

## Cultural and Economic Services Committee

**Date:** 13 September 2021

**Title:** General Service Updates

**Purpose of the Report:** To inform Committee of service work activity.

**Contact Officer:** Vivien Cannon, Head of Cultural and Economic Services

<b>Corporate Objective/s</b>	<b>LLTC Five Year Plan – Aim 3.</b> Vibrancy and Vitality of Town and Town Centre
<b>Implications:</b>	
<b>Financial</b>	Yes. Utilising annual budgets
<b>Human Resources</b>	
<b>Operational/Service delivery</b>	Yes. Service work updates
<b>Procedural/Legal</b>	Yes. Children’s Trail copyright matter, para. 6.3
<b>Risk/Health and Safety</b>	
<b>Environmental Aims</b>	Yes. Ambition No.4. Working in collaboration with Fairtrade Leighton Linslade

### 1 RECOMMENDATION

**Should members be minded, the recommendation is:**

1.1 To endorse the securing of legal advice and to draw up necessary formal communications that protect the copyright of the Children’s Trail and in consultation with the Town Clerk allocate £1000 from Professional Fees (annual budget, 12/4384) for this purpose.

1.2 To allocate £xxx from earmarked reserves (970/9044) [towards standalone 3D motifs for the 2021 scheme.](#)

### 2 BACKGROUND

2.1 The activities and responsibilities of the Cultural and Economic Service (C&E) are broad and diverse. Below are brief updates on service activity to inform Committee of projects completed and ongoing.

3.2 Committee was unable to convene for its June meeting and service updates were shared via email to ensure Members were kept up to date with work. The June update is **attached** at Appendix A, to serve as a reminder.

### 3 INFORMATION

3.1 Council has reached the half-way point in its contract from town centre WiFi and Footfall counting. This work is funded by S106 funds as approved by Central Bedfordshire Council (CBC).

#### 3.2 Town Centre Wi-Fi

3.2.2 When signing up, individuals are asked to give their marketing consent. The table below shows visitors per month during 2021. To date, WiFi has 1,338 registrations.

Month	Monthly registrations	Weekly registrations	Daily registrations	Comments
<b>January</b>	29	7	1	31 days
<b>February</b>	28	9	1	28 days
<b>March</b>	57	14	2	31 days
<b>April</b>	85	21	3	30 days 12 April 2021, non-essential trade reopened
<b>May</b>	87	22	3	31 days
<b>June</b>	121	30	4	30 days
<b>July</b>	127	32	4	31 days
<b>August</b>	91	23	3	31 days

#### 3.3. Town Centre Geo-Sense, footfall monitoring

3.3.1 Committee is now able to compare the first full year of data with this second year. The anniversary date for going live with the footfall kit is 2<sup>nd</sup> January (2020).

Month	<u>Average</u> visitors per day <u>2020</u>	<u>Average</u> visitors per day <u>2021</u>	Comments
<b>January</b>	7947	<b>2752</b>	31 days
<b>February</b>	8182	<b>3117</b>	28 days
<b>March</b>	6146	<b>3407</b>	31 days
<b>April</b>	3885	<b>4021</b>	30 days 12 April 2021, non-essential trade reopened

<b>May</b>	4391	<b>3999</b>	31 days
<b>June</b>	5210	<b>3948</b>	30 days
<b>July</b>	5880	<b>3457</b>	31 days
<b>August</b>	6418	<b>3069</b>	31 days

### 3.4 Public Convenience (Multi-Storey Car Park)

3.4.1 In late June, the government published its prospectus for funding applications towards increasing Changing Places toilets across localities. The funding is available through principal authority level and Central Bedfordshire Council (CBC) offices have indicated their intent to submit an expression of interest for the CBC area by 26 September.

3.4.2 CBC officers have advised that the funding criteria would not apply to the West Street multi-storey car park facilities site. The criteria requires that funding is used to create a net increase (additionality) of toilets and the removal of the current disabled toilet in the foyer to create a Changing Places toilet would require the loss of a toilet to install the facility.

3.4.3 Due to the timescale for submitting an expression of interest, CBC officers have advised that the ability to meaningfully consult on possible locations is limited although there was indication that the business community may be canvassed as they may have a suitable location. Officers have offered alternative suggestions, e.g., Leighton Library Theatre or attaching a module to an existing CBC owned property. Committee have alternative ideas, officers will pass them on to CBC. It remains a CBC decision.

3.4.4 CBC's estimate cost of installing a Changing Places Toilet in the West Street were in the order of £60k 2-3 years ago with the cost likely to have now increased.

### 3.5 Pigeon Management Grant Scheme

3.5.1 The grant was closed in February 2021. 11 properties with Grade II status have to seek CBC Planning consent prior to starting the works and are liaising directly with CBC. Due the time this process may take, Committee had agreed to extend the completion deadline for works, (Ref. 88/CE). Seeking and securing an appropriate location for the pigeon loft is ongoing.

### 3.6 Greensand Ridge Walk and Cycleway Gateway Feature

3.6.1 The Greensand Country Gateway Feature project, led by The Greensand Trust, (TGT), successfully recruited artist Stephen Pardue of Differentia in June who then attended the town on market day, 27 July, to secure public input into the design and survey the locality for the feature.

3.6.2 TGT has commissioned a level survey for the area and its surrounds to support the installation plus the water bottle fountain. Once the survey is completed the Artist can progress the designs to finalisation. Officers anticipate a steering group meeting will to be convened at this point.

3.6.3 The budget for the artwork is £18,000, consisting of £13k from a local charity trust with other grant funds secured by the Greensand Trust. In addition to this, the Council has made available funds up to £10k for a bottled water facility to be added to the project. The £10k was received by the Council in the form of a donation with the purpose to assist Council in achieving its aims. Securing the water facility was a condition set by the local charitable trust. It complements the Council's own strategic ambition to install water drinking fountains in the larger parks. (Ref. 41, Five Year Plan 2019-2014) and Council's Environmental Aims to encourage people to drink water (No. 8. To encourage the parish to drink more water).

### 3.7 Buzzard Trails

3.7.1 Officers have secured content from The Greensand Trust, (TGT), on the Sands of Time trail suitable to create a new trail to add to the Council's Buzzard Trails App. Background work of putting it up on the app site is due to commence following the delivery of the Proms in the Park on 11 September.

3.7.2 Committee will receive a fuller update on the Trail development as part of the Events Update report agenda item.

3.7.3. The Children's Trail has been placed onto the app platform too and work will be undertaken to separate each trail out with its own maps to ensure the trails become easier to use.

## **4 BLACK HISTORY MONTH**

4.1 Delivering activity for Black History Month (BHM) commenced with a collaboration between Leighton-Linslade Carnival, Centre for Carnival Arts UK and the Town Council towards celebrating Carnival traditions in July. As officers walked alongside the carnival procession, many Black community members commented on the unexpected sight of colourful and elaborate costumes from the Caribbean traditions of carnival. The inclusion of Caribbean traditions celebrated the different cultures within our community and provided common ground in a shared experience.

4.2 During October BHM, two residents have come forward to work with the Council in support of increasing parishioner's knowledge and understanding of Black history in the UK and issues of racism. To kick start the month, the Town Mayor will introduce the speaker delivering a talk on how and why Black people came to the UK. During October, four two-hour sessions will be delivered on racism for members of the public to join. This work builds on the Council's recent endorsement of its Equal Opportunities Policy and the Local Government Association's published equalities statement. This stage of work aims at raising awareness of BHM, the issues of racism and celebration of Black members of our community.

## **5 COP26 (United Nations Conference on Climate Change)**

5.1 A precursor to November's COP26 conference in Glasgow this year is 'The Great Big Green Week', running 18-26 September. This is promoted by the Climate Change Coalition, a non-governmental organisation (NGO) consisting of similarly minded groups of which Fairtrade UK is a member.

5.2 Officers are working with Fairtrade Leighton-Linslade (FLL) steering group towards supporting community member's communicate their hopes and wishes during this week for a sustainable future to world leaders through the creation of a 'message template' published in the September/ October About Town newsletter. Fairtrade LL will lead on the receiving and gathering of these messages and share them with Fairtrade UK who will then submit them along with NGO coalition partners.

5.2 Officers have supported FLL in the creation of social media messaging that will go out before and during the week-long campaign. FLL will also be attending the market on Saturday 25 September to promote the campaign and build awareness of the COP26 conference.

5.3 This work supports Council's Environmental Ambition No. 4. to encourage social and environmental responsibility. It also builds on the existing relationship Council has with FFL in being a Fairtrade Town (also referred to as a Fairtrade Community).

## **6 CHILDREN'S TRAIL**

6.1 Cedars Upper School Art tutors have agreed to work with officers on creating a new trail in Linslade Recreation Ground. Officers are drafting a specification document for their students to work to that will include an emphasis on stories that are based on or reference trees. It is anticipated that the new trail will launch in July / August 2022.

6.2 A budget for materials, firing of the clay items would be required and will be sourced from the existing annual budget.

6.3 Over recent months officers have identified and monitored the success of a local business, Treasure Maps Trails Limited, who has referenced and depicted (hand drawings), Children's Trail Artworks as clues within their maps. Following the installation of the Children's Trail, the ownership and copyright of the Artwork was vested to the Town Council.

6.4 Officers have informally made the company aware of their use of Children's Trail Artworks and that the Town Council holds the copyright. Officers have also expressed concern that the public could confuse the free to access Children's Trail with the pay to use Treasure Map Trail thus opt not to enjoy the public asset.

6.5 Whilst there may be a lack of knowledge of the company in including other people's assets in their trail, Committee may wish to initiate a legal challenge

insisting on the removal of any reference of Children's Trail Artworks in the maps. A second option would be to collaborate with the company towards promoting the Children's Trail to the customers who have bought the Treasure Map Trail through securing advertising space on the printed maps and clear messaging that separates the two trails. The company has indicated a willingness to the latter offering free advertising space and written information about the trail.

6.6 Either of the above options have merit in protecting the public asset. For either circumstance, officers would seek Committee's agreement in securing legal advice. This may then lead to legal action, a formal letter may be enough to instigate an amendment to the Treasure Trails Map, TBC, or a letter setting out the parameters of an agreement as per the latter option. It is proposed to allocate £1000 from Professional Fees (annual budget, 12/4384) to secure advice and any necessary legal letter.

## **7 WELCOME BACK FUND**

7.1 Ordering of work started in early July. For some products the lead-in time to receive orders is prolonged as suppliers either make the items up (gazeboes) or import them, etc. The bus advert went live in August. One bus back is being used and bus changes routes regularly so the advert will be seen by various communities. External capacity has been secured and a programme of delivery has been planned, e.g., entertainment to commence in September pending purchase arrangements with CBC. The Welcome back resident letter will go out in September. Work remains ongoing till March 2022.

## **9 SUMMARY**

8.1 The above activity continues to stretch the reach of Committees' influence in support of its Town and the communities within.

**End**