



Minutes of Committee Meeting held Wednesday 30th October 2013

Venue – Elsie Fischer Room St Lawrence Church

- 1) **Present** – Ian Brooks (Chairman), Irene Groom (Minute Secretary), Ian Murray, Carolyn Derecki, Karen Spink, Alison Holtorp, Ian Parkinson, Gawain Cox, Cllr Michael White, Cllr Catherine Dann, Chris Groom, Linda Laurie, Alison Akerman, Keith Barnard, Deesha Chadha, Dev Chadha, David Harper, Nick Denys, Lynda Masey. Graham Harper.
- 2) **Apologies for Absence** –Elizabeth Beggs, Cllr David Payne, Cllr Raymond Graham, Jackie Redrup, Cllr Edward Lavery, Andrea Gohil, Jean Gibson, David Stephens.
- 3) IB welcomed everyone to the meeting and thanked Carolyn Derecki for doing the September Minutes.
- 4) **Approval of Minutes 25th September**– The minutes were approved.
 - a) **Matters Arising from 25th September**
 - Warrender Park – There has been an exchanged of emails regarding the removal of a seat, but we now understand that the seat has been put back in the same place as before.
 - Woodman Public House – Aren’s Bar – we have been advised that the licence is coming up for review on the 5th December – IB to canvas opinion & submit comments to Licensing review **ACTION: IB**
 - ERA Open Forum Meeting – 14th November – 7.00pm to 9.00pm. at St Thomas More Church – set-up at 6.30pm – everyone to attend. **ACTION: ALL**

5. **Committee Reports**

5.1 **Newsletter** – the Newsletter is now ready and will be distributed in the next few days.

5.2 **Planning** - Due to work related problems JR has been unable to produce a report (but will produce when time is available). The following was brought to our attention:

- 30, Barnhill – new 3 bed house– this has gone to appeal – JR did write.
- Communication Masts and Boxes at junction of Field End Road and High Road Eastcote– new application for additional boxes. They are put side to side, whereas it would take up less room and be less visible if they were put one behind the other.

5.3 **Police Matters/Safer Neighbourhoods** – IM

- There has not been a meeting of the police committee since September and the next one is on 20 November.
- Hillingdon are struggling to find a Chair for the new Safer Neighbourhood Board. Recently received a "Round Robin" email encouraging applications! The closing date was 25 October.
- Sgt Rob Dryell has invited members of the Eastcote & East Ruislip Safer Neighbourhoods Panel to Ruislip Police Station to give a presentation on how the London Policing Model affects our Ward Panel and he will answer questions about the future of the Safer Neighbourhood Team.
- CI Rob Wilson wrote –

- Did you know Burglary is down 23% - Robbery is down 34% - Vehicle crime is down 20% - Overall Crime is down 24% (Mopac 7). Help us to help you by making sure lights are left on during the winter months and doors / windows are secure.
- Another busy week for your Local Policing Teams - Please see press release below - Please feel free to share with your community groups.

19 People arrested in Hillingdon on Operation Big Wing,

On Wednesday 23rd October 2013 The Metropolitan Police intensified its crackdown on thieves and drug dealers. Over 100 officers from Hillingdon Borough were deployed on Operation Big Wing.

Twenty two warrants were executed across the borough resulting in the arrest of 19 suspects for various offences including Possession of drugs with intent to supply, possession of class A drugs, Immigration and fraud offences.

Other tactics used by Hillingdon Police were High Visibility and plain clothes patrols in local areas where there has been Anti Social Behaviour and Robbery hotspots with members of the Anti Social Behaviour Team enforcement officers, from The London Borough of Hillingdon Council.

Officers also held street briefings across the borough to promote crime prevention amongst the residents of Hillingdon.

Inspector Andy Lewis from The East cluster Local Policing Team said:-

“This was an outstanding day of partnership action with MPS officers and Council Enforcement Teams working together for a safer Hillingdon. “

SNT – an email has been received from Sandra Ruddick advertising a meeting on the 14th November.

5.4 **Transport /Road Safety**

- IB confirmed that the vehicle speed sign in Cheney Street had been totally ineffective due to close position to Bridle Road. IB to contact BB. **Action IB**

5.5 **Conservation & Parks Report**

Parks

Cavendish/ Bessingby/Pine Gardens.

The Green Flag was raised on the 14th October.

Several hundred daffodil bulbs will be planted this week.

Warrender Park.

The seat removed earlier this year, has now been re-instated in the same position. The Friends of Warrender Park were most upset that this seat was removed without any consultation with them. It is the only seat on that side of the park, and more elderly visitors used it a lot during their walks around the park.

There will be a bulb planting session Saturday November 2nd 2013 starting at 9.30am. Please bring your own tools. The bulbs were purchased with a grant from the Ward Budget, thanks go to the Ward Councillors.

Kings College Playing Fields

It has been noted that the Hockey Club have commissioned another ecology report, with a view to submitting another planning application.

The Friends of Pinn Meadows, will be seeking chrysalis funding to re-surface the running track, and alter the dimensions to bring it up to date.

Eastcote House Gardens

The planning application has been recommended for approval, and is before the North Planning Committee for determination Wednesday 30th November.

The timetable for the works is still not firm, it is hoped more details will be known by the end of November.

The Restoration Fund now stands at just over 13K, thanks to the first donation of £500 from ERA.

The October Vintage Tea Garden was washed out. The Community day 26th October was dry,

The next event is November 30th starting at 1.30pm Tree Dressing, with local school choirs leading the event. The Mayor & Mayoress will be attending.

Date for everyone's diary June 7th 2014 Community Picnic. FEHG farewell event before the builders move in!

Hillingdon was awarded a Silver Medal from Britain in Bloom,
Conservation.

Hillingdon's Local Plan part 2 contains changes to the status of some Green Spaces. It is proposed that Long Meadow and EHG will become Metropolitan Open Land, which is good news. There are also some changes to Sites of Importance for Nature Conservation [SINCS]. The Chairman of the Conservation Panel will look at these more closely before making comments. There will be a consultation on these proposals in 2014.

There is a great deal of building work being carried out on the Eastcote Park Estate, and the footpaths are becoming very broken up. Cllr. Bruce Baker will be informed if these footpaths are not repaired by the builders. He will then take up the matter.

5.6 **Health and Community Voice** -There was no report but Community Voice and health reports have been circulated by email.

5.7 **HARA** – No report – the next meeting is Monday 18th November – the speaker will be a police representative.

5.8 **Road Stewards** – AA advised that with the change in organisation of the road stewards she is working to get all the paperwork sorted out and in order.

5.9 **Finance** – Nothing to report – quarterly report at next meeting.

5.10 **Webmaster** - GC

Gawain Cox- quarterly report- The ERA website was re-launched in May 2013 and immediately saw a resurgence of visitors, peaking at 1,518 visits for that month, significantly our highest activity month of the year so far.

Month on month visitors to the site have been declining as the stats at the bottom of the report show. This is undoubtedly due to lack of updates to the website since it was re-launched. There is always an immediate spike in visitors to the site following a news posting and most of these are generated from automatic news updates being displayed on our Twitter & Face book pages.

As a result, more focus is to be spent on analysing our social network channels, integrating them more fully into the website and working on building our audience via both Twitter & Face book, which gives a greater likelihood of content being shared.

As of the time of this report, we have 59 Face book "Fans" but more impressively our Twitter account boasts 459 "Followers". These people have opted in to receive updates from the Association and each time a news story is posted to our website, it is immediately and automatically shared amongst these subscribers via social media.

By promoting our social network channels and encouraging new subscribers, we automatically boost our website visibility and attract subscribers to view the full news articles directly on our site (social media only gives a snippet of the story). One idea is to run competitions, with low value prizes being drawn randomly and awarded to one of our subscribers periodically. This drives interest and subscriber numbers and again will help drive visitors to our website. I would propose to have a small annual budget for this at the committee's discretion or perhaps a sponsor who could provide prizes for this purpose?

One of the main goals remains to convert online readers & subscribers into full ERA members. We need tangible benefits to be demonstrated to our online viewers to encourage them to subscribe as an ERA member, and over the coming month it will be my goal to analyse the demographic of our online visitors more carefully to better pursue this.

As mentioned earlier in the report, regular fresh content delivers more views to the website, but my lack of available time in sourcing and writing new content becomes a hindrance to the site's success. As such, I would actively like to request the committee's help with finding suitable new content for the website. Be it important news articles, new events or a new dedicated section (for example planning news), I'm interested to get feedback on this.

It is hoped that a follow-up report on the above will be provided in January with a clear list of points needed to further enhance our online presence, both via our website & via social media.

ERA Website -Monthly Visitors (2013 Year to date):

Jan: 675 Feb: 855 Mar: 1,046 Apr: 812 May: 1,518* Jun: 670

Jul: 637 Aug: 576 Sep: 502 Oct: 374**

* May – Site Re-launched **Oct – no new content since Sep 17th (lowest since 2010!)

October Popular Pages: (% of all visitors who access this page)

News: 17% Our Team: 14% What's On: 13%

49% of all visitors arrive via the home page.

6. **Eastcote Festival Team funding Request**

The Festival Team confirmed that there would be no Festival in Eastcote this year but they would be putting up the Christmas Lights.

At the last meeting it was agreed that we would donate £500 for the lights via the Council and IB intends to email the Council to confirm this – Cllr CD to clarify. There is a condition to this donation that the lights must be installed before the payment is made.

IP handed out his report for everyone to read. He then went on to explain more fully what is involved by bringing in samples of the lights and frames for us to look at. The financial side was then explained more fully and he said that they will deliver the project within or below budget. This was followed by a question and answer session and general discussion. We were advised that the Switch On will be Tuesday 3rd December.

Cllr CD advised that the money is forthcoming from the Council and the lights will be installed.

IB thanked IP for his very detailed report.

7. **AOB**

- Public Liability Insurance – this has been renewed at the same cost as last year ((£87.50).
- Elm Avenue – extensive work to the footpath is to be carried out in the near future and the commemorative flowers on the light post have now been removed.
- Remembrance Day – Sunday 10th November – a wreath will be laid by ERA. All welcome to attend.
- Formation of an Eastcote Chamber of Commerce – IB was invited and did attend a meeting regarding this. There appeared to be enthusiasm for forming an Eastcote Chamber of Commerce and they are in the process of forming a Committee and IB confirmed that ERA would support them. He also suggested to them that should it get off the ground that they write articles for the ERA Magazine and/or the Website to promote their existence & activities.
- Flower Baskets on Poles – IB has been in contact with the Council as to why Eastcote does not have flower basket on the poles or flower troughs whereas most other areas do have them in the summer. We have been advised that money is the problem. We were advised to make an application now to Green Spaces as they are the department that deals with this. CG to follow this up and report back. **ACTION: CG**
- It was also suggested that if the Eastcote Chamber of Commerce gets off the ground this was a project that they could get involved in.

The meeting closed at 9.25pm.

The next meeting will be Wednesday 27th November 2013 at Elsie Fischer Room, St Lawrence Church, starting at 7.30pm. Apologies to Irene Groom.

DON'T FORGET THE ERA FORUM – THURSDAY 14th November at 7.00pm at St Thomas Moore Church, Field End Road.