

# SAWBRIDGEWORTH TOWN COUNCIL

## ECONOMIC DEVELOPMENT & SAWBRIDGEWORTH TOWN ACTION PLAN COMMITTEE

### Minutes

of the meeting of the Economic Development and STAP Committee held by Zoom conference at, Sayesbury Manor, Bell Street, Sawbridgeworth at 19:30 on **Monday 19 October 2020**.

#### Those present

Cllr Angela Alder	Cllr Greg Rattey
Cllr Ruth Buckmaster	Cllr David Royle
Cllr Craig Chester	<i>Cllr Furnace – ex officio</i>
Cllr Dinesh Patel	

In attendance:

R Bowran – Town Clerk

One member of the public

#### **E 20/26 APOLOGIES FOR ABSENCE**

There were no apologies for absence

#### **E 20/27 PUBLIC FORUM**

To respond to questions from members of the public on matters within the remit of the ED&STAP Committee.

**Mrs Hazel Mead** asked about progress on the development of Town Green.

*Clerk responded that Topographical and Arboricultural surveys had been carried out and we were waiting for the reports to arrive. EHDC Conservation Officer had submitted his views to the Tree Officer and the Open Spaces Officer at EHDC and was expecting a response by 21 October. This would then be communicated to Cllr E Buckmaster and Cllr R Buckmaster.*

#### **E 20/28 DECLARATIONS OF INTEREST**

There were no Declarations of Pecuniary Interest by Members

#### **E 20/29 MINUTES**

**Resolved:** To approve as a correct record the minutes of the Committee Meeting held on 14 September 2020 (E02)  
*[prop Cllr R Buckmaster; secd Cllr Rattey]*

Matters arising not covered by the current agenda.

**Cllrs Royle and R Buckmaster** asked about progress on creating a market. Several Members quoted past minutes which highlighted that it had been agreed to proceed with existing branding.

*Clerk acknowledged the point made but nevertheless suggested to Members that creating a market at a time when Covid restrictions were becoming ever more restrictive was probably not a good idea.*

A Spring 2021 launch was suggested after determining how many stalls would want to participate. Agreed that the subject should be revisited at a future meeting.

**E 20/30 TOWN BRANDING**

To review proposals for Town Branding and to make a recommendation to council.

A lengthy discussion took place examining the pros and cons of submitted material. It encompassed submitted icons by Design Chambers and Leventhorpe school, and the use of the town “crest” either as the icon or as a watermark.

Agreed that the “crest” was the town’s identity and not suitable as branding for developing the town economy.

The consensus was that the coloured icon in the first image below was favoured.



This could be used as an inspiration for adapting one of the icons in the array of five, in the format of the second image below.



The other four icons could be adapted to represent in a traditional format: a canal boat, the meeting of people, farming and an apple tree. But there could be other possibilities.

**Resolved:** To recommend to council that we should proceed with Design Chambers Option B, dated 29 September 2020, to re-visit proposals already put forward following town council feedback; and to include participation in a 30-minute Zoom session to receive detailed briefing, at a cost of £350.00  
*[prop Cllr R Buckmaster; secd Cllr Furnace]*

**E 20/31 ITEMS FOR FUTURE AGENDAS**

To consider any items for inclusion on future agendas.

- Creation of a Market
- Campaign for Shop Local
- Recommended iconography for town branding

Meeting Closed at 20:35