



**Sudbury Steering Group Meeting
Open Meeting
08/12/2020 4:00pm-6:00pm
Microsoft Teams**

Attendees:

Cllr Michael Holt (**MB**) (Chair)
Cllr Peter Beer (**PB**)
Cllr Ellen Murphy (**EM**)
Simon Barrett (**SBA**)
Robin Bailey (**RB**)
Mark Bills (**MB**)
Fiona Duhamel (**FD**)
Jacqueline French (**JF**)

Arthur Tizard (**AT**)
Connor Butler (**CB**)
Ciaran Griffin (**CG**)
Rachel Price (**RP**)
Suzanne Buck (**SB**)
Chris Knock (**CK**)
Sara Hayes (**SH**)
Hilary Spivey (**HS**)

Meeting Minutes

1.	Welcome,	Action
2.	<p>Cultural and Creative Programme:</p> <p>Silk Festival:</p> <ul style="list-style-type: none"> - MB/CK – Silk Festival Presentation given. - Gainsborough’s house to have one large exhibition yearly, that will be linked to a cultural festival. Keen to develop a silk-themed exhibition linked to a biannual then annual Silk Festival. - Application to the Arts Council required to take the project forwards for the recruitment of a fulltime wider event coordinator but requires support from Babergh District Council. - Difficulties planning the 2021 festival due to potential future COVID-19 restrictions so looking at Makers Festival – Potential 2021 	

	<p>festival to celebrate local crafts and retailers. Socially distanced market with some demonstrations.</p> <ul style="list-style-type: none"> - Suggestion that the event organisers should try and encourage silk makers from overseas to attend the festival. <p>Gainsborough’s House Construction Update:</p> <ul style="list-style-type: none"> - MB - Construction is progressing. Some COVID-19 related delays and trying to source local materials. October/November 2021 handover, grand opening by spring 2022. - <p>Creative Wayfinding commission:</p> <ul style="list-style-type: none"> - SH – Presentation by The Public Art Company. - Potential to put forward larger art projects to encourage walking in Sudbury. - Consulting people within Sudbury to find out what is required from Wayfinding and to learn what walks currently exist in the area. - Involving already existing walking routes and creating new ones. - Potential to link future walks to the Sudbury Virtual Highstreet. - Potential for using vacant shop windows to further the wayfinding project and awareness of the scheme. - Development of tourism in relation to walking groups and routes <p>St Peter’s Church Update:</p> <ul style="list-style-type: none"> - HS (Friends of St. Peters) – circa £2m secured funding from National Lottery Heritage Fund. Works to start October 2021 and finished by September 2022 with opening in the final quarter of 2022. Proposing to align the opening with Silk Festival. - Currently undergoing a cataloguing process in respect of the contents of the church. - Recruiting a manager by June 2021 to manage the venue 4 days per week. - Final event to be planned to take place prior to the closure in 2021. <p>Action: BDC to contact Friends of St. Peters Church to arrange for future presentations of local engagement regarding the future hoarding of the church throughout construction phase.</p>	<p>BDC</p>
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<p>3.</p>	<p>Sudbury Vision Delivery Programme Updates:</p> <p>Belle Vue next steps:</p> <ul style="list-style-type: none"> - FD - Work is moving forward in designing the park entrance (concept 1). Bid has been submitted to the Land Release Fund (£550,000) and results hopefully will be back in early 2021. Other funding resources are being investigated. - Marketing of land to the north, including the house and part of the swimming pool area, to begin in December with bids back by late January and looking to take recommendations to Cabinet by March 2021. <p>Active Travel Plan:</p> <ul style="list-style-type: none"> - FD - Central Government announced £3bn national fund for walking and cycling measures. Suffolk County Council have been allocated the second tranche of money from Active Travel Fund and Babergh Council awaiting further updates on list of successful schemes. Update will come to the Steering Group when more information is available. - Members of the Steering group and members of the public noted that the placement of the current cycle rack on Newton Road is not optimally placed for use by cyclists. - Action – FD will ask colleagues to review this <p>Market Hill redesign engagement:</p> <ul style="list-style-type: none"> - FD/SB - Public consultation on Market Hill to end at 5pm 14/12/2020. - 220 individual/group responses as of 08/12/2020. 50% of responses reviews and of this 70% have indicated support for the project to widen usage of the space for markets and events and pedestrians. - Traders and retailers have been engaged separately by WSP. - Reminder that the project is still in the concept stage. - Concerns from the Steering Group and members of the public regarding the lack of a physical questionnaire when the consultation began. There is a physical questionnaire available from the town hall upon request - Action - Full report of the consultation to be made available at the next Steering Group. 	<p>FD</p> <p>FD/LC</p>
<p>4.</p>	<p>COVID-19 Recovery:</p>	

	<p>Virtual High Street update:</p> <ul style="list-style-type: none"> - RP – Gave a presentation on the Virtual Highstreet. - The search term with the most searches on the VHS: Home, Garden & Gifts. Second most popular was takeaways and restaurants, likely due to the emphasis on takeaways during lockdown. - Site conversion rates sitting around 13%, meaning that around half of the site visitors have interacted with a registered business. - Facebook advertising campaign showed 68% of the users it reached were women and 31% were men. This is consistent with online shopping trends. - VHS has helped customers find new local businesses for the first time. - 100th business joined the scheme at the end of November 2020. - The aim of the VHS is to drive trade for local high street shops, not take business away from the high street – makes businesses more resilient, especially during lockdown - The VHS is still in a pilot phase and free during this phase <p>Update on Business grant support:</p> <ul style="list-style-type: none"> - FD - Local Restriction Support Grant – For ratable businesses that were forced to close due to the lockdown. - Additional Restrictions Grant – For any businesses that were affected by the lockdown. - Action – Steering Group Members to urge business contacts to consider applying – links on Babergh Council website 	ALL
5.	Date of next meeting – 18/01/2021	