

Droitwich Spa Town Council

MINUTES of the meeting of the COMMUNITY AND AMENITIES COMMITTEE held in the Council Chamber at St Richard's House, Victoria Square, Droitwich Spa on Monday 14 September 2015 at 6.40 pm.

PRESENT: Councillor A M Sinton (Chairman)
Councillor R G Beale (Ex-officio)
Councillor S Best
Councillor Ms J H Bolton
Councillor Mrs C Bowden
Councillor Mrs S Harris
Councillor Mrs A Hawkins
Councillor A Humphries

ALSO PRESENT: Councillors G R Brookes, Mrs M A Lawley, R Murphy, T J Noyes, A Roberts and Mrs K Tomalin.

APOLOGIES FOR ABSENCE – Councillor R J Morris.

100. DECLARATIONS OF INTERESTS

There were none.

101. MINUTES OF THE MEETING OF THE COMMITTEE HELD ON 6 JULY 2015

RESOLVED That the Minutes of the Meeting of the Committee held on 6 July 2015 be confirmed as a correct record and signed by the Chairman.

102. PRESENTATION – MR PHIL EVANS, BUSINESS DEVELOPMENT MANAGER, IMMEDIATE SOLUTIONS

The Committee was advised that Mr Phil Evans, Business Development Manager from Immediate Solutions had submitted a proposal for an Asset Sponsorship Scheme comprising advertising media options for 14 roundabout locations, a bridge structure and 5 arterial road boundaries. Mr Evans accompanied by 2 colleagues (Oliver Moore - Customer Relationship Manager and Simon Evans – Managing Director) presented background details of the Asset Sponsorship Scheme including reference to similar arrangements in place for neighbouring Councils (including Wyre Forest, Worcester City, Solihull, City of Birmingham and Stratford on Avon). There was then a short questions and answers session.

It was noted that the principle of sponsorship of traffic islands had already been agreed by both Worcestershire County Council and Wychavon District Council and in turn arrangements were delegated to the local Town and Parish Councils. Immediate

Solutions were fully experienced in traffic regulations and all sponsorship signage complied with the approved traffic safety specification for use on the highways.

The Chairman thanked the representatives from Immediate Solutions who then left the meeting. Thereafter the Committee considered the matter.

It was proposed by Councillor Ms J Bolton, seconded by Councillor S Best and

RESOLVED That the Town Council agrees in principle to the proposal from Immediate Solutions for Asset Sponsorship in Droitwich Spa and therefore arrangements to progress the matter be delegated to the Town Clerk in consultation with the Chairman and Vice-Chairman of the Committee.

103. GRANTS APPRAISAL PANEL - GRANTS

The Chairman referred to the schedule of proposed Grant awards recommended by the Grants Appraisal Panel from the Meeting on Monday 7 September 2015. The Chairman advised that this meeting had been very productive and lasted over 3 hours due to the level of interest this year in the scheme. Particular points of note mentioned were the Alzheimer's Society who was soon to begin a meeting programme residency at the Community Hall, the continued sporting success and public interest for the Droitwich Ladies Football teams and the valuable work in the community provided by the Droitwich Spa Foodbank. In response to a question from Councillor Noyes it was confirmed that receipts, invoices and supporting financial information was verified as part of the grants application process and were necessary as part of the audit requirements.

It was noted that the remaining fund available was £650.00 and that the next Grants Appraisal Panel Meeting was scheduled for Monday 2nd November 2015.

RESOLVED That the following Grants be approved:

1. Worcester, Birmingham & Droitwich Canals Society - £500.00
2. Stephanie Sergeant, Charisma Training - £750.00
3. Alzheimer's Society – Meeting Centre Support Programme - £1000.00
4. Droitwich Spa Ladies FC - £500.00
5. Droitwich Spa Food Bank - £1000.00
6. St Peters PreSchool - £1000.00

104. CHRISTMAS MARKET – PROPOSAL FROM CHARTER MARKET OPERATOR

The Committee considered a proposal from Mr Joe Jones (OnetoOne Events) to organise and manage a Festive retail market on Victoria Square in the build up to Christmas 2015, similar to the inaugural Christmas market operated during December 2014. The dates requested by Mr Jones were from Monday 7 December to Sunday 13 December inclusively and Tuesday 22 December to Thursday 24 December inclusively. The Assistant Town Clerk advised that to enable an informed decision to be made the Operator had been asked to provide further information including the number and mix of stalls, anticipated trading hours and details of any planned entertainment programme. It was hoped that this information could be made available for today's meeting however Mr Jones reported that he required confirmation that the Festive Market was to proceed

before such details could be produced. It was therefore anticipated that this information would be received for advance publicity purposes and an update at the next Community and Amenities Committee meeting on the 9th November 2015.

Councillor Brookes spoke in support of the Festive Market and confirmed that the income from the 2014 Festive Market, and similarly from the 2015 Festive Market was welcomed. He also requested that the half day's free public car parking concession granted by Wychavon District Council should be allocated to the Christmas Market Saturday trading day, in this case the 12th December 2015 rather than the traditional arrangement for the Town Christmas Lights Switch On event in late November.

RESOLVED

1. That the proposed 2015 Christmas Market dates of Monday 7th December to Sunday 13th December inclusively and Tuesday 22nd December to Thursday 24th December inclusively be agreed.
2. That the Free half days car parking concession from Wychavon District Council be allocated to Saturday 12th December 2015.

The Chairman abstained from voting in this matter and requested that this be so recorded.

105. WEEKLY CHARTER MARKET - PROMOTION

Mrs Janet Yates, Droitwich Spa Business Partnerships Manager, Wychavon District Council requested a review of the arrangements and options for the weekly Charter Market. Mrs Yates had previously pledged a grant of £500.00 to assist the operator with publicity arrangements on consideration that Saltbarrow Market area was utilised for periodic themed or specialist markets in conjunction with the regular Friday weekly retail market arrangements for Victoria Square. To date no market activity had taken place on the Saltbarrow area since the early days of the award of the operating contract through a tender process and as such the grant remained unallocated. Various ideas were suggested for special themes in the Saltbarrow location during general discussion. The suggestions included juvenile roundabouts, an ice rink and children's corner during the half term or Christmas school holidays, entertainment and a Festive Children's Art competition/display in conjunction with the Droitwich Arts Network. Networking with Mrs Janet Yates – Wychavon District Council for various special events was also a possibility.

RESOLVED

That these ideas be investigated further in collaboration with other key stakeholders and that the £500.00 publicity grant be retained until such time as suitable events for Saltbarrow Market are agreed and scheduled.

106. DROITWICH SPA FOOD AND DRINK FESTIVAL 2015 - REVIEW

Mr Patrick Davis organiser of the Droitwich Spa Food and Drink Festival which took place on 20 June 2015 had requested that his appreciation for the sponsorship award be formally placed before the Committee. He advised also that a short video of the day had been produced to help promotion of the town and that this was available at <http://www.youtube.com/watch?v=IRHVkKjqXVI&feature=youtu.be>

The dedicated Food and Drink Festival website had also been updated with a collection of photographs from this year's event.

This information was noted by the Committee.

107. CHRISTMAS LIGHTS SWITCH-ON EVENT – SATURDAY 28 NOVEMBER 2015

Pursuant to Minute Nos 220 and 221 of the meeting of the Committee held on 12 January 2015 and Minute No 80 of the meeting held on 6 July 2015 the Chairman, Councillor Best and the Assistant Town Clerk had met to draw up the provisional programme for the day. Arrangements were currently being put in place and a final programme would be circulated to all Councillors in due course. This enabled a period of 4 to 6 weeks lead-in for publicity purpose.

RESOLVED That the final Programme of Entertainment and details for the Christmas Lights Switch-On Event scheduled for Saturday 28th November 2015 be completed ready for circulation and publicity by the middle of October 2015.

108. SPONSORSHIP REQUEST – FRIAR FEST 2016

The Committee was advised that an application for a grant had been received from the Community Interest Group organising the Friar Street Festival. The grants fund for the current financial year was currently £650, and under the scheme the maximum permissible grant application from any group was capped at £1000 except in exceptional circumstances. Consideration was given to whether to support the application through events sponsorship from the 2016/2017 allocation, as per the sponsorship support provided for the Food and Drink Festival and the Charter Event recently.

In view of the increasing number of events being held and subsequent requests for sponsorship of these, it was noted that consideration should be given to which annual community events the Council wished to sponsor so that budgets could be allocated at the time when the Council's Estimates were being drawn up. This would enable the grants budget to be allocated specifically for community projects rather than events.

RESOLVED That the allocation of grants and sponsorship be reviewed in time for the next Municipal Year, and specifically the annual community events to be supported.

The Chairman suggested that this matter be included as part of the agenda for the next Grants Appraisal Panel meeting scheduled for 2nd November 2015 and also all non-members of the Committee invited.

109. WORCESTERSHIRE WEDDING CEREMONIES GUIDE

An approach had been received from Pineneedle Publishing following recommendation from Worcestershire County Council Registrars to consider whether to promote the St Richard's House venue. The Committee considered the advertisement tariffs. It was

noted that there were approximately 20 weddings and civil partnership ceremonies annually and that previously although there was the usual formal advertisement of the venue it had not been promoted extensively. The Ceremonies Guide was the latest brochure with 2500 copies circulation through the County Registration Service, an online link, social media applications and promotion at 15 wedding fayres each year.

RESOLVED That participation in the Worcestershire Wedding Ceremonies Guide with a formal advertisement is not considered necessary at this time.

110. WESTERN POWER – WAYLEAVE: CHAWSON LANE ALLOTMENT SITE

A request from Western Power for a wayleave had been received to enable its apparatus to be placed on the Chawson Lane Allotment Site for service of the adjoining housing development. The works were provisionally scheduled for autumn to minimise disruption.

RECOMMENDED That the Town Clerk be authorised to enter into a Wayleave Agreement with Western Power for the placing of its apparatus on the Chawson Lane Allotment Site.

The meeting concluded at 8.10 pm

Chairman of Committee
9 November 2015

Chairman of Council
28 September 2015