



Fairfield Village Community Association

Saturday 7th April 2018, 10.00am

Venue: Fairfield Village Hall

1. Apologies

Averil Perks, John Coldicott, Pauline Boulton, Brenda Clarke & Josie Albutt

2. Approval of minutes of last meeting

The minutes of the previous meeting were approved and signed by the Chair.

3. Chair's Report/Update on Issues

Traffic

Cty Cllr Webb has provided data of a traffic survey that was carried out earlier in the year – data lines either side of the mini-island. Cllr Wbb in her email of 26th March 2018 writes “You will note that speeds have improved, particularly in one direction.” It is unknown when comparable data was taken. FVCA are only aware of data surveys elsewhere along Stourbridge Road, e.g. adjacent to Church Wall and the entrance to the Recreation Ground.

The promised traffic survey detailed in Cty Cllr Webb's November 2017 Divisional report have yet to take place.

As for the engineering works to calm traffic, Cllr Webb writes “Richard and I cannot remember agreeing to anything other than speed monitoring which we have done with strips on the road as well as me personally with the police, which the results you have already had.”

FVCA have written previously to Cty Cllr Webb regarding engineering works for consideration, requesting a justifiable explanation as to why works cannot take place.

CP to write again to Cllr Webb expressing the Association's disappointment.

Swan Refurbishment

The Swan will be closing for refurbishment on Sunday 13th of May and re opening on Monday 4 June.

The builders will be on site from 7am on Monday 14th and there will be no access to the car park during the closure.

Parents who park on the pub car park are more than welcome to carry on using the car park after 4 June and are welcome to pop in after the school run once to sample the Swan's new range of cakes and speciality coffees and teas.

Community Litter Pick

The next community litter pick, clearing away the grot from Fairfield's roads and lanes will be on Saturday 14th April 2018, meet outside village hall 10.30am. Equipment Provided.

Village Hall AGM

Residents of Fairfield, Wildmoor & Stoneybridge are invited to the Village Hall AGM that will take place on Wednesday 2nd May, starting at 7.30pm.

Find out what's been happening at YOUR Village Hall, plans for the future and elect the team to manage YOUR community building.

4. Treasurer's Report

Robert provided the meeting with a financial update.

5. Insurance

Update provided by the Treasurer. Need to find the best policy that meets the needs of the Community Association.

6. Neighbourhood Watch News

Since February's meeting, there have been several incidents of sheds & vehicles being broken in to.

There have been several reports across Worcestershire of a White Transit Van seen with two male occupants on-board, described as 'Eastern European' looking, driving slowly along country lanes looking into people's gardens and driveways.

Any sightings, please call 101 and report at the time if at all possible, to enable an officer to be dispatched at the time of the call.

7. WW1 Commemoration – Update

Carol Edwards explained that the Mary Gibbs, Rita Spense and herself had cleaned a small area of the war memorial with a soft brush and water. There was a noticeable improvement after cleaning with no detrimental impact on the stonework. The memorial will be cleaned once there is a period of fine weather.

Poppy seeds had been purchased. Areas around the village were being identified where poppy bed could be created, including the Recreation Ground and on the bank by the mini-island. Landowners permission would be sought before any beds were created.

8. Engagement & Social Activities

- **Working Group Update:** Mary updated everyone – see notes at the end of these minutes
- **Wind in the Willows** – A Folk Opera (14th April): Should be a good show for all age groups. Raffle money going to the Community Association
- **Party** - Wedding of Prince Harry to Megan Markle (19th May): Due to a lack of interest from the community and that there would be a clash with the FA Cup final that follows the wedding it was decided not to organize a party to mark the royal wedding.
- **Other Engagement & Social Activities** – Bournheath Community Centre have organised a programme of fortnightly social Wednesdays'; see Village Hall noticeboard for further information.
- **Future Live & Local shows:** Show visiting the Village Hall for the 2018-19 season should be known June/July. Live & Local have agreed to a request that ticket prices are reduced to try and encourage more people to attend show; i.e. prices for the 2018-19 season will be Adults £7.50 and U16's £5.50.

9. Floral Entrance to Fairfield & Floral Fairfield

Dwarf daffodils, Pinks and a trailing plant have been planted in the planters.

Floral Fairfield will take place in July. Judges are needed.

10. Newsletter

June's newsletter is being put together. Any articles send to Conrad. Should be ready for distribution in late May.

11. Any other business

Dog fouling was raised. It was suggested that the Parish Council place suitable signs on the Recreation Ground to remind dog walkers. Conrad to write to Parish Council.

Date of next meeting: 5th May, 10am

Engagement & Social Activities Working Group

Attendees :

Rita, Mary G, Carol, Julie B,
Apologies : louisa

Purpose: To investigate a way we can encourage the local Fairfield community to participate in community events utilising all resources within the village .

Facilities;

The Swan Public House
Fairfield Viliage Recreation Ground
Fairfield Village FC
Fairfield Social Club

Lobbying :

Fairfield Village Community Association

Challenges, Feedback and potential Solutions

Challenge 1. :How do we get more of the community contributing to the FVCA meetings
Current FCVA Meeting : 1st Saturday of the month 10.am - many families are really busy at this time especially if they have children-

Solution : can we look at alternating and using an evening instead ?

Also the formal arrangements could be perceived as unfriendly- can we look at arranging the chairs in a circle and make it appear more friendly ?

Challenge 2 : how do we get a better view of Village community requirements :

At present there is no way of gathering information about what the community wants to see in the way of activities or improved facilities-it is left to a few village FCVA members who put forward ideas. Some of the events are only interesting for a small % of the village community.

Solution : Suggestion boxes placed in strategic areas within the village : Cafe, Swan, School, Bus stops, Village Hall ?

Ask your neighbour- feedback to the FCVA or put in suggestions boxes

Ask the local businesses what they would support

Request more involvement from the School parents and children

posters put up in the cafe and Swan advertising the FCVA meetings and minutes

Challenge 3 : lack of interest in Community Events

To date some events have been very well attended and others very badly supported. We felt there were 3 main problems:

- Target audience- we are trying to combine adult activities with childrens in some cases,
- Promotion has been limited and only supported by a few of the FCVA
- Event's chosen may not interesting to the wider community

Target Audience: - we felt that there should be a distinction from Adult events, children friendly events and family events and ensure we have a good mix.

Promotion : We discussed better ways of marketing and using all mediums, Word of Mouth, Flyers, Social and Digital i.e Facebook, Press & Radio. Where there has been a combination of these mediums used the % uptake was better.

Solution : All events should be promoted via all mediums (3 touch marketing) - with support from the local community and businesses.

Event Planning : Any organised FCVA events perhaps be voted on by the FCVA members and put out to vote in the community before booking ?- Gauge reaction and intent to attend . The things that go down well normally have an element of Music, Drink or Food included.

Solutions and Ideas:

Use third parties (such as Laura Payne- Adventures) who will do all the work and promote on behalf of the village : she has just promoted an outdoor viewing of the greatest showman and was sold out within 48 hours , 300 tickets sold - the same results were for the Disney Cinemas she ran last year.

Laura- can also arrange beer festivals , musical bingo , afternoon tea events etc...

For the Xmas/New years eve arrangements; the Carols around the tree was very well received and we feel we should put more emphasis on this. To support the local pub (the Swan) we should encourage villagers to support here for any " party " related social events?

For the dining club- we noted that the pubs around the region were chosen but the Swan had not been supported- we felt it would be good to support the businesses in the village

The social club and Recreation ground very under utilised we discussed ways of increasing community involvement: We feel this is a missed opportunity especially as there are bar facilities The social club has a group who attend regularly - how can we expand and publish- it may be that not many of the new villagers are aware (we certainly we rent when we moved in 18 months ago).:

Ideas:

Social Club: host sporting events there such as Big TV Screen for world cup, cricket , rugby , race days

The Swan or the Social Club :

The Nailers did a Cheltenham Gold cup race day that was sold out within days-

Can we replicate or investigate what Bournemouth afternoon social club is doing ?

Quiz night - reinstated

Musical bingo

Board games- scrabble club,

Recreation Ground : in conjunction with the social club, and council and governing bodies: we could look at :

- Hosting outdoor cinema (laura payne will organise) ,
- Picnic in the Park similar to the Alvechurch village Society
- Fairfield Sport day : parents and children - family event)
- Dads and sons football game for charity ?
- other sporting events like quick cricket for the kids
- Park run or community fitness outdoor - Kylie Moseley from Possum PT may be able to help

Village Hall :

learn with events to encourage inter generation activities such as learn with MomDad/Grandad to encourage children to : :

learn how to garden and grow vegetables-(use the vegetable society)

learn how to cook /bake

learn how Paint

Pottery painting for all ages : (Arts for pottery - a good friend of mine owns her own business)

Learn how Flower arrange (we can ask the WI for volunteers)

learn how to sew/knit/crochet

Meet your neighbour with :

Gin and Pickles nights

Cheese and wine tasting

Chocolate tasting

Coffee and Chat drop in

Book Club

Other:

Murder Mystery Night

Comedy stand up mike nights

Local Bands or tributes like at Catshill Social club

The Swan : (under refurbishment and would need buy in from brewery and new manager)

Promote the new arrangements:

Dining club,

Gin tasting

Cocktail masterclass

Quiz night ?

Walking or ramblers club meet up