

LEIGHTON-LINSLADE TOWN COUNCIL

PARTNERSHIP COMMITTEE

12 DECEMBER 2013

REVISED PROJECTS 2014/15

Potential Partnership projects for 2014/2015. We are currently sourcing additional quotes and information at this stage to carry out these projects.

Items	Budget Request	Comments	Update
National Big Lunch Sunday June 1st 2014	£10,000 <i>From TCM budget code 503/4552 Summer Sunday</i>	Following the Medieval Big Lunch in 2013 as part of the Summer Sunday project. Create the Big Lunch into an annual event in the High Street. Possibly in conjunction with a food festival. We will suggest for local input into the next theme through an online survey/poll.	Recommended to include in the 2014/15 Budget for this event. If agreed we will go public to decide a theme for the big lunch..
Children's Trail	£3,000 + £5,000 <i>From TCM budget code 503/4509 Children's Trail</i>	£3k allocation for the maintenance and upkeep of the artwork. Plus include the printing of maps & merchandise and promotional advertising. A request for a further £5k to create smaller events including the 2 nd anniversary, National Book Week and Roald Dahl day and work in conjunction with the local Library and schools.	Emailed Jo Jameson Library co-ordinator regarding diary dates for 2014. Look to distribute books, merchandise to schools and Libraries prior to National book Week 3-7 March
Temporary Beach – Parsons Close Recreational Ground	Quote 3: £22,500 BEACH EVENTS Quote 2: £35,000 JH Promotions Quote 3: £29,500 Sunshine Events <i>From TCM budget code 503/4430 Economic Development</i>	Create a Pop Up beach as part of the Town's Summer Programme for 3 months (June to August) in Parsons Close. Provide some various small entertainment events including punch & Judy shows & Pop up food/drink stalls, football competitions etc.	Date of meeting Beach events is 28 th November. A full report will go to Partnership Committee on 12 th December 2013 to recommend the proposal in the draft 2013/14 budget.
Themed Markets	x	Assist the Market Manager to create additional entertainment and themed events around the markets on the 1 st Saturday or every month. Look at various Calendar events to bring in themed entertainment into the market i.e Chinese New Year, World Cup, Winter Olympics, Easter Plus additional themes inc. cheese & wine, local produce etc. Have additional market stalls and entertainment based around the theme every month. Promoted the idea via social media and press for ideas from the public what they would like to see on market days. This has gone in NFTWH already.	RECOMMENDATION TO MARKET SUB COMMITTEE TO ALLOCATE AND RUN THEME MARKETS FOR TO 2014/15 BUDGET Approx £500 per month (10 months exc. Jan & Dec £5,000)
Town Centre Promotions Online / Tourism Enhancement	£5,000 from Central Services Public budget code - Recommendation	Upgrade of website to include web page of events. Allow PDF downloads of What's on guide, NFTWH, leaflets, shopping directories and guides to assist with tourism in the town. Daily online Blogs linked to website/twitter/facebook. Allow online registrations for events and public surveys. Build a database of contacts from people sign up for regular council updates (use as a marketing tool). Cost to Include staff training on social media. Create web pages with days out in LB with ideas and group places to visit – What's on and what to do.	Met with Amy 13/11 regarding current web structure. Plus created a list of uses and changes that we require. Currently collated a list of companies who supply web content management systems and will contact to ascertain costs. Once in place we will arrange Social Media Training to staff in-house.

Summer Bunting	£ TBC Approx 3/4k awaiting quotes <i>From TCM budget code 503/4430 Economic Development</i>	Bunting to be put up in the main High Street throughout summer. Use more durable PVC bunting to stop color fade and to keep up throughout the summer programme.	Awaiting quotes
Pop Up Market	X	Whilst expenditure on the pop up market has been less than intended so far, with low publicity costs and use of market stalls instead of the planned marquee, we anticipate that due to possible weather conditions that a marquee may be introduced at a later stage and there will be additional publicity and equipment costs.	RECOMMENDATION TO POLICY & FINANCE COMMITTEE FOR 2014/15 BUDGET TO TAKE OVER THE PO-UP MARKET AND INCLUDE £2,000 BUDGET ALLOCATION UNDER COST CENTRE 412 STREET MARKET.
Spring Business Networking event	£2,000 – Agreed for 2014/15 <i>Budget code 503/4510 TCM Business Development.</i>	To host the 2014 Business Networking Event following the success of Spring 2013.	Venue/Date still being decided. Look to start promotions in January 2014 <i>(2013/14 funds £553 available 502/4535 BP Business network) (£2,000 in TCM 503/4510 Business Development)</i>
Signage	£15,000 <i>TCM 503/4507 Signage</i>	To focus these additional funds to complete directional signs for Splash & Play and town maps for both ends of the High Street.	Arrange through TC Delivery Plan Sam Colbeck and Paul Salmon at CBC to obtain a realistic costing – as part of the signage strategy.
Community Forum	£2,000 <i>BIG PLAN 502/4524</i>	To carry out Community Forum events in 2014/15 To include small community events/meetings & publicity	Next meeting date booked for 28 th November – A date will be confirmed for the next Community Forum event. £200 currently available in 2013/14 budget
Town Centre Delivery Plan	£55,000 <i>(Budget codes various)</i>		See Town Centre Delivery plan breakdown for further information.

1. **RECOMMENDATION to Partnership Committee to consider the proposals and the priorities for 2014/15**
2. **RECOMMENDATION to Market Sub-Committee to allocate and run theme markets for 2014/15 Budget Approx £500 per month (10 months exc. Jan & Dec £5,000)**
3. **RECOMMENDATION to Policy & Finance Committee for 2014/15 budget to take over the Pop-up market and include £2,000 budget allocation under cost centre 412 Street Markets**