



Policy and Finance Committee

Date: 26 July 2021

Title: Children's Trail

Purpose of the Report:

To request Committee's endorsement to accept charitable support for maintenance of the Children's Trail.

Contact Officer:

Vivien Cannon, Head of Cultural and Economic Services

Corporate Objective/s	LLTC Five Year Plan –Objective 19 Vibrancy and Vitality of Town Centre	
Implications:		
Financial	Yes	No cost to the Council – proposal to accept charitable contribution from WJ UK
Human Resources		
Operational/Service delivery	Yes	Maintenance of the Children's Trail
Procedural/Legal	Yes	Committee's approval sought to accept an offer of charitable assistance from a private business
Risk/Health and Safety	N/A	
Environmental Aims	N/A	

1 RECOMMENDATION

Should members be minded, the proposal is:

- 1.1 To accept the offer from WJ UK, a private business, to undertake maintenance work on the Children's Trail under their business' charitable scheme, "Thinking Community", and to recognise the support by including the business' logo on an interpretation board to be created for the trail.

2 INFORMATION

- 2.1 The Children's Trail asset is owned and managed by the Town Council and requires regular upkeep. The trail ground surfaces, and some artworks regularly suffer from wear and tear. This year officers sought out a supplier for a more hard-wearing

surface application like that used to create ground markers or the Living History Trail (Buzzard Trails). The aim is to provide longevity of maintenance work and improved presentation of the trail.

2.2 When approaching a business to see if they would consider the works and provide a quote, officers received a proposal from the business to accept a charitable donation in the form of the business undertaking the maintenance work and provide new surfacing, (thermoplastic) under their charitable initiative titled “Thinking Community”. It is felt that the Children’s Trail is an appropriate candidate to receive such support given that the Council provides it as a free to use, open access community activity.

2.3 WJ UK is a national business with a regional depot based in Milton Keynes. They specialise in permanent and temporary road marking, road studs, products, specialist marking, high friction surfacing, and crack sealing and joint repairs on the highways. Their website can be accessed by clicking on the following link [About Us - WJ](#)

2.4 Having visited the town and looked at the trail artworks, WJ UK has confirmed they can provide preformed thermoplastic stencils to reinstate longer lasting trail artworks. They are also considering undertaking maintenance of the pencil and other elements of the trail.

2.5 WJ UK’s Thinking Community initiative aims to inspire “as many lives as possible within the communities in which [WJ’s workforce] live and work. Through collaboration with [WJ’s people], clients and supply chain, [WJ] aim to make a difference for the social, economic and environmental benefit to all.”

2.6 The Council has no previous relationship with this business and no expectation of a future relationship. It is ‘happenstance’ that the business has responded to the Council’s initial inquiry to quote for works as an opportunity to apply their charitable work.

2.7 In 2022, the Council will celebrate the 10th anniversary year of the Children’s Trail. The quality of the refreshed surfacing and artworks will complement the promotion of the trail in this celebratory year. Officers are giving thought to the creation of an interpretation board to help signpost visitors to information on the trail. The aim is to improve access to trail information so that more visitors undertake to follow the trail. Should Committee agree to accept the charitable offer from WJ UK, officers suggest their logo is incorporated onto the interpretation board. WJ UK has not requested their logo be added however Committee may wish to anticipate undertaking a level of promotion activity in thanks for the charitable activity should the offer be accepted. The logo is provided below for information.



3 CONCLUSION

- 3.1 The contact with WJ UK has provided the Council with an opportunity to link into a local business' corporate social responsibility scheme that aims to contribute to the communities that WJ UK works within or where members of their workforce live.
- 3.2 The Council has no previous relationship with WJ UK and no expectation of a future relationship. The offer of assistance is a standalone offer.