

Minutes of ADRA Meeting

Wednesday 16th October 7.30 p.m. at the Alton House Hotel

Present:

Becci May (Chair & UALOOR), Rosie Hayward (minutes and ARRA), Mike Hayward (ARRA), John Field (AEWRA), John Grace (AEWRA), Susan Bottomley (UALOOR), Robin Lees (UALOOR), Gordon Anderson (UALOOR). Robin Lees, UALOOR, Simon Stoodley, Alton Society

1. **Apologies:**

Peter Field, Mike Heelis, Graham Titherington, Louise Parker, Charles Kaye, Mark Lanchbery, Marion Allen, Giles Lock

2. **Minutes of last meeting (11th September)**

These were approved.

3. **ADRA's website update (John Field)**

141 unique users in September (292 August)

As mentioned; the difference can almost entirely be explained by a huge spike of Facebook Traffic in August when someone linked to our page about the Butts Bridge Roadworks, rather than their site.

1:30m average session time (1:47m August) with an average of 2.59 pages per session (2.4 in August)

80% new 20% returning visitors (89% 11% August) so loyalty is improving!

Most visited pages (by %)

14% Butts bridge website launched (news)

13% Local plan page

7% News page

The cost of the website is £12 per month.

4. **Revitalising Alton – Town Team update (Giles); Communities Committee update (Becci)**

GL is now linked to the Town Team. He was not present but there had been nothing to report since the last meeting. BM reported that there was a Communities Committee meeting in September which focussed on youth. The committee's remit has changed so that it no longer focuses on events. There were no further updates. Meeting date to be arranged with Matthew Bayliss.

Discussion from the ADRA committee highlighted the desirability of re-instating the Alton Carnival and the poor publicity given to events. The use of banners across the street to advertise key events requires insurance. It was suggested that Alton Town Council should be approached to take out insurance to cover the use of such banners for approved events.

5. **Planning / development issues (important updates / proposed actions for ADRA)**

▪ **Neighbourhood Plan / Local Plan**

Mike Heelis has provided a summary on the Local Plan revision process for the ADRA website. EHDC is in the process of revising the Local Plan as required by the Government. It will cover the future development of those areas outside the South Downs National Park. As part of the process EHDC called for land for potential development in May 2018. Three Hundred sites were proposed. These were culled and the remaining two hundred are being checked for sustainability. The new plan will have an impact on the Alton Neighbourhood Plan. The NP group will meet with the EHDC planning policy group later this week. ADRA cannot form a strategy until the outcome of this meeting is known. There will be a six week consultation on the new Local Plan starting in January. This needs to be widely advertised using all available media, possibly including a leaflet drop. It is important to raise awareness of the emergence of the new Local Plan and the impending consultation amongst all Alton residents to ensure maximum participation. Co-operation between ADRA and the Alton Society for raising awareness of issues has been very effective in the past.

Action:

JG will meet with Mike Heelis at the end of the month.

JG to formulate proposed wording for the banners and ask Leah Coney where on ATC property ADRA would be permitted to place them.

JF to explore other possible sites for banners and confirm the unit price for producing a banner.

All RAs are recommended to alert their members and refer them to the Local Plan summary on the ADRA website.

- Lynch Hill: A new application from Jansons for vehicular access to the site from Waterbrook Road is under consideration
- Molson Coors: Awaiting an assessment by the Environment Agency. No further updates.
- Will Hall Farm: Negotiations between the developers and ATC are ongoing as to who will have responsibility for the land at the bottom end when it is released by Redrow.
- Maple Fields/ Oakland Heights: Councillor Joy had told JF that HCC are weighing up the options for the junction between Anstey Road and Anstey Lane. There is no plan yet. SB reported that successful meetings had been held with the developers. New street name signs and concrete bollards have been ordered. The concerns of UALOOR have now been met. This liaison group worked well and has now disbanded, but good contacts remain.

Action:

JF will contact Andrew Joy again re the Anstey Road/ Anstey Lane junction.

JG will contact John Geoghan about promoting the formation of a new residents' association to liaise with the management company regarding recreation areas.

- Anstey Road site: No further updates.
- South Alton / Borovere / Selborne Road: SS had attended a site meeting but many questions remained unanswered. Funds are available for an ecological survey but this can't take place till April. No further updates.
- Butts Bridge: MH reported that although the proposed diversions to begin in January were posted on the Butts Bridge website on 31st July they have yet to be confirmed. The northbound one-way retaining the current parking arrangements is the preferred option by Ackender Road residents and is supported by the town and district councillors who represent Ackender Road and by Mike Pillans (HCC traffic officer for East Hampshire). However, in an email from the Knights Brown team on 16th August it was stated "it is a fact that acceptance of the one-way northbound proposal is being held up by the local council. It went on to say "In light of the timescales involved in applying for the required temporary traffic regulation order, we very much hope to be able to confirm a decision by the end of this month." ARRA has not yet received any confirmation.
- Sports Centre: Building work is progressing. No further updates.

6. **The Wey Walk Update**

Nothing to report. Money has been given by EHDC to ATC for the project and has been ring-fenced.

7. **Any other issues of wider relevance from RAs and Alton Society for info / action (All)**

JG queried what had happened to the other residents' associations. Barley Fields RA has merged with the HVA. The status of the Treloars RA is not known but the South Alton development will have a big impact on those residents and their involvement should be encouraged.

BM reported that there is a vacancy at EHDC for a new Community Development Officer.

Action: BM will contact Bob Booker re Treloars RA

BM will circulate details of the Community Development Officer post.

8. **Agenda items (and invitees) for the next meeting (27th November, minutes to be taken by AEWRA)**

To be decided.