

**Alsager Partnership (AP) Management Team Meeting**

**Wed 26<sup>th</sup> May 2021**

**Venue: ZOOM Conference**

**Attendees: John Poulson (JP), Kath Reader (KR), Shay Norman (SN), Lou Davis (LD), Arthur Harding (AH), Tony Collins (TC)**

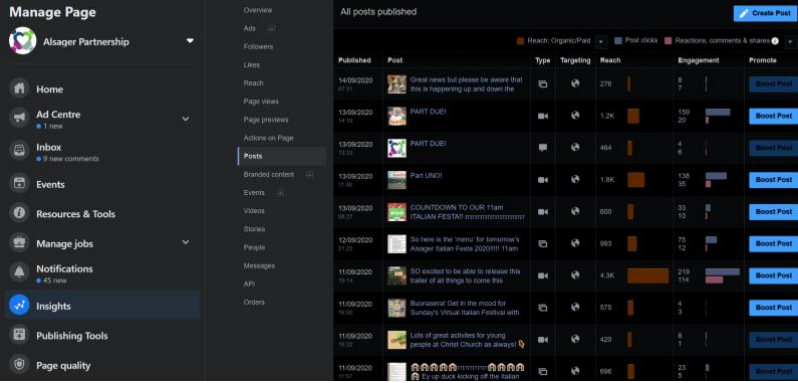
**Apologies:**

**Meeting commenced at 09:30 to 12:00**

Item	Minute	Action	Owner	Completion Date
1.	<b>Welcome and Apologies</b>	With the changes the day before on the Alsager Town Council Derek Hough was not re-elected as the Alsager Town Council Rep for the Alsager Partnership but Julian Goodrich was voted on as our Alsager Town Council Rep for the Partnership. I have emailed Julian to welcome him to our management committee.		
2.	<b>Previous Minutes</b>	Reviewed and accepted.  By John and Kath	Arthur	20/04/2021
3.	<b>Matters Arising</b>	The team acknowledged that AP would supply the Insurance cost for the Alsager Music Festival if the event was able under Covid to go ahead on 21 <sup>st</sup> August 2021	John	20/04/2021
4.	<b>Any Conflicts of Interest</b>	None at this time		
5.	<b>Health &amp; Safety</b>	Arthur is looking at using an online accident book. Still outstanding	Arthur	Estimated June 2021
6.	<b>Volunteers</b>	Everyone to continue to collate Volunteer hours on a monthly basis and forward to Arthur or update the AP calendar yourselves.  Please use the AP electronic calendar within the G-drive. If you are unable to do this please email Arthur with your diary details so that we can keep a history of everything that we do within AP	Kath/ Arthur/ Shay/John/ Tony	At the end of each Month
7.	<b>Town Council Report</b>	Town Council info link <a href="https://drive.google.com/drive/folders/17WdlKqy-d-6Eiy2fSCz73hw5MkWru5Rf?usp=sharing">https://drive.google.com/drive/folders/17WdlKqy-d-6Eiy2fSCz73hw5MkWru5Rf?usp=sharing</a> I have received this report from Nicola Clarke the Town Council Clerk  Following the Annual Meeting, a new chair and new committees have been agreed. 2 members have resigned – Jo Dale and Julia Hawkins and confirmation that a byelection has been requested by electors likely to be in early to mid-July Our first face to face meeting is being held on Tuesday 25 May. Hopefully the vacant committee places will be filled and I can send you the new structure ready for your meeting on Wednesday. Cllr Derek Hough has indicated that he wishes to take up the vacant position as a town councillor on the Partnership management team. This will be confirmed on Tuesday evening. We are finalising the contract and objectives with the Town Centre Manager who is due to start on 1 June for a 6 month period. I would welcome the opportunity for both of us to attend the June meeting to explain his objectives. The public realm consultation events have now concluded and with over 1,100 responses to the online survey there is work	Arthur	Ongoing each month

		to undertake the analysis. John Poulson contributes to the working group meetings. The town council has several projects it wishes to move forward on		
8.	East Cheshire Report	The East Cheshire rep has now resigned from the AP management team. Arthur has informed the Alsager Town Council and also East Cheshire District Council via Daniel Coyne and have asked them both if they wish to fill these posts	Arthur	20/04/2021
10.	Health and wellbeing  Dementia Friendly Community Update	<p>Kath attached several documents, and these are placed in the G-Drive  <a href="https://drive.google.com/drive/folders/1HsmjB6UR4f475KkrXnMVhluTBT4WMMjhy?usp=sharing">https://drive.google.com/drive/folders/1HsmjB6UR4f475KkrXnMVhluTBT4WMMjhy?usp=sharing</a></p> <p style="text-align: center;"><b>DEMANTIA FRIENDLY WORKING GROUP NOTES (MTM copy)</b></p> <ol style="list-style-type: none"> <li>1. Health Watch. Keep this for anything that crops up that's not already on our radar.</li> <li>2. Memory Café. Starting up on 25<sup>th</sup> June if restrictions removed. Depending on weather – outdoor meal might be worth considering again. No gazebos available. Would like to do a Memory Café on 11<sup>th</sup> June – otherwise it will be a long gap from 21<sup>st</sup> May.</li> <li>3. Dementia Friends – virtual. Contacted by police trainer after Haslington presentation. Booked into training programme – 6 sessions. 2 down 4 to go. Council to set a date for session – may be a while to accommodate holiday arrangements. (Nicola / Simon)</li> <li>4. Dementia Action Week: Report on DAW: Railway Station: Invited guests from Alsager Partnership, East Midland Rail, the Community Rail Partnership and the Town Council gathered to celebrate the re-opening of the Derby to Crewe line, the installation of the new Dementia Friendly signage and the presentation of the Cheshire Best Kept Station Award to the station adopters. Market stall on Wednesday – information desk – worth doing. Photo shoot at David Wilson site. Memory Café 21<sup>st</sup> May reminiscence – pictures from 4 years of DF events. All info / relevant photos sent to DFO Helen – some will be used at next week's webinar. Thanks to John with the bunting and Lou social media and Geoff has been great with bunting and photos, fetching and carrying. Continuing to follow lockdown progress. Indian variant could affect post 21<sup>st</sup> June plans.</li> <li>6. Health and Wellbeing day. Pencilled in morning Saturday 23<sup>rd</sup> October. Offered space to CE Dementia Strategy Group to open consultation on the document. Hope other areas will offer similar. (see 8)</li> <li>7. Summer Concert – reconsider after DAW.</li> <li>8. Cheshire East Dementia Strategy – meeting 13<sup>th</sup> May. Diagnosing Well Pillar agreed and Supporting Well discussed. Plans for public engagement are under consideration. How to do this in the Autumn? I put forward our Health and Wellbeing morning as a possible venue on 23<sup>rd</sup> October. I think others will follow and if we're having a survey, we need to get the GP practices on board. This was agreed. Need to put some ideas forward. Will get Kev on board when I know more. (raise at DFWG)</li> <li>9. Cedars GP Practice – Meeting with Kev when delivered bunting etc. Was put there and then. Further contact: Mel (Reception Manager). Tea &amp; Cake sale – dementia fundraiser. Might be possible to do at Library Coffee Morning when back to normal.</li> <li>10. Twyford House - still coming to the Memory Café zooms.</li> <li>11. David Wilson - Bunting delivered. Photo shoot 19<sup>th</sup> 2pm at David Wilson site. Sent in a couple of photos.</li> <li>12. Cadet Hut - remains in our sights</li> <li>13. Railway Station – see above 4.</li> <li>14. Friends of Milton Park – see Minutes. Derek rejoining us. Maintaining and celebrating Green Flag status. Consider plans for new entrance into the park - corner of Brookhouse Road and Station Road. Set up large planters for 'herbs to pick'. Continue planting Maintain habitat Maintain Sunken Garden and sensory centrepiece. WP and Rotary to reorganise centrepiece as weather improves. Wendy &amp; Hilary to share plans for the area.</li> <li>15. Connected Communities 28<sup>th</sup> April – see notes sent of what we're doing to Julie Walker. Also sent information about DAW for Newsletter. They are planning a bumper newsletter. Some sad news, though not unexpected – Lisa has handed in her notice – will take up a post with Swans – disabled swimming. Will keep in touch and still fight our corner.</li> <li>16. Skate Park – met 12<sup>th</sup> April. Other sites may be visited. Awaiting site visit before another meeting date is set. In touch and still. No word on a site visit.</li> <li>17. Webinar: Following DAW for Dementia Friends (Champions)/DFC Leads. 25<sup>th</sup> May.</li> </ol>	Kath	
11.	Youth Forum	<p>A discussion of a possible Summer Euro Football Match A possibility of an Alsager Youth got Talent Ongoing work on the survey for the Milton Skate Park upgrade</p> <p>The AP committee wanted to check if Shay had heard back from Alsager Football Club unfortunately on checking with Shay he has heard nothing back at the moment</p>	Kath & Shay	Ongoing
12.	Business  Business Directory  Town Realm	<p><b><u>Business Directory</u></b> Additional businesses have been added. Themes being created each month and broadcast on social media and the town centre noticeboard. Options for grouping businesses for a specific campaign are being reviewed for update at the next meeting</p> <p><b><u>Town Realm</u></b> Over 1000 residents completed the survey. John provided support to the Public Realm stall at the Wednesday market which generated a lot of interest and John also attended the Zoom presentation given by Sarah Anderson which was also well attended. Town Centre Manager will be analysing the surveys and produce a report.</p>	John  John	Ongoing  Ongoing

	<b>Mail Chimp</b>	<p><b><u>Mailchimp</u></b> A mailchimp campaign asking businesses for involvement in Dementia Action Week has been completed and email addresses forwarded to Kath for action.</p>	John/Kath	Ongoing
13.	<b>Social Media</b>	<p>May Dates for social Media adding to Instagram and Facebook</p> <p><b><u>May dates:</u></b></p> <p>May 1<sup>st</sup>: May Day – Flowers &amp; trees blossom and people celebrate the coming of summer including Morris Dancing, Crowning a May Queen and dancing around a maypole.</p> <p>May Day Bank Holiday <b>3rd May 2021</b> - A Bank Holiday in the UK and Ireland. In 2020 this has been moved to a Friday to celebrate VE Day</p> <p>National Sun Awareness Week <b>3rd May to 9th May 2021</b> Raising awareness of the dangers of excessive sun exposure and how to avoid sunburn and skin cancers.</p> <p>World Laughter Day <b>3rd May 2021</b> The celebration of World Laughter Day is a positive manifestation for World Peace and it builds up a global consciousness of brotherhood and friendship through laughter.</p> <p>Star Wars Day <b>4th May 2021</b> - May The Fourth Be With You! Light Sabres at the ready"</p> <p>National Bike to School Day <b>5th May 2021</b> Strap on your helmets, raise your kickstands, and join the thousands of students, families, community partners, and elected officials all around the country who will be participating in this year's Bike to School Day.</p> <p>National Doughnut Week <b>8th May to 16th May 2021</b> - Fundraising event in aid of The Children's Trust organised by the baking industry.</p> <p>International Nurses Day <b>12th May 2021</b> Held on the birthday of Florence Nightingale to mark the contributions that nurses make to society.</p> <p>National Children's Day UK <b>16th May 2021</b> National Children's Day UK is all about the importance of a healthy childhood and protecting the rights and freedoms of children so that they can grow into happy, healthy adults.</p> <p>Dementia Action Week <b>17<sup>th</sup> to 23<sup>rd</sup> May 2021</b></p> <p>Walk To School Week <b>17th May to 21st May 2021</b> Annual event to encourage children and their parents to walk to school, organised by Living Streets.</p> <p>World Bee Day <b>20th May 2021</b> The purpose of World Bee Day is to raise awareness of the importance of pollinators, the threats they face and their contribution to sustainable development.</p> <p>May Half Term <b>31st May to 4th Jun 2021</b> Check with your school for individual date variations.</p> <p>Spring Bank Holiday Monday <b>31st May 2021</b> A Bank Holiday in the UK and Ireland.</p> <p><b><u>Facebook stats</u></b> <b>2021</b> March 12<sup>th</sup> – 3924 gaining 56 since Oct – a following of 4222, gaining 118 followers April 20<sup>th</sup> – 3937 gaining 13 since last month – a following of 4237, gaining 15 followers May 24<sup>th</sup> - 3944 gaining 7 since last month – a following of 4251 gaining 14 followers</p> <p><b><u>Instagram stats</u></b> Marc 12<sup>th</sup> – 818, gaining 69 April 20<sup>th</sup> – 830, gaining 12 May 24<sup>th</sup> – 836 gaining 6</p> <p><b><u>Twitter stats</u></b> 12<sup>th</sup> March was 1223 April 20<sup>th</sup> - 1226</p> <p>An example for September 2020 - Facebook</p>	Lou	Ongoing

		 <p><b>Instagram - Age range of our Instagram followers:</b></p> <table border="1"> <tr> <td>13-17</td> <td>1.5%</td> <td>45-54</td> <td>20%</td> </tr> <tr> <td>18-24</td> <td>8.0%</td> <td>55-64</td> <td>9.6%</td> </tr> <tr> <td>25-34</td> <td>27%</td> <td>65+</td> <td>2.2%</td> </tr> <tr> <td>35-44</td> <td>32%</td> <td></td> <td></td> </tr> </table> <p><b>Audience regions:</b></p> <table border="1"> <tr> <td>Alsager</td> <td>37%</td> </tr> <tr> <td>Stoke-on-Trent</td> <td>22%</td> </tr> <tr> <td>Crewe</td> <td>8.6%</td> </tr> <tr> <td>Sandbach</td> <td>4.0%</td> </tr> <tr> <td>Manchester</td> <td>2.7%</td> </tr> </table> <p><b>Gender:</b></p> <table border="1"> <tr> <td>73% are women</td> </tr> <tr> <td>27% are Men</td> </tr> </table>	13-17	1.5%	45-54	20%	18-24	8.0%	55-64	9.6%	25-34	27%	65+	2.2%	35-44	32%			Alsager	37%	Stoke-on-Trent	22%	Crewe	8.6%	Sandbach	4.0%	Manchester	2.7%	73% are women	27% are Men		
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14.	5 Towns Partnership	Next meeting is on Monday 19 <sup>th</sup> July via Zoom																														
15.	Health and wellbeing  Cycling Project	We are looking towards adding some cycling routes to our AP web site to run alongside our walking routes. Geoff Reader and Tony are doing all the cycling routes and John is doing a great job in adding the information into a workable format. Andy Hannah from Audlem Adapt who have a large amount of cycle routes on their web site has been assisting us and he is happy for us to mirror their methods of route production.	Tony,John, Arthur, Geoff Reader	Ongoing  target date Oct 2021																												
16.	Health and Wellbeing Event	Kath has booked the Civic centre for the 23 <sup>rd</sup> October 2021 AM subject to Covid changes for the Health and Wellbeing event. We may use that venue to launch the AP cycle maps	All	Ongoing																												
17.	Work Streams	We have 4 work streams in our new way of working: Social Media Health and wellbeing. Youth Business  In all four cases we have active projects/items going on but there was a possibility of a focus on the Health and wellbeing area in that it might be possible to look at some sort of social media project to promote mental health, Dementia etc etc We will be focusing on this throughout the spring and summer.	All	Ongoing																												
19.	AOB	<p>We all need to send snippets of what we are all involved in plus Photos if possible, to Lou so she can promote us more on Social Media</p> <p>John was asked about registration and renewal of our web domain names and he has checked this out: Just to confirm our domain names <a href="http://alsagerpartnership.com">alsagerpartnership.com</a> and <a href="http://alsagerpartnership.org.uk">alsagerpartnership.org.uk</a> are registered through GoDaddy until 14<sup>th</sup> December 2022. Any expired domains are automatically reserved in an "inactive status" for up to one year. I have made a calendar note to renew in November 2022.</p> <p>We will look at Holmes Chapel process to run there Christmas Virtual Market</p> <p>We agreed to relook at the Mini Bus options for trips out:</p> <p>Mini bus hire for 16 seater was £160 Schedule was as follows:</p> <p>Leave Alsager about 9:15/9:30</p> <p>Arrive Tatton Farm 10:00/10:15</p> <p>Tour at the farm is 10:30 to 12:30</p>	All  John  John  John/Kath	Ongoing  24/05/2021  Aug/Sept																												

		<p>Pick up from Tatton Farm 12:45</p> <p>Arrive back at Alsager 13:15</p> <p>We agreed if we run a Tea Dance that the funding etc would come from the AP/Dementia fund thus making it a FOC event</p>		
20.	Next Meeting	Next meeting will be at 09:30 on Tuesday 15 <sup>th</sup> June at 0930 to 1200 noon.	All	