

Thatcham Town Centre Steering Group
7th of November 2023

| 1 | Welcome and Introductions | Actions |
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| 2 | <p>Discussion on Prioritisation</p> <p>The steering group began discussions on how to prioritise the different proposals in the strategy.</p> <p>The main outcomes of discussions were as follows:</p> <p>The Broadway and Improving existing car parks.</p> <ul style="list-style-type: none"> - Different points of view amongst the group on what the impact would be of removing some car parking from the Broadway as part of the proposals for the space. Therefore, it has been decided that this needs further investigation. - The group would like some more baseline data, so we have the facts before making any further decisions. - Suggestion to have a parking/traffic survey. <p>Action: To provide Thatcham’s footfall figures to the group ahead of the next steering group meeting.</p> <ul style="list-style-type: none"> - It was suggested that smaller scale improvements could be a favourable project that work to improve the appearance of the town centre and encourage more people to come into the Broadway. This could be in the form of shopfront improvements and planters. - It was agreed that it is a high priority to look into the Broadway project further, to understand what impact it might have. <p>Brownsfield Road Community Hub</p> <ul style="list-style-type: none"> - It was agreed that this project had potential to be a high priority. <p>Branding</p> <ul style="list-style-type: none"> - Discussions were held on Thatcham’s unique selling proposition; this is something members of the group could consider. <p>In the limited time available the group was not able to cover each proposal in detail – however there was broad agreement that the two key priorities and most impactful projects which require further investigation are:</p> <ol style="list-style-type: none"> 1. Brownsfield Rd Community Hub 2. Changes to the Broadway | AD |
| 6 | <p>Any Other Business</p> <p>Next Meeting to be held after the Christmas period to ensure attendees availability, most likely January / February.</p> | |

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