

Moseley Regeneration Group

Notes of a meeting held at Moseley Exchange on Tuesday 12th July 2016 at 6.00 p.m.

Present:

1. Alison Millward (Reddings and Amesbury Road RA)
2. Tony Thapar (Moseley Community Development Trust)
3. Austin Barber (Moseley Community Development Trust, Trustee)
4. Izzy Knowles (Moseley Forum)
5. Mark Eftichiou (Domestica, Moseley business)
6. Jenny Brewer (Moseley in Bloom)
7. Fiona Adams (The Moseley Society)
8. Rob Kewley (Moseley Forum)
9. Francis Healy (Ashram Moseley HA)
10. David Sandison (Moseley CDT volunteer)

Also present:

1. Curio (Creative Director, moseleyvillage.co.uk)
2. Trevor Hocking (Co-chair, Moseley in Bloom)

Apologies received from:

1. Cllr. Lisa Trickett (Birmingham City Council)
2. Esther Boyd (Moseley Forum)

Welcome:

Alison Millward opened the meeting with apologies received and welcomed Curio and Trevor Hocking to the meeting.

1.0 Notes of the meeting held on 24th May 2016 were approved and the following updates were noted:

1.1 Costa Ltd, proposed meeting 6th June (point 1.3, Minutes 24.5.16) – Tony Thapar said that Costa had postponed a meeting until they were further forward with their plans for Moseley. TT would monitor and re-contact as appropriate.

1.2 Boundary Commission (points 3.1, 3.2) – responses on revised LGBCE proposals had been made by Moseley Forum, Moseley Society and the MRG, and individuals had been encouraged to write in support. Fiona Adams said that final proposals for the redrawing of parliamentary boundaries were due for publication in September for implementation May 2018.

1.3 Invitation to Helen Rehman (point 4.1, Action 2). It was felt that in her new role of Neighbourhood Innovator, it would be beneficial for HR to join future MRG meetings as a means of aiding in achievement SPD objectives and her own

ACTION

TT

targets on behalf of MKHCP. She is based at Ashram Moseley and Francis Healy agreed to approach HR to attend the next meeting, 6th September.

FH

1.4 Meteor site development (point 7.2). Tony Thapar said that Marshalls had reinstated the tree hoardings and these had been repainted in corporate colours. Now planning approval had been given to Non – Material Amendments and work had begun on site, it was suggested that James Marshall be invited to the next meeting. Fiona Adams said that although Leeds based, JM regularly travelled around the country and might be willing to address the MRG. ACTION: Alison Millward agreed to write an invitation to JM to attend the September or October meetings.

AM

2.0 Promoting Moseley and its businesses – development of moseleyvillage.co.uk

2.1 Curio showed members a mock-up of his website developed around a montage of images, indicating areas of interest that linked to different sections in the site covering local news, community and business. The home or 'hero' page would also have a horizontal banner menu with colour coded links to the sections of the website and narrative of around 300 words to sum up 'brand' Moseley. This approach invited interest, was easy to use and fitted well with the move away from desktop computers to Ipad/Iphone use with Twitter and Facebook applications; he had taken a similar approach in developing a successful community site in Edinburgh. It was established that whilst the site would need to be controlled and updated by an administrator, much could be done automatically with updates made through tagged links with third party sites, such as individual associated commercial and community websites. To help fund the site, Curio proposed that the site carry local advertising accessed through an image. There needed to be a balance between commercial and community space to gain broad interest. To be sustainable it must also be up to date with changing content and news, be reliable and useful. The numbers using it would aid search optimisation to keep the site prominent. Success and sustainability would depend upon business involvement and so there should also be a business directory as well as advertising. Mark Eftichiou said that in attracting business, they would want to know the number of hits achieved as that would serve to quantify the value of the costs of membership and advertising. Curio said that he was keen to develop moseleyvillage.co.uk, currently his own voluntary initiative, into a wider community resource for Moseley. Alison Millward thanked Curio for his proposals and members felt the concept looked exciting and supported further development.

2.2 Curio suggested a funding model of an agreed % split of advertising income to fund development and ongoing administration time and to provide an income stream to the community; this might be in terms of an incentive to associated community websites to make regular linked updates from their own sites. Tony Thapar said that the site might be run as a collective social enterprise to enable some community funding.

2.3 It was agreed to use Mark Eftichiou's family businesses as a model for meeting the needs of local businesses in promoting the site to Moseley business. Independents would be targeted first, since a large proportion of business was managed for chains by non-decision making managers and it would therefore be necessary to demonstrate the success of the site to encourage their involvement. The independents might also need support in developing their own input to the site or in developing their own websites to best promote themselves and that support might be built into a membership or advertisers package. Fiona Adams suggested offering a single sized advertising slot/image to get away from the traditional prominence bought by cost of colour/BW, whole page, half page etc spreads.

ACTION:

- 1) Curio aimed to start building the site by 1st August with a view to launching the new Moseley Village site in sections. It was agreed that the development sub-group would arrange to meet as soon as possible; Trevor Hocking would join the sub-group.
- 2) Curio would separately liaise with Mark Eftichiou to build the business model, based initially around Domestica and Moseley Travel.
- 3) Curio and ME would look more closely at costs and realistic charges.
- 4) The sub-group would need to address who would do the work in contacting businesses and to consider the training needs of those administering associated websites.

DS
Curio
Curio/ME
Sub-group

3.0 Community Action Framework – approval of lead organisations

3.1 Members agreed the updated version 4 of the Community Action Framework, with the indicated lead organisations set out for the 23 areas of activity. Approval was given on behalf of Ashram Moseley, the CDT, Moseley Society, Moseley Forum and MRG. It would now be necessary to get the agreement of the remaining organisations. Izzy Knowles said that MKHCP planned a major meeting in September. It was agreed to post the Framework on the Moseley Forum website for general reference. **ACTION:**

- 1) Jenny Brewer would seek the agreement of MiB at their next meeting and advise Alison Millward.
- 2) Alison Millward would seek the agreement of the leadership role and details from the remaining organisations and for clarity would expand some of the Framework activity descriptors before circulating the final draft.
- 3) Rob Kewley to liaise with Curio over converting the final Framework document to a jpeg file.

JB
AM
RK

4.0 Making Moseley: review of progress since 2014

4.1 Members felt that more time was needed to make a full response to the Making Moseley review document but, the following points were made:

1) Grow & sustain economic activity – 4.1, free Wi-Fi was available at Moseley Park & Pool. ACTION: Jenny Brewer to check MP&P for password and offer to publicise the new Wi-Fi through community websites.

JB

2) Leisure and green open spaces – 1.3, it was agreed to leave this objective in. The Moseley Exchange had installed solar panels and it was thought that there was a micro energy generation system in operation at Moor Green allotments. ACTION: David Sandison would check this. 1.4, the RHS had emailed MiB an updated leaflet with guidance on a green approach to car parking in front gardens and MiB had yet to decide how best to widely publicise the information to home owners. MiB had also introduced a new award category for parking gardens.

DS

3) Traffic and movement – it was noted that the Public Realm Design Group played a key part in achieving some of Making Moseley objectives and they had not been able to meet in recent months. ACTION: Izzy Knowles agreed to contact PRDG leader, David Isgrove to discuss means of moving forward.

IK

4) Housing – Francis Healy said that Ashram Moseley were currently developing social housing in Stirchley and Erdington and that a shortage of suitable sites and high land values were an obstacle to development in Moseley. Recent changes in rules for subsidised housing to single under 35s would limit HA provision to this group. Tony Thapar said that there was a council owned parcel of land behind hoardings on the Alcester Road next to Diwan Balti and that BCC had turned down an application for parking use. Hall Green constituency had a policy under the previous council chair of using small parcels of land to develop social housing and so, BCC might possibly support social housing beside Diwan Balti.

FH

5) Community – 1.4, MiB had introduced another new award for 2016 for small groups working with open spaces – Its Your Neighbourhood. ACTION: Jenny Brewer would email David Sandison the list of the 13 groups taking part in the scheme for circulation to members.

JB

6) Health – little progress had been made in this area where MRG had few links with decision makers providing the range of community health services. It was felt that Helen Rehman may be able to help through her involvement with the MKH Community Partnership that had the lead and responsibility from BCC for providing health support services.

ACTION: MRG members to track changes on the Making Moseley review document and email their updated document to David Sandison for consolidation by 31st July.

MRG
members

5.0 Current planning applications and issues

5.1 Alison Millward congratulated Fiona Adams, the Moseley Society planning group and Amesbury Road and Reddings Road Residents Association in negotiating with the Birmingham and Solihull Mental Health Trust a successful

revision of plans for security fencing at Moseley Hall Hospital. The changes would lessen the visual impact and would likely save money.

5.2 It was noted that there appeared to be work being carried out on the interior of Pitmaston on Moor Green Lane following a lengthy period of inaction after the purchase of the building by the Scientologists.

5.3 David Sandison said that the properties of 117, 119, 121, 123, 127 and 129 Alcester Road had been sold by auction on 6th July in three lots for a total of £1.6775m. The rental properties include Boots, Anthola Insurance, Coral Estates, the dry cleaners and private flats. It is not known whether there was a single buyer.

5.4 Decisions were still pending for planning applications in the Village, for the site at 120 Alcester, the Prezzo raised terrace, the One Trick Pony variation to PA of opening hours, Pizza Express shopfront alterations, Costa's new doorway and air-con. outlets and the HSBC redevelopment. Note: after the meeting, notice of planning approval was given for the development of flats on the site at the junction of Alcester Road and Woodnorton Drive.

6.0 Any other business

6.1 Izzy Knowles said that on behalf of the Farmers Market she had been in discussion with Amey and Western Power concerning the upgrading of the electricity supply to the Village Green. The contractors suggested a new electricity supply box by the Green entrance at a likely cost of £5.3k. IK said that the Farmers Market was keen for the work to be carried out, but the cost would be a challenge to resource and she hoped that it would still be possible to gain some sponsorship from Costa, linked to the removal of the redundant existing box by their planned shop entrance. The new box would also supply power for the Christmas Lights.

6.2 Rob Kewley said that he had emailed MRG members about a petition by staff at the Fighting Cocks to lobby owners, M&B, to make repairs to the upper floors of the building which were said to be in a poor and deteriorating condition. In support, FA suggested that an approach might be made to the BCC Conservation Officers to visit the premises to report on the condition of the Listed Building.

6.3 Francis Healy said that following consultation with their staff, Ashram Moseley had unfortunately decided put their new office building development on hold and were making new drawings for the existing building. The problem was that the approved plans put the proposed new building too far away from the existing offices to operate efficiently.

6.4 Austin Barber said that Moseley CDT Board had agreed to pare down the Board structure, that the CDT would focus on the Village campus and on efforts to

increase income, particularly from rents from the new third floor offices. He would be able to provide further information at the September meeting.

6.5 Alison Millward said that the Chamberlain Highbury Trust (CHT) had gained a lot of ideas and proposals from the very well supported second stakeholders meeting held in May and would work with this data at the next stakeholders meeting in the Autumn. CHT were now advertising for a Programme Manager to lead on a £5m HLF bid in December. CHT would be taking part in the National Heritage Open Day programme on Sunday 11th September and would be looking for volunteers to help run the day.

Date of the next meeting: Tuesday 6th September, 6.00pm at the Moseley Exchange.

Schedule of remaining 2016 meeting dates, Tuesday at 6.00pm:
18th October, 29th November