

LEIGHTON-LINSLADE TOWN COUNCIL
CULTURAL AND ECONOMIC SERVICES COMMITTEE
MONDAY 4 SEPTEMBER 2017 AT 1930 HOURS

Present: Councillors:

A Brandham
C Chambers
S Cotter – in the Chair
T Morris (substituting for D Bowater)
F Kharawala
G Perham
S Rahman
C Perham
J M Freeman
C Palmer

Also in attendance:

M Saccoccio (Town Clerk)
V Cannon (Head of Cultural & Economic Services)
T Quinn (TACTIC Manager)
B Bodsworth, Town and Community Promotions Manager.
Mellony Jahn (Committee Officer)

Members of the public: 2
Members of the press: 0

050/CE APOLOGIES FOR ABSENCE

Apologies for absence had been received and were accepted from Councillor Bowater (substituted by Councillor Morris).

051/CE DECLARATIONS OF INTEREST

Members were asked to declare any interests, including the nature of those interests, which they had in any of the items under consideration at this meeting. No declarations were made and no dispensations had been requested.

052/CE QUESTIONS FROM THE PUBLIC

Two members of public attended the meeting. The first question raised was re the market relaunch and concerns on enforcing the new standards and if extra staff will be required. Also the rent increases could result in the loss of market stalls and how will this be addressed. Then it was asked if an equality assessment had been undertaken.

The second question concerned the Small Business Saturday Event and if this event was going to be held on the actual day, Saturday 2nd December, as this would be the preferred day. This date would be during the Christmas Weekend so an alternative date was agreed being the first Saturday in October.

Members of the public were thanked for attending the meeting and it was noted that the second question would be addressed as per agenda item no. 6, b.

053/CE MINUTES OF PREVIOUS MEETING

The Committee received the draft minutes of the previous Committee meeting held on 24 July 2017

RESOLVED that the minutes of the meeting of the Cultural & Economic Services Committee held on 24 July 2017 be approved as a correct record and were signed accordingly.

054/CE TEENAGE ADVICE AND INFORMATION CENTRE (TACTIC)

The Committee received a report in respect of work undertaken at TACTIC during May, June and July 2017, including details of work themes, agency appointments, one to one support, attendance, youth club and the development of a schools offer. The 'Schools Offer' is a pilot scheme and if schools are not able to fund it different options may be considered, for example sponsorship. The TACTIC promotional video was shown and thanks were given by the Committee to the TACTIC team on their achievements.

RESOLVED to note the report and to endorse the principle of delivering a "Schools Offer" scheme, providing a paid-for service to local schools to address PSHE (Personal, Social and Health Education) subjects and issues through themed workshops.

055/CE COMMUNITY EVENTS

The Committee received a report regarding community events, including details of income/expenditure, operational matters and attendee feedback from the Big Lunch Food Festival, the Linslade Canal Festival and the Music in the Park programme. Information was also provided in respect of the forthcoming Living History Day and Christmas Festival. Thanks were given by the Committee to the Events Team for their successful events so far this year. Planning for the Christmas Festival was discussed, reduction of security needed during the day time, location of the ice rink and food stalls and a possible Santa Grotto.

RESOLVED:

- (i) to note the report**
- (ii) to set up a Task and Finish group comprising eight councillors (Councillors G and C Perham, Councillor Kharawala, Councillor Brandam, Councillor Freeman, Councillor Morris, Councillor**

Chambers and Councillor Palmer) to undertake a review of the Christmas Festival and that the group commence its review from September 2017 onwards, to begin as soon as possible.

056/CE COMMITTEE OBJECTIVES AND WORK PLAN

The Committee received a report regarding the previously agreed Committee objectives and work plan, in accordance with the Town Council's Three Year Plan.

In respect of objective 25, to review and update the Tourism Strategy, it was recommended that this be deleted and that the allocated budget be utilised to support the development of visitor information and items that celebrate and explain the town's history.

RESOLVED to note the report and to endorse the deletion of objective 25, the review of the Tourism Strategy, with the allocated budget being utilised instead to support the development of visitor information and items that celebrate and explain the town's history.

057/CE MARKET SUB-COMMITTEE

The Committee received the draft minutes of the Market Sub-Committee meeting held on 10 August 2017 and noted the information contained therein, in respect of market incentives, marketing and vision statement, standards document and revised Market Rules and Regulations.

RESOLVED to note the report.

058/CE MARKET TOWN REGENERATION FUNDED PROJECTS

The Committee received a presentation in respect of the projects part funded by the Market Towns Regeneration Fund, including the market relaunch, the architectural uplighting, electronic signage scheme and the High Street Improvement Scheme.

The Committee received a verbal report on the Small Business Saturday Event. This would be held on Saturday 7 October which is also Living History Day in the town. This would target businesses out of the area and would be advertised on social media and through the Federation of Small Businesses network. It would be promoted as Love Your Local Businesses in the High Street not as Small Business Saturday as it is not being held on the national Small Business Saturday. The actual Small Business Saturday on the 2nd December would still be promoted on social media but as it clashes with the Christmas Festival it was agreed to use an alternative date for this new partnership event. To participate in this event the cost is £10 on a first-come, first served basis.

The Market Relaunch is on schedule for Saturday 23 September and Tuesday 26 September and the website and facebook page should go live on the 11 September. Equipment for the market is arriving and discussions are continuing with CBC regarding the electricity supply in the town. Progress is also being made with the relocation of the taxi rank and quotes are being

obtained for the Architectural Lighting Scheme in liaison with CBC. The location of the electrical variable signage was discussed with the suggested locations are Leighton Buzzard Railway Station, Greenfields and the Town Centre. The location of the signs remain in negotiation with host venues yet purchase of the signs will go ahead and ensure no delay in utilising grant funds.

RESOLVED to:

- (i) **note the information**
- (ii) **delegate to the Town Clerk, in conjunction with the Committee Chair, authority to open and consider tenders in respect of the architectural lighting project.**

059/CE GREENSAND RIDGE WALK AND CYCLE WAY PROJECT

The Committee received a verbal update in respect of the project to install signage in the town centre denoting the start of the Greensand Ridge Walk and Cycle Way. Artist Stephen Tomlinson has been chosen and two local high schools are involved to input creatively and gain an understanding of what is involved in creating public art.

It was also suggested that a trail 'completers register' be set up where people could upload photos and information about their cycle ride or walk. The Head of Cultural and Economic Services to progress this forward with the project owner, The Greensand Trust.

RESOLVED to note the information.

060/CE BUDGET REPORT

The Committee received a budget monitoring report for 1 April – 31 July 2017.

RESOLVED to note the report.

061/CE BEST BAR NONE

The Committee received a report regarding the Best Bar None, which to date had been entirely funded by Central Bedfordshire Council. In order to meet a shortfall in funds for the 2016/17 award scheme, neighbouring town councils had been approached for financial contributions. In addition, the Committee was asked to consider a financial contribution of £500 from earmarked reserves.

The Committee was informed that the new Best Bar None staff member, Sarah Jewell, had started today and will begin to re-recruit licensed premises into the scheme.

RESOLVED:

- (i) **to invest the sum of £500 as the Town Council's contribution to delivery of the scheme for 2017/18**
- (ii) **to reinvest the 2016/17 salary underspend of £2,500 into delivery of the scheme for 2017/18.**

062/CE CHILDREN'S TRAIL ANNUAL REVIEW

The Committee received a report regarding the Children's Trail, now in its fifth year. Activity for 2017 included an updated logo and branding, a new video for promotion, targeted online marketing and face to face promotions, expanded outreach to schools, website update and a presentation to other parish councils through attendance at a conference and a case study published in The Clerk magazine. A breakdown of proposed budget allocation for 2018/19 was given along with a recommendation to continue the use of an external Trail Guardian for promotional work.

The Committee watched the new promotional video for the Children's trail and discussed possible additions to the trail or a separate trail in Linslade Park.

RESOLVED:

- (i) to note the report on the Children's Trail.**
- (ii) To endorse an annual budget of £4,000 for the financial year 2018/19, to pay for general promotions and maintenance.**
- (iii) To endorse the use of Earmarked Reserves (budget code 907/9018) to the sum of £2,600 for 2018/19, to extend the work of the Children's Trail Guardian for another year and to undertake additional activity.**

The meeting closed at 2120 hours.

I HEREBY CONFIRM THAT THE FOREGOING IS A TRUE AND ACCURATE RECORD OF THE MEETING HELD ON 4 SEPTEMBER 2017.

Chair

10 JANUARY 2018