

Royal Burgh of St Andrews Community Council Monthly Agenda – February 2007

There will be a meeting of the community council at 7pm Monday 5th February in the Burgh Chambers of the Town Hall, Queen's Gardens. There will be a short break at about 8pm. Proceedings may be recorded to aid accurate minuting.

(Copies of Agendas and Minutes of the Community Council are held at Fife Council's Local Office, St Mary's Place and the Town Library, Church Square. Those from late 1997 on are on line at <http://www.standrewscc.net/>)

0. St Andrews Young Citizen Awards

1. Apologies

2. Minutes of January 2007

Read for accuracy in matters of substance – harangue the secretary for minor errors (spelling etc) outwith the meeting.

3. Presentations

3.1. Presentation by Mrs Elizabeth Williams

(Chair of the St Andrews World Heritage Committee)

4. Fife Councillors

4.1. Frances Melville (West)

4.2. Sheila Black (South)

4.3. Bill Sangster (Central)

4.4. Jane Ann Liston (South East)

5. Planning Committee

See Appendices D and G for reports of recent meetings.

6. Matters Arising from Previous Meetings

6.1. Seminar on University Towns

Appendix J

6.2. St Andrews Parking Plan

see Appendix E

6.3. Reports from representatives

6.3.1. Town and Gown Liaison Group

See Appendix B

6.3.2. St Andrews Pilgrim Trust

See Appendix C

6.3.3. St Andrews Day Holiday Campaign – Final Report

See Appendix F

6.4. Report on Consultation Meeting with Fife Police @ Burgh Chambers – 31/01/07

6.5. St Andrews World Class – Report on meeting with Patrick Laughlin

Appendix L: report

Appendix M: Town Audit report, executive summary.

6.6. Notification of Public Consultation Exercise – Draft Supplementary Planning Guidance

Wind Energy and Renewable Technologies other than Wind Energy – Date to be confirmed

6.7. Waterwatch Scotland – Report of North East Fife Panel Public Meeting

6.8. Grant Procedures

Appendix K

6.9. Any Other Matters Arising.

7. From Committees

7.1. Recreation

See Report – Appendix I

7.2. General Purposes

7.3. 200 Club

8. New Business

8.1. East Sands Leisure Centre Advisory Group

see Appendix H

8.2. Fairtrade

9. Reports from Office Bearers

9.1. Chair

9.2. Treasurer

9.3. Secretary

9.3.1. Correspondence

Appendix A.

10. Any Other Competent Business

Please notify Chair of AOCB items before the start of the meeting or at the break. Hint: Given that the end of the meeting is often taken in something of a rush, unless items are urgent it might be better to submit them for next meeting's New Business.

Appendix A – Correspondence

Date	from	Subject
23/01/07	Fife Council Community Services	Minute of East Sands Leisure Centre Advisory Group -28/11/06 & letter inviting nomination to join group following death of Bette Christie.
Jan 2007	Fife Council Law & Admin	East Fife Area Development Committee Agenda 30/01/07
11/01/07	Fife Council Development Service	Fife Energy Fair – Letter re Fair at Rothes Halls on 3rd Feb and AI Gore film at St Andrews on 10th Feb.
Jan 2007	Fife Environment Trust	Annual Newsletter 2006 No.7
30/01/07	Fife Council Development Service	Letter re: Supplementary Planning Guidance on Retailing
Jan 2007	Fife Partnership	Summary of National Standards for Community Engagement – glossy 4 page leaflet
03/02/07	Fife Council Law & Admin	Notice of Meeting: East Fife Area Services Committee 7/02/07 @ 2pm County Buildings, Cupar
03/02/07	Fife Council Development Service	Notification of Public Consultation Exercise – Draft Supplementary Guidance Wind Energy & Renewable Technologies other than Wind Energy – Strategic Environmental Assessment
03/02/07	Scottish Executive, Development Dept	Planning Bulletin No.25 – Modernising The Planning System
30/01/07	Peter Milne, Fife Council	Email in reply to Patrick Marks on possible meeting and other matters – see Appendix E.
Jan 2007	Fife Constabulary – Eastern Division	Eastern Division Newsletter – Jan/Feb 2007 – Nothing much specifically about St Andrews in this issue.

Appendix B – Town and Gown Liaison Group, Mon 29 Jan

An update on progress towards an HMO policy was given by Cllr Melville and Cllr Sangster. This item, like others, will remain on the agenda until (hopefully) student reps, letting agencies and FC can agree a workable policy. Full discussion on the future of Raisin Weekend, developments arising from the University / Fife Council Agreement, and the university's role in St Andrews World Class Initiative were deferred to the next meeting to permit contributions by student representatives and by the TGLG Secretary, Vice-Principal Steven Magee, all of whom were absent.

Appendix C: St Andrews Pilgrim Trust, Wed 31 Jan

DM represents the CC ex officio on this body, which this year is (so far) contributing nearly £50,000 towards projects to improve, restore and maintain historic St Andrews. Any suggestions for possible future projects from CC members would be welcomed.

The Pilgrim Trust is, thanks to local sponsorship, active and successful in fund-raising, especially through the auction of golf packages in the USA. The Trust members wondered if the CC might be prepared to host a small reception in the Council Chamber for the winners of the two golf packages, one in the third

week in April, the other in the first week of July.

[My view is that such a reception, while relatively inexpensive, would enhance the enjoyment and status of the visits and also demonstrate the co-operative side of St Andrews organisations. DM.]

Appendix D: PLANNING MEETING – 22-01-07

Present: P. Uprichard, I. Goudie, B. McLeod, P. Marks, R. Douglas

There were only two matters discussed at this extra meeting

1. Parking Meters

38 parking meters in the town centre – there was further discussion on this matter, and finalisation of an objection to be sent to Fife Council.

2. Core Paths

There was a discussion about the 25 core paths proposed by Fife Council, for use by walkers, cyclists, pushchair and wheelchair users, and horses. A further consultation is likely to take place in March/April.

Appendix E : Consultation with Peter Milne – St Andrews Parking Plan – email reply

The issue about consultation was really to get confirmation from the Community Council that we were consulting with all relevant groups and hadn't missed any out. We also wanted to explore ways that we could canvas the views of the average person in the street who we never really hear from.

I am now in the process of setting up formal presentations with various groups in the town. The intention is to present a short powerpoint presentation on the Parking Plan followed by a question and answer session. Groups can then consider their position and come back with a formal response.

I would like to do the same with the Community Council and perhaps you could advise me of a suitable date. We will also shortly be issuing a Parking Plan leaflet for the public with a tear out section for comment. In addition there will be a public exhibition of the Parking Plan in the Town Hall in March. Consultation will run until April and no decision on the wider Parking Plan will take place until after the May elections.

Let me know what date suits.

Appendix F: St Andrew's Day Holiday Campaign – Final Report

As the apolitical body representing the community most closely associated with Scotland's patron saint it was entirely appropriate that the Community Council should have campaigned for a St Andrew's Day holiday. It has been some twenty years since the Community Council first sought to achieve this goal and has resolutely stuck to the task even when it seemed a forlorn hope.

The Community Council, in common with many other individuals and organisations, who shared the aspiration of achieving a St Andrew's Day holiday owe a debt of gratitude to Dennis Canavan MSP who skilfully and with such determination devised and progressed the St Andrews Day Bank Holiday (Scotland) Bill through the Scottish Parliament.

I am delighted to inform the Community Council that the Bill was unanimously approved by the Scottish Parliament on 26th November 2006, received Royal Assent on 15th January 2007 and is now officially an Act of the Scottish Parliament.

In a letter to me on 16th January 2007 thanking the Community Council for its support, Mr Canavan stated, 'The Scottish Executive's position is that the St Andrew's Day Holiday should be a replacement for an existing holiday rather than an additional holiday. However, now that the principle of a St Andrew's Day Holiday has been established, I am confident that it will eventually become an additional holiday so that Scots will have the opportunity of celebrating our Patron Saint, our national identity and our membership of the international community.'

The goal having been achieved, the Post of Convenor- St Andrew's Day Holiday Campaign which I have held since 2000 now passes into history. As a final act I would propose that the Chairman write to Mr Canavan, on behalf of the Council, to congratulate him on the success of his Bill and our respect for his achievement.

Keith McCartney

Appendix G: Planning Meeting – 15.01.07

Present: P.Uprichard, I.Goudie, N.Taylor, P.Marks, B.Mcleod

Apologies: G.Davidson, R.Douglas

1. Waldon House, The Links – installation of handrail – No comment.
2. 16 Buchanan Gardens – installation of rear roof window and flue – No comment.
3. 3 Hepburn Gardens – extension to dwelling house – No comment.
4. Police Station, North Street – new windows – No comment.
5. 38 Parking Meters in town centre – Objection on grounds of inadequate advertisement, inappropriate in Outstanding Conservation Area, meters were the only option presented by Transportation, against policies E10 and E14 of Finalised Draft Local Plan etc. P.U. to Object. (To be finalised at extra meeting on 22.01.07)

6. Physical Sciences Building, North Haugh – single storey extension and installation of external ventilation ducts and air-conditioning condensers. Info to be requested re material for ducting P.U. to enquire.

Appendix H – East Sands Leisure Centre Advisory Group

It was with some sadness that I reported to the above Group of the sad passing of Bette Christie last year. Bette was a member of the Advisory Group representing the Community Council. Her input to the agenda items was always welcome and informative.

The previous meeting was held on 28th November 2006 and it was remitted to me to write to the Secretary of the Royal Burgh of St Andrews Community Council and invite you to seek a nomination from within the Community Council to represent them on the East Sands Leisure Centre Advisory Group.

The Advisory Group meets to consider and discuss various items of the Centres operations and to raise any issues which may come forward from interested parties. Normally we have 3 – 4 meetings a year held on a Tuesday evening at 6.30 or 7.00 pm. Meetings normally last approximately 1 hour.

I would ask that you table this request at the next meeting of the Community Council and I would be grateful if someone would be kind enough to come forward as the nominated representative of the Community Council.

I can advise that the next meeting of the East Sands Leisure Centre Advisory Group will be held on Tuesday 5th March 2007 at 6.30 pm. If you could let me know the name and address of your new representative I can arrange for them to be put on the mailing list to receive the meeting papers.

I look forward to hearing from you once you have had the opportunity to discuss this request. If you require any further information please do not hesitate to contact me.

Glen S. Rorrison, Contracts Manager, Indoor Recreation, East Sands Leisure Centre

Appendix I Leisure Committee Report

The committee are proposing to award two unused trophies

1. The Gordon Christie Quaich.

Annually to a primary school in the new St Andrews voting ward for environmental efforts in or around their school. To promote green issues.

2. The Saltire Quaich

Annually to a young person between the ages of 11 and their 19th year living in the new St Andrews voting ward for an outstanding sporting achievement. To promote sport and fitness.

3.

155 persons enjoyed the Senior Citizens Party held in the Students Union on the 15th December.

4. The Hogmany Ceilidh

attracted 172 revelers and £800 was raised for the following; £200 for St Andrews Church [from the catering] £300 to St Andrews in Bloom [from the raffle] £300 by the Masonic Lodge [from the bar] to which they added £50 this £350 was split between The Stroke Club, Friends of the Memorial Hospital, The Hard of Hearing Club and The Still Births and Neo-Natal Deaths. The hall is booked for Hogmany 2007.

Joe Peterson Convenor

Appendix J – Email from Bo Larsson about Lund Seminar/Conference

The seminary programme has been successively developed and changed, in pace with new confirmations of attendance or on obstacles of attendance. Generally the interest of attendance has been growing, as well as the number of towns represented. This also means that the contributions will be rather mixed. Some of them will be more academic and analytic, others will be more practical and pragmatic. There will be contributions by scientists (geographers or researchers of urban planning), by municipal urban planners, by university leaders administration persons (rectors, vice-rectors, leaders of international contacts), by people responsible of university buildings, by mayors and members of city councils etc. Some contributions may focus on general historic and actual information about their cities and universities. This means that your contribution, mostly based on daily experience, would suit very well. The challenge will rest on us, the organisers, to put important themes together for interesting discussions in the evenings. Therefore it will also be important for us to know the titles of the contributions before Easter and to received written papers latest in the middle of may. I will give you further information on deadlines etc.

I enclose the agenda and the list of participants as they look today. There will surely come further changes. As you can see, central Europe is very well represented, but it has been more difficult to find representatives from the British Isles. This is also a reason why it would be of high value if St. Andrews could be represented at the seminar. You are very welcome to the seminar. I am waiting for your next message in this matter.

*Best greetings,
sincerely yours,
Bo Larsson*

*Architect, PhD, docent in Urban Planning,
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Appendix K – Suggested Grant Procedure from the Community Council & 200 Club

Discussion paper circulated at January 2007 meeting.

Meeting held on Sunday 7th January 2007

Present: Pete Lindsay, Carole Tricker

After discussion it was agreed to put the following outline procedures and recommendations to the Community Council for discussion at the next meeting.

1. The procedures, once agreed, should be included in the Standing Orders for the Community Council. (SOs should be circulated regularly (annual?) or on changes)
2. Any requests from individuals or local groups received by Community Councillors should be passed onto the 200 Club for preliminary consideration. (The 200 Club Committee or community council can ask for more details from applicants before making a grant).
3. The 200 Club Committee should consider each request and then decide:
 - i) To award the money
 - ii) To decline the request, but refer to community council
 - iii) To refer the request to the Community Council. (Perhaps if the request is for a large amount of money)
4. The decisions will be made according to existing 200 Club procedures and constitution. Decisions will be reported to the Community Council at the next meeting as usual.
5. Application/information forms will be made available at the library and the local office, or from the 200 Club administrator or community council treasurer.
6. Applications will be considered from or on behalf of local individuals and organisations. (guidelines on for what purposes)
7. No upper limit on grants will be stated
 - i) in case it becomes a default
 - ii) in recognition of the fact that sums available will change over time
8. Internal applications from Community Councillors can be made at meetings with due warning and info – allowing a month's consideration perhaps, proposed and seconded. The council can then agree it or otherwise or refer it to the 200 club committee.
9. Decisions by the 200 Club are final, as noted in its constitution. Community council may wish to consider a similar rule
10. Applicants can reapply with significant additional/changed information, or after a set period (1 year).
11. Day to day administrative expenditure and subscriptions to appropriate organisations are not affected as they are payments for goods and services, not grants.

Note that some provisions of the Scheme for Community Councils affect discussions of grants, particularly to individuals.

Appendix L – World Class Special Meeting

Note by Pete Lindsay [sorry this is so long – I lacked the time to summarise properly – Pete]

Present:

Community Councillors: Donald Macgregor, Penny Uprichard, Chris Lesurf, Maggie Stracy, Pete Lindsay, Ben Macleod, Ian Goudie, Stuart Holdsworth, Joe Peterson, Jane Ann Liston, Dennis Macdonald.

World Class: Patrick Laughlan

Public: 3-4

Press: Rosemary Dewar

This special meeting of community council arises out of the recent report: St Andrews Town Audit & Action Plan by Jura consultants, commissioned by St Andrews World Class.

At the request of CC Chair Donald Macgregor, Patrick Laughlan of the World Class agreed to go over the report and answer questions.

In introduction Patrick Laughlan (PL) said this was the first of a series of briefings, to various bodies in and around St Andrews. Elected representatives – community council and Fife councillors – are first, then various other interested groups, business groups, University, residents groups, etc.

The main body of the report will be available on the web site.

(now at http://www.vision.standrewsworldclass.com/pictures_special/FINAL_REPORT_V4_191206.pdf)

Commissioned report for information of World Class, but also for the town.

PL pointed out that it is a large document and this will only be a brief overview of its main parts. He recommended spending a couple of hours reading the full document when it becomes available. (Donald Macgregor suggested that physical copies be made available in places like the town library, Fife Council local office, etc). PL emphasised that World Class wanted people to read and respond to the report.

He also clearly stated that this was a consultants' report, not the definitive plan for the future of St Andrews. It is a set of opinions, though informed opinion he hoped, from a company respected in their field. He felt it was independent and objective as World Class had asked for a report on St Andrews, good and bad – the terms of reference could be inspected if desired – as their own opinions were only seen as those of another interest group. They therefore commissioned Jura in early August 2006 to undertake an independent study and took no further part in it, did not contact/communicate with Jura, until the completion of the study process in November 2006.

Two phases – phase 1 is the town audit – looking at all aspects of the town as experienced by its 'users' – residents, students, visitors, businesses. In this context the 'town' is the town centre, it does not include the residential areas. There were a number of user groups meetings, inspections of town facilities and a service quality audit – undertaken by an inspector and her family finding somewhere to stay in St Andrews and using its facilities.

It is the findings of this stage 1 that make up the bulk of the report.

Penny Uprichard – thought the report was supposed to be on World Class and its relationship with the town, not on St Andrews?

PL responded that that the commission was to audit the town. During the course of their work Jura found there were a lot of opinions on World Class when they mentioned to various residents, business, etc, groups, who'd commissioned them. Phase 2 was to advise St Andrews World Class what it could do in response to phase 1's findings on St Andrews' needs. While it was not in their brief they have also come back with a number of recommendations on the future of World Class itself. This was not an expected outcome of the study, and the group has not yet fully considered that part of the report. While there are recommendations for World Class itself PL pointed out that there were also recommendations for other bodies to take on board, to improve St Andrews.

The overall message of the report, the summary of the summary, is that St Andrews is a good town, but there are improvements that can be made. It has a strong sense of identity, civic pride, but to make progress it will be necessary to work together. He suggested St Andrews was scored at about 8/10 – far better than most towns could expect to get.

- Service quality: good – excellent, but not consistently excellent
- Accommodation (visitor): good – more signed up to quality control than most of Scotland
- Visitor attractions: reasonable, but lack of investment
- Retail: not strong, town users are not high retail spenders, lower in St Andrews than any other town in Fife
- Catering: generally very good, the leading catering destination in Scotland outwith Edinburgh and Glasgow
- Physical environment: not as well maintained as it should be
- Traffic: suffers from excessive traffic and lack of parking
- Civic pride: strong, but frustrations on some areas of weakness
- Students: very loyal to the town, not just for study but for other needs
- Businesses: range of concerns, but don't work together, prefer independence or small groupings

Action Plan

- hardware: looks at streetscape, signs etc
- software: quality of service, experience. Note a particular opportunity to celebrate St Andrew.

Comparator towns – similar places whose experience St Andrew could learn from – hard to find precise equivalents for the full mix of history, students, size, coastal location. However looked at best practice in specific areas.

Role of St Andrews World Class Initiative (this is the bit that wasn't commissioned): recommended that St Andrews World Class Initiative needs to

- add value to St Andrews
- act as a town champion and encourage others to enhance the town
- set and monitor standards
- do things beyond the statute of other organisations
- coordinate an overall town strategy

The final part of the document is an action plan of short, medium and long term targets for St Andrews World Class.

The essential question facing World Class is what to do about this report and its conclusions.

Donald Macgregor raised a point that he's taken from the verbal report by the consultant to a World Class meeting he's attended recently, where he said that World Class had failed to engage the support of Fife

and community councillors, engendering suspicions of its motives, and needed to 'roll back'. He asked if PL had any thoughts on how World Class should roll back? He personally felt that community council should try to cooperate with World Class, but that would only be possible if the organisation behaved in a more democratic way, consulting more.

PL agreed there were issues for World Class there, but noted there were also comments in the report about resistance to necessary change holding back and damaging St Andrews. St Andrews is too small to afford to be split and arguing about everything to the point of a deadlocked standstill. The group has broadened its membership, a residents associations rep having attending recent meeting (as an observer, someone added). They will welcome any group in the community, and individual can come along to see what happens, there are no 'behind closed doors' meetings.

He acknowledged that World Class is not democratic in the way of community or Fife councils, but it is not their rôle to take over that function. They are a group of like-minded people who have the town's best interests at heart they feel.

He hoped that having read the report the town would come together and agree a joint way forward, if not agree every last item in the report and action plan.

Questions

Maggie Stracy: was very concerned about the lack of democracy, and the lack of involvement of the townspeople – never met anyone who'd been consulted by World Class – who she felt did not understand what World Class is in the first place. It was looking at St Andrews as an object, from outside, rather than growing organically, democratically from St Andrews itself. She didn't see that World Class even realised this was the problem it had.

PL: acknowledged hearing these concerns from others. World Class was not a body that delivered services to the public, does not do things, that was the responsibility of the democratically controlled bodies and public agencies subject to them. What WC was trying to do was a co-ordinating rôle to help those bodies from doing things counterproductive to each other. With the development pressure on the town he suggested there was a need not to let things just happen to St Andrews, but to be in charge of its own destiny, through such a rôle.

In a few weeks time World Class's Operating Plan for the year starting in April will be available to the public, so people can see better what World Class is trying to do.

Rosemary Dewar: asked if World Class thought the democratic way of working was failing the town or its businesses, that this was a return to control by private enterprise.

PL: denied that it was control by private enterprise. Though acknowledging it arose from a group of business interests, that was four years ago. Now the majority of the group is community groups and local organisations and public bodies. Businesses are still an important part though, bring a degree of imagination and entrepreneurship, don't get bogged down in bureaucracy. World Class has evolved organically from what it was.

Rosemary Dewar suggested that there was no need for what World Class wants to deliver, that the democratic process delivers what is necessary in the way of improvement.

PL did not doubt the democratic bodies delivered with what they had, but said there was a widespread feeling that St Andrews seems to be forgotten about centrally and misses out on investment. Some businesses, the report suggests, are complacent because trade just falls into their laps, but some members of the group recognise that there are problems in lack of improvement – investment – to the fabric of the town, and lack of improvement in quality of service. St Andrews is competing with the rest of the world, and the rest of the world is approaching these things in a more professional way. St Andrews will have to change to meet this. He pointed to the report's conclusion that World Class should do things beyond the reach of other bodies who were limited by statute and add value to St Andrews.

Penny Uprichard stated that World Class is set up by Fife Council and is run by Fife Enterprise – it is a quango. It is not accountable to the local community.

PL: It is not set up by Fife Council, it arose from a grouping of local businesses four years ago, who came up with some ideas which were presented to various bodies – local authority, enterprise and tourism boards – three years ago, were joined by the University, the Links Trust and some of the smaller businesses. At that stage Scottish Enterprise Fife responded positively to this local initiative and gave some money. The situation now is that World Class is accountable for the money it receives (£40-50 K pa) to run itself – 30% Fife Council, scrutinised by council committee, 40% SEF report to its board, which is appointed by democratically accountable the First Minister, the rest from within the town itself from the various organisations taking part.

PU: none the less World Class is not accountable to the local community for the works it undertakes, She cited the proposed East Sands initiative

PL: it doesn't undertake work. Some schemes are under consideration to be put forward under the banner of St Andrews World Class, as a concept or aspiration, not as an organisation. The schemes will be subject to the usual process of consultation by the bodies who are actually responsible for them. Later this year there will be proposals for Market Street upgrade. That will be a World Class project but will be consulted on by the lead organisation Scottish Enterprise Fife. St Andrews World Class will not be involved in the planning process.

PU: felt SEF's had little concept of the Preservation Area, and was concerned that further damage would leave nothing to be preserved.

PL: said that the preservation area was important to World Class. But SEF is only one member of World Class and did not dictate what World Class did.

Stuart Holdsworth: queried the origin of a statement in the report that there was general support for the

World Heritage bid as it would help preserve the town – he'd like to know where that came from. PL said it must have come out of the various focus groups and other research by Jura. SH felt it was necessary to know who those groups were to judge the quality of the report.

SH: Asked whether World Class had any intention of working outwith the town centre, in the 'cultural desert' of the residential hinterland; it seemed World Class was only interested in the centre and the businesses.

PL: the focus was on the town centre as that is the area everyone uses, and it is the area under the most pressure. The report does note the need to involve the people of the town, young people in particular had been overlooked. He wanted comments from the outlying areas on these issues. He noted the world class mission statement said that it wanted to make St Andrews a better place to "live, work and visit", emphasising the order. World Class wanted more ordinary residents involved.

SH: He noted that in 40 years of his professional employment of consultants he had never engaged them without a good idea of the result he wanted.

PL: noted that there would have been no point in spending money to have the report come up with pre-written answers. That is why World Class kept at arms length during the study.

Chris Lesurf reported that a meeting earlier in the day she'd found most people she's spoken to were not aware of the difference between the World Class and World Heritage groups. She felt World Class was a business initiative looking at people as units of consumption, trying to judge how people should live in town from outside. She was cynical about big organisations idea of consultation, an exercise to tell people what will happen, not take and act on feedback. World Class needs far wider public involvement without the need to be in some group to be able to give an opinion.

Pete Lindsay was against any idea of World Class acting to take over local government services or functions, but thought the idea of World Class working in areas that other bodies were unable to, through lack of remit, was a very good way for the group to go, referring to it as a 'putty in the cracks' approach between bodies rather than the layer on top (of the democratic processes) model that had been referred to earlier in the meeting. On its past role he asked what funding had World Class brought into St Andrews that would not otherwise have been available?

PL: does World Class add any value to St Andrews? Yes. Several million already that would not otherwise have been available. For details see SEF. There are several millions more earmarked for St Andrews by Scottish Enterprise at national level whose attention has been capture by the existence of St Andrews local grass roots initiative, World Class. It is for infrastructure projects, service and skills training projects working with schools, the university, etc. Without the grouping of World Class, that money would not come to St Andrews. He added that he hoped that World Class was also adding non-monetary value by helping the different groups in the town to work together more, by getting them together once a month.

Ian Goudie felt that the use of 'Town' throughout the report when 'Town Centre' was meant was a problem as it made it look as if World Class / Jura thought of the town only as the town centre, hence some of the feeling of alienation and questions whether World Class knows the residential areas exist?

IG was concerned at the report's suggestion World Class should coordinate overall town strategy – PL broke in to say that was only from the consultants not a World Class statement. IG however felt that the public perception was that that was an aim of World Class. Moving on to the report's points on traffic strategy he warned against trying to rearrange traffic flows to suit visitors without considering the residents. He referred to a presentation to the old Tourism Management Initiative in which it was pointed out that some small European towns achieved a high throughput of visitors by bringing them in on public transport, not the private car. The lack of support for the railway in the report was therefore disappointing. On the lack of spending in the town centre he was unsurprised, because of the sorts of shops. St Andrews centre is treated as a convenience corner shop while major purchases are made outside the town.

PL said that last point had come as a surprise to some, but Jura had the figures to back it up. There was a perception of affluence due to the 'designer' shops but that was not matched in reality. It was an issue for the Merchants Association he thought.

Speaking personally for a moment PL was concerned that the perception was that World Class was trying to tell people what was best for the town. That might not have been the intention, but that was how it had come across. He though the reference to World Class 'rolling back' might be achieved by a slightly more humble approach.

David Middleton hoped that the appendix to the report, with detail findings, would be available for further analysis.

PL: the appendices summarise in great detail the actual finding of the focus groups etc. This will not be released yet as it does include specifics about individual businesses, who have not yet seen let alone had time to respond to, criticisms. It would not be proper to let that information out at this time. He would try to extract that very specific, named information, and make the rest of the report's appendices available.

DM: felt there was a democratic deficit in the town. The question was whether World Class improved that situation. Improving the economic performance of the town was not an unalloyed benefit, there would be costs too, such as increased traffic, or too many visitors – beyond capacity – at some times of year. A huge hotel on the West Sands might be an economic improvement, but would it increase the chances of achieving World Heritage status? He cited the Spanish coast's wall-to-wall hotels as economic improvement but environmental detraction. How does World Class resolve that sort of tension. Another area of conflict was between suggestions on traffic and also on pedestrianisation and the new proposed parking meters. How are conflicts resolved?

PL: noted that World Class does not enter into the formal planning process by objecting to, commenting on or supporting specific applications. They had discussed the current proposal for 38 new parking ticket machines in terms of if, as seemed likely, this went ahead, what could be done to mitigate the negative

effects on appearance of the streets eg by taking away other street clutter like the A boards, inappropriate located bike racks, broaden the pavement to make the machines less obtrusive, etc. A report on this would be submitted to the council, but only for consideration outwith the planning process. Such a report might look at medium term ideas, such as future-proofing the machines tso that if areas of the town were pedestrianised some time in the future machines in the area could be redeployed easily.

Joe Peterson accepted World Classes origins as a business pressure or lobbying group. He didn't like the attempt to engage others with the agenda as cover he thought. The report only seemed to look inward at the town, at what it is doing not at what it might want to do. He highlighted the lack of mention of children. What do people with children do in St Andrews, what do visitors do in St Andrews if they don't play golf. The only time St Andrews caters for children is during the Lamma Fair. He suggested a focus for St Andrews World Class should be to cater more for children, as an untapped business opportunity rather than going over the same old ground.

PL: agreed that World Class had taken on board their lack of recognition of young people, and a sub-group was being set up to tackle that. Jura's report does echo the points made and identify the need for a new, more family-orientated attraction.

On the membership and role of World Class he said that while it might have stated as a business lead organisation the businesses themselves recognised that to be effective World Class had to be wider and more inclusive. His remit as Manager is to bring more community participation, buy-in and involvement to creating the basic aims and ideas for World Class.

Pete Lindsay pointed out that a one step to defuse some of the perceptions of arrogance perhaps dropping the "St Andrews World Class" title. He knew of no-one who thought the title appropriate.

PL conceded the point, but had fears that a name change or re-launch would just attract accusations of trying to hide what it really was, being purely cosmetic on the lines of the Windscale to Sellafeld renaming. He wanted to demonstrate to everyone that the organisation had changed before making any attempt to change the name. He hoped that if a name change came about there would be a wide consultation on what would be an acceptable inclusive name.

Penny Uprichard asked if the discussion on the ticket machines had looked at other systems.

PL: Yes, and that would be reflected in the discussion paper submitted to Fife Council. He'd found that discussion divided between the present voucher scheme being derided and some who thought it could still be made to work if properly resourced. All this would be reflected in the report.

PU: World Class not planning to bring more visitors to St Andrews, but to extract more money from those who do come? In view of the debts of millions of the St Andrews Bay complex before it was sold, and the recently announced loss at the Old Course Hotel, is this a good strategy?

PL: It is not the aim of World Class to bring more visitors to St Andrews, thought that may be a side effect of the strategy, but not the aim. If nothing is done more visitors will come to St Andrews, and more golf courses will be built and more hotels will be built. Putting it in the crude mercenary terms of 'extracting more money' means that St Andrews can have the upside of economic benefits without necessarily having to take the down side of increased numbers. That has been the World Class since day 1.

Rosemary Dewar: asked how long the World Class campaign or organisation expected to go on?

PL: Things in St Andrews do not change in a day, or a year. But St Andrews World Class will not be here forever. It might be a bridge to some other way of doing things in town, an different way for businesses to come together, for community groups to come together. [aside from the floor: a town council!]. Don't want to be here in, say, 5 years or so.

Ian Goudie: felt 'increasing visitor spend' was a euphemism for bringing in rich American visitors. He suggested that, with the world situation, with environmental considerations, a strategy of bringing local national visitors would be more appropriate.

PL: 50% of the towns visitors are 'local' from the West Coast, who spend the day on the beach and don't come into town to spend money. They are a market to tap because the beach is super, but the facilities there are terrible – toilets, catering, roads etc – in his personal experience as family man and indeed hardly improved since he visited as a child. Bringing those people to better facilities at the beach or bringing them into town, to the castle, cathedral etc. would be good for both sides. The strategy is not about flying in rich Americans.

The Meeting was called to a close.

Patrick Laughlin finished by inviting anyone with suggestions how to better promulgate the report for wider discussion to get in touch with him.

Donald Macgreor thanked Patrick for his time. He agreed personally that there is a gap at the centre of the community, the democratic deficit referred to earlier, but the town council wasn't perfect either he recalled. But there is a lack of a local forum where things can get done. While World Class is not it, not being a democratic body, it might help find a common direction to establish something.

PU: ...cash cow...

DM: Called for constructive discussion, not the antagonistic self-defeating arguments highlighted in the report as a problem.

Appendix M – Town Audit report – Executive Summary

1. Jura Consultants has undertaken a destination assessment, or town audit, of St Andrews and development of an action plan for the St Andrews World Class initiative.
2. The town audit findings are as follows

- a. Service quality ranges from good to excellent, but does not offer a consistently excellent quality of service overall
- b. The accommodation sector is generally more signed up to national quality assurance systems than is the case for Scotland as a whole
- c. Attractions are performing reasonably well but suffer somewhat from lack of reinvestment
- d. The retail offering in the town is not strong and town users are not high retail spenders
- e. The standards and quality of catering establishments in St Andrews is generally very good and is a leading destination in Scottish terms
- f. The physical environment of the town is not as well maintained as it could be in such a historic location
- g. The town suffers significantly from excessive traffic and lack of suitable parking facilities
- h. There is a strong sense of civic pride from within the residents but there are frustrations in a number of areas of perceived weakness
- i. Students are very loyal to the town, regarding it as a good place to study for a range of reasons
- j. Businesses have a range of specific issues of concern
- k. There is little evidence however, that businesses in the town function as one single destination, preferring to do their “own thing” or to work within small groupings e.g. SAHGA.

3. The action plan focuses on a range of actions in the following broad areas:

a. Hardware:

Development projects and improvements to the physical environment of the town. These improvements relate to aspects such as: the town centre appearance; streetscapes; pedestrianisation; traffic and car parking arrangements; signposting and maintenance standards.

b. Software:

Initiatives aimed at enhancing overall quality and standards, including: service quality standards in the accommodation, retail and catering sectors; quality assurance standards; branding messages and marketing activities. Under ‘software’ actions we have also made recommendations on the celebration of St Andrew and St Andrews day.

4. A number of comparator towns in the UK and overseas have been identified. These include Canterbury, Durham and Siena. Comparator towns have been chosen by applying a number of parameters including population, university presence and student population, historic town, accessibility and seafront location.

5. These comparator towns represent some examples of best practice but are not necessarily better than St Andrews in all aspects. For example, Durham was viewed as a best practice destination due to the fact that it has removed most cars from the town centre, while Siena was seen as an attractive historic town which still had traffic, but without the high charges associated with other locations.

6. The role of St Andrews World Class has been specified. It is recommended that St Andrews World Class needs to:

- Add value and enhance St Andrews
- Act as a town champion and encourage others to enhance the town
- Set and monitor standards
- Do things which are beyond the statute of other organisations
- Co-ordinate an overall town strategy

7. An action plan summary has been provided, consisting of short to medium term targets (from 1 to 4 years) and medium term targets (over 4 years). The action plan has been devised under the following activity areas:

- Project Management
- Attractions
- Accommodation
- Infrastructure
- Retail
- Catering
- Streetscapes
- Town Maintenance
- Business and Resident Engagement
- Branding
- Marketing
- World Heritage Status
- Townscape Heritage Initiative
- Harbour

- Events

The action plan includes project aims, timescales, and recommendations on the organisations to be involved.
