Both organisations had been awarded funding through Pride in Your High Street programme.

Sally & Ann explained that Telford & Wrekin Council had asked if full details could be held back until their funding agreements were in place. Good2Great will hold a briefing meeting on Wednesday 23rd March at the Growth Hub, Priorslee Campus, to launch their project. They will be able to give a much clearer plan and far more detail around the execution than is currently possible. The briefing will be limited to 4 'delegates' from each of the 8 towns that they we will be working with. In general terms, the scheme is to provide free training to small businesses, involved in retailing, hospitality or service provision in the selected District Centres. Good2Great is a commercial business that has been operating over several years. The training in Madeley is likely to start in late summer.

Ann Johnson is chief executive of a charity called Wave-length Social Marketing. They currently work with communities, organisations and individuals to improve the access to employment and services for all those who face social challenges in life.

The new project is called "FORGE" and will promote local and artisan providers and small businesses in Shropshire through a high street premises. Individuals can put their products on sale to test the waters to see if it will sell. In its first year, it is proposed that the shop will move site every 3-4 months across Ironbridge, Wellington, Madeley and Oakengates. Whilst promoting and selling local arts and craft, it will be attracting people in by selling refreshments and local produced foods along with creative workshops all within a fresh and industrial interior design approach. A manager will be appointed to run the shop, with help from volunteers.

Points arising:

- PW thought that the key task will be engaging with the shop keepers. LB said that shop keepers rarely have time to attend training courses. AJ suggested that trainers may need to go into

the shops to work with the owners and staff rather than expect them to attend training sessions.

- AR suggested that hospitality was an important consideration, given the proximity to Ironbridge. Traders in Madeley Centre have rarely targeted the tourist market in terms of providing an alternative to eating & drinking in Ironbridge.
- AR & KP explained the make-up of the Madeley Partnership, the budget situation and current projects.

2. Minutes from the Last Meeting on Tuesday 15th December

The minutes were accepted and signed as a true record.

The Closure Manager from Uniper who are responsible for the decommissioning of Ironbridge Power Station has confirmed that the Gerry Foxall sculptures will be going to Broseley as part of their new industrial heritage display.

They indicated that Broseley Town had a long association with the plant and had provided a comprehensive plan of their intention to display and safeguard the sculptures.

3. Financial Report

It was noted that there had not been any further expenditure since the previous meeting.

4. Anstice Memorial Hall – Update

KP gave a verbal update:

- Negotiations are on-going between the Anstice Community Trust (ACT) and Madeley Town Council regarding the lease for the Anstice.
- PCPT Architects are continuing with work on the Options Appraisal. There is a creative workshop next week.
- Further fundraising events have taken place. The Savannah concert went smoothly. Further events include the Jackfield Band (19th March) which includes the launch of the Merrythought limited edition Anstice bear and a comedy night (30th April).
- ACT have been successful in securing a grant through the Pride in your community High Street fund to help with future events, including a Victorian Market in the summer.
- A start up grant has also been secured from HLF that will pay for training of ACT trustees and the preparation of a business plan.

5. Highway Works – Update

- A decision is still awaited regarding the introduction of a 20 mph speed limit along Park Avenue, from its junction with High Street to the mini-roundabout at the entrance to the superstore. The Madeley Partnership has committed money for

highway signs.

- The Park Avenue footway improvement is completed, apart from tree planting along the mound. PW mentioned that he had received some favourable feedback on the scheme.
- The off-road parking for Russell Road has been completed. There is still an issue with vehicles parking on the grass. TWC Engineers are looking at some possible solutions to rectify the problem.
- The bid made by Madeley Living History Project for Pride in your High Street funding for refurbishing and extending the hard landscaping around the war memorial was successful. One meeting has been held with the Pride in Your Community team and there are a number of matters that need to be resolved before the funding agreement is finalised.
- The bid made by the Anstice Community Trust for Pride in your High Street funding for refurbishing the porch at the Anstice Memorial Hall was unsuccessful.

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6. Profile Schemes

6.1 Madeley on the Map Website

It was agreed to again defer discussion on this item as Kath Howard was not present because of illness.

7. Any Other Business

None

AR

8. Dates for Future Meetings

The AGM will be held at 5.30 p.m. on Tuesday 7th June 2016 at Jubilee House.

There being no further business the meeting closed at 7.00 p.m.

Signed.....

(Chair)

Dated.....