

Amersham Town Council

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Amersham Town Council

MINUTES OF A MEETING OF THE COMMUNITY SERVICES AND ENGAGEMENT COMMITTEE HELD ON MONDAY 13 JULY 2026

Present:

Councillor J Brown
Councillor M Roberts
Councillor M Day
Councillor E Kolb
Councillor K Thornton
Councillor J Allum
Councillor D Pinkney

In Attendance:

Steve Catanach; Town Clerk - Community Services
Natalia Khimich; Marketing & Sponsorship Co-ordinator (part of meeting)
Michelle Catanach; Administration Officer – Bloom Assistant and
Community Outreach (part of meeting)
Michelle Gorman; Bloom Volunteer (part of meeting)
Mark Rosales (part of meeting)

1. Apologies

Councillor A Vyas
Councillor J Barnes
Councillor P Edwards

2. Absent

Councillor J Noaman

3. Election of a Chair

Councillor Pinkney was elected as chair of the meeting in the absence of both the chair and deputy chair of the committee

Proposed Councillor D Pinkney
Seconded Councillor J Brown

4. Declarations of Interest

There were no declarations of interest.

Open Session

Mark Rosales, one of the organisers of the Chesham Motor Show, gave a presentation to the Committee outlining a proposal that could see the Motor Show being hosted in Old Amersham in the future. Members received the presentation and noted the information provided.

5. Visit Amersham – Update

The Committee received and noted the Visit Amersham Quarter 1 Marketing Performance Report (April–June 2026), presented by Natalia Khimich, which highlighted continued growth in digital engagement, increased business collaboration and new sponsorship opportunities. Future Quarter 2 priorities include the summer destination campaign, business support, promotion of community events and ongoing performance monitoring.

The Committee proposed that future Visit Amersham Working Party Meetings should be formally convened, with agendas issued in advance and minutes recorded.

6. Amersham in Bloom

Michelle Catanach and Michelle Gorman presented to the Committee the material that would be used during the visit of the RHS Thames & Chiltern in Bloom judges on 22 July, as they assess Amersham for a regional Britain in Bloom award.

Following a brief update, the Clerk outlined a number of initiatives for the Committee’s consideration.

After discussion, the Committee approved the installation of six trees in planters in Old Amersham. The Fingerpost Working Party will agree the locations of the planters following a site meeting, after which the necessary approvals will be sought from Buckinghamshire Council. The Committee noted that the trees would provide both environmental and social benefits.

The Committee also considered and approved the creation of a small Miyawaki-style “tiny forest” in Barn Meadow, replacing one of the existing wildflower areas. As funding was already available, the project was agreed, with planting to take place in partnership with the local community during the winter planting season.

Councillor Day outlined a proposal to install a “Welcome to Old Amersham” sign or gateway feature at the entrance to Old Amersham on Broadway. Following discussion, the Committee agreed that the Fingerpost Working Party should consider opportunities for installing new welcome signs or gateway features at appropriate entrances to Amersham and bring a proposal back to the Committee for consideration at its next meeting.

Proposed Councillor D Pinkney
Seconded Councillor J Brown

7. Civic Event– Update

The Committee noted that the Mayor's Community Carol Concert will take place on 10 December.

The Committee discussed the need for additional support at the summer band concerts, particularly with setting up in the morning, and encouraged all Councillors to assist where possible.

Following the presentation from representatives of the Chesham Motor Show during the Open Session, the Committee held a lengthy discussion on the possibility of incorporating the event into the Council's Civic Events programme for 2027. Initial discussions suggested that it could potentially replace an existing event; however, Members were keen to retain the event on King George V Playing Field to ensure that a summer civic event continued to be held in Amersham-on-the-Hill. The Clerk was asked to obtain further information on the requirements should the Council decide to support the organisation of the Motor Show, before any decision is made.

The Clerk advised the Committee that discussions were taking place with the Mayor and Deputy Mayor regarding the Council hosting an Arts Week, or potentially an Arts Fortnight, in early spring. The proposed programme would be delivered in partnership with local organisations and could include a range of activities such as book readings, live music and interactive arts sessions.

The Committee noted that 2027 marks the 50th anniversary of the Council's twinning association with Bensheim. Due to a clash with Heritage celebrations if Heritage Day were held on the first Sunday in September, and in view of the invitation to participate in the Winzerfest celebrations, it was agreed that Heritage Day 2027 would be held on 12 September. It was further agreed that a meeting be arranged with the Bensheim Working Party to discuss extending an invitation to a delegation from Bensheim to visit Amersham as part of the anniversary celebrations.

Proposed Councillor M Roberts
Seconded Councillor J Brown

8. To consider new locations for the deployment of the Speed Indicator Device

Following discussion, the Committee agreed the identified the new locations for the deployment of two Council-owned Speed Indicator Devices (SIDs), as highlighted by the Clerk. Approval would be sought from Buckinghamshire Council.

Proposed Councillor J Brown
Seconded Councillor M Day

9. Matters for Report

The Clerk advised that the Council was required to nominate a trustee to Amersham United Charities. Councillor Day indicated that he would be willing to accept the nomination, which would be formally approved at the next Council meeting.

The meeting closed at 9.40pm

Chairman

Date.....