



BUCKINGHAM TOWN COUNCIL

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Town Clerk: Mr. P. Hodson

ECONOMIC DEVELOPMENT
WORKING GROUP

05 February 2020

Committee Members,

You are invited to a meeting of the **Economic Development Working Group** of Buckingham Town Council to be held on Wednesday 12th February 2020 at 7pm at **Seminar Rooms 2&3 The Vinson Centre, Buckingham MK18 1EG**

Mr. P. Hodson
Town Clerk

AGENDA

- 1. Apologies for Absence**
Members are asked to receive apologies from Members.
- 2. Declarations of Interest**
To receive declarations of any personal or prejudicial interest under consideration on this agenda in accordance with the Localism Act 2011 Sections 26-34 & Schedule 4.
- 3. Minutes of last meeting**
To approve the minutes of the Economic Development Working Group meeting held on Wednesday 30th October 2019 ratified at the Full Council meeting on Monday 18th November 2019.
- 4. Local Enterprise Partnerships**
An update on the role and work of the Local Enterprise Partnerships from Ian Barham, Partnership Manager for the Buckinghamshire Local Enterprise Partnership
- 5. Action List** **Appendix A**
- 6. Inter Town Steps Challenge (499/19 refers)** **Appendix B**
To receive a written report from Cllr. Harvey
- 7. Buckingham Heritage App** *To follow*
To receive an update from the Communications Clerk
- 8. Tourist Information Centre and Strategy Update**
To receive a verbal report from the Deputy Town Clerk



Twinned with Mouvaux, France

Members are reminded when making decisions that the Public Sector Equality Duty 2010 requires Members to have due regard to the need to: Eliminate unlawful discrimination, harassment and victimisation and other conduct that is prohibited by the Act, advance equality of opportunity between people who share a characteristic and those who don't, and to foster good relations between people who share a characteristic and those who don't.

All Committee documents can be found on the Buckingham Town Council's website. Alternatively, the Clerk can send you a copy of any minutes, reports or other information. To do this, send a request using the contact details set out above.

9. Destination Buckingham (min 336.4/19 refers)

To receive a verbal report from Town Clerk on Destination Buckingham's expenditure

10. Chairman's Announcements

11. Date of next meeting

Thursday 30th April 2020

To:

Cllr. Cole	Town Mayor
Cllr. Harvey	Vice Chair
Cllr. Hirons	
Cllr. Newell	
Cllr. Mordue	
Cllr. Smith	Chair
Cllr. Stuchbury	
Cllr. Whyte	Buckinghamshire County Council
R. Edwards	Buckingham Society
L. Hutton	#lovebuckingham
D. Jones	University of Buckingham
M. Simons	Traders Association
L. Keeling-Zatta	Student, Royal Latin School

Committee	Minute No.	Action	Action Required	Action Owner	Update	Deadline
EDWG	774.1/18, 869/18, 944/18, 337/19, 503/19	Tourism Strategy	Members... suggested amendments.	TIC Supervisor	Preliminary plans in progress ready for funding to become available in April. Moved to TC&E Action List.	
EDWG	778/18, 871/18, 150/19, 334/19	Market Town Visits	It was AGREED that the aspirations from the Sub-Committee will be reviewed at a later date	All members	1st July EDWG AGENDA	July
EDWG	148.1/19, 336.2/19, 500/19	Membership	It was AGREED that local business owners be invited to join the working group	Town Clerk, Administrator	30th April EDWG AGENDA	April
EDWG	151/19 339/19	BART bus to Stowe	TIC Supervisor and Cllr. Whyte AGREED to discuss whether an arrangement with BART between Stowe and Buckingham, linking to the X5 or X60 as a shuttle bus... Cllr. Whyte AGREED to put TIC supervisor in touch with A. Waite.	Cllr. Whyte, TIC Supervisor		
EDWG	151/19	BART bus to Town Centre	Cllr Whyte and M. Simmons discuss whether an arrangement for BART to provide a shuttle to the town centre shops for a discount on a cup of tea	Cllr Whyte, M. Simons		
EDWG	151/19	BART bus to Old Gaol	Cllr Whyte and Cllr Smith discuss whether an arrangement could be made for a BART service which includes a discount on entry into the Old Gaol museum.	Cllr Whyte, Cllr Smith	Discussed with Trustees and agreement to offer £1.00 off normal entry fee, providing there's evidence that they have travelled by BART e.g. ticket	
EDWG	151/19, 335/19, 499/19	Town walking competition	Cllr. Harvey to summarise the action and send to Cllr. Whyte for comment.	Cllr. Harvey, Cllr. Whyte	12th February EDWG AGENDA	February
EDWG	154/19, 340.1	Love Buckingham	Turning Love Buckingham into an entity	L. Hutton	In progress	
EDWG	155/19, 326/19, 340.2/19, 505/19, 604/19	Tourist Information Centre website	AGREED that there was a need for a single website to promote the town... TIC supervisor to create a new one stop website for anyone interested in the town.	TIC Supervisor, L. Hutton	Discussed by the TIC Working Group, EDWG recommendations were considered and TC&E will fund and develop the website going forward (min 604/19). Moved to TC&E Action List	
EDWG	157/19, 336.4/19	AVDC funding	Town Clerk AGREED to pursue this with AVDC	Town Clerk	12th February EDWG AGENDA	February
EDWG	338.1/19	BNDP: retail area	EDWG should review proposed primary and secondary retail areas as part of preparation for the new BNDP.	All members, Town Plan Officer		May
EDWG	338.1/19	BNDP: Design and Style guide	Design and Style guide could be looked at as part of the BNDP.	All members, Town Plan Officer		May
EDWG	338.2	Aylesbury Town Manager	It was AGREED to invite D. Fawcett, Aylesbury Town Manager to speak to EDWG at a future date about encouraging retailers to fill units. It was also agreed to have a shorter agenda to accommodate this.	Town Clerk, Communications Clerk	D.Fawcett can not attend EDWG until the April meeting.	April
EDWG	498.19	BNDP: retail area list	publish the Town Plan Officer's list of retail units on the Town Council's website for public comment and consultation	Communications Clerk	Now part of the Council plans page.	February
EDWG	503/19	Buckingham Heritage App	that a small project group team is set up to choose content for the app and support promotional events.	Communications Clerk	12th February EDWG AGENDA	February
EDWG	504/19	Buckingham What's On	Members AGREED for Buckingham What's On to be added to the next agenda for EDWG.	Committee Clerk	30th April EDWG AGENDA	April

Inter town step challenge

Paper for EDWG ~~19/12/19~~

Prepared by Cllr Jon Harvey, BTC & Suzi Andrews, Public Health Practitioner, Buckinghamshire County Council

Introduction

At a previous meeting of the EDWG, it was agreed that I pursue more information concerning the idea of arranging a step challenge between neighbouring towns to encourage greater physical activity and tackle loneliness. Objectives which will add to the economic well-being of Buckingham. With link-making help from Cllr Charlie Clare, I have now had a chance to discuss the project with Suzi Andrews. Below are more details, much of it done by Suzi.

Recommendation

That Cllr Harvey & Ms Andrews continue discussions in the new year (involving others as appropriate) to bring back a more detailed plan for making the project happen to the next EDWG (26/2/19).

The Vision

To set up an initiative (supported by a suitable website/app) that would enable people from neighbouring towns to compete (with friendly civic rivalry) in a 'steps challenge'. The aim would be to encourage people to walk / exercise more than they have done previously - and for more people to do this.

Each town (no contacts have been made yet - but perhaps Brackley, Towcester, Banbury, Stony Stratford, Bicester, Winslow etc) would offer their citizens the chance to register teams (of four?) at the beginning of the challenge. And then throughout the Summer months - perhaps mid June to mid September- to set various challenges for the teams to inspire them to step up a gear. There would be a website where the (eg) "Roadwalkers of Brackley" or the "Dog Maniacs of Buckingham" can compare their step scores. The Mayors of all the towns involved can assemble together for events at the beginning to launch the initiative and at the end to celebrate achievements / winners whilst having some (healthy) food and drink! Categories of winners might include most improved group, group which walked the furthest, town which walked the furthest, funkiest name etc.

Below are some further details prepared by Suzi Andrews on possible IT support and the public health benefits.

Initiative to increase walking among residents via a community step challenge

Background

International evidence and the UK Chief Medical Officers' (CMOs) guidelines highlight the frequency and type of physical activity required to achieve general health benefits, particularly the benefit of 150 minutes physical activity of at least moderate intensity each week.

'Brisk' walking (at least 3 mph – when you can talk but not sing as you walk) is a moderate intensity physical activity and evidence-based intervention for promoting physical activity. It is already prevalent, has no skill, facility or equipment requirement and is more accessible and acceptable than other forms of physical activity. For currently inactive individuals, evidence shows the following health benefits could be achieved from 10 minutes of brisk walking per day for 7 days:

- increased physical fitness
- improved mood and quality of life
- increased body leanness and healthier weight
- **15% reduction in risk of early death**

An additional 10 minutes brisk walking per day is likely to be seen as achievable by the one in four adults in England who are currently classified as 'inactive' by virtue of doing less than 30 minutes physical activity per week. In addition walking interventions in people active but not achieving CMO's guidelines (low activity) have consistently achieved an additional 30 minutes of walking per week, lifting people out of the 'inactive' category at which the greatest risks to health persist.

Community step challenge considerations

1) Administration of the challenge

This is best done via an online system similar to the Workplace Challenge one that was popular a couple of years ago. Some examples of platforms I have found include:

Platform	Comments	Cost (based on 200 users for 3 months)
Sweatcoin	Evidence based – evaluated by University of Warwick who found that users of the app on average increased their daily step count by nearly 20% over 6-months	Awaiting cost
Virgin Pulse	Good evidence base, very expensive £60 per participant. Includes Bluetooth enabled tracker watch	£12,000
Paths for all step count challenge	You can create your own challenge or you can wait for their 8 week spring challenge to start. Costs = £30 per team (up to 5 people) but might also be an additional set up fee.	£1,200
Count it	American platform. Would need the pro package which costs \$3 per user per month	£1,500

World Walking	Price depends on number of participants. Set up fee is £625 then first 100 participants are free. Next 500 participants are charged at £5 per participant.	£1,125
Move Spring	American platform. Can run different challenges - Price depends on number of participants.	£1,400
Walker tracker	American platform. Looks good, syncs with lots of device. Turnkey program is most applicable.	£1,400

2) Evaluation of the challenge

Whatever we do, from a Public Health perspective we would want to evaluate the project. That would mean asking participants to fill in at least a pre and post questionnaire as well as analysing the number of steps taken. The questionnaire would likely include the following:

- **Physical activity levels**
 - o Possibly International Physical Activity Questionnaire IPAQ
 - o Possibly the Global Physical Activity Questionnaire
 - o Or sedentary behaviour questionnaire
<https://www.sedentarybehaviour.org/sedentary-behaviour-questionnaires/>
- **Wellbeing**
 - o Quality of Life questionnaire
 - o Short Warwick Edinburgh mental wellbeing scale

3) Promotion of other Public Health initiatives

We can take this as an opportunity to further promote the Simply Walk program and the walks on offer in and around Buckingham or an opportunity to create more walks/ get more walk leader volunteers.

See:

<https://www.buckscc.gov.uk/services/environment/exploring-the-countryside/simply-walk/>

We can also promote the Active Bucks website: www.activebucks.co.uk

If launching in the new year, we can link in with the national One You campaign in terms of New Year, New You it's time to move more:

<https://www.nhs.uk/oneyou/for-your-body/move-more/>

Materials for this are available to order on the PHE campaign resource centre:

<https://campaignresources.phe.gov.uk/resources>