

**WESTON-SUPER- MARE TOWN COUNCIL
MINUTES OF THE COMMUNITY SERVICES COMMITTEE
HELD AT GROVE HOUSE ON
MONDAY 1ST JULY 2019**

Meeting Commenced: 7.00 pm

Meeting Concluded: 9.00 pm

PRESENT: Councillors, Marc Aplin, Roger Bailey, Gill Bute, Gillian Carpenter, James Clayton, Sarah Codling, Peter Crew (S), John Crockford-Hawley, Ciaran Cronnelly, Peter Fox, Peter McAleer, Helen Thornton and Ella Sayce (part attendance).

ALSO IN ATTENDANCE: Councillor Sonia Russe, Malcolm Nicholson (Town Clerk), Samantha Bishop (Committee Officer), Fiona Walsh (Finance Officer), Matthew Hardy (Visitor Services Manager), Sally Heath (Theatre Supervisor), Sarah Pearse (Deputy Town Clerk/RFO), Zoe Scott (Community and Grounds Administrator), Becky Walsh (Communications Officer), Terry Gilbert and Grace Harvey (Dairy Festival).

62	<p>Election of Chairman</p> <p>The Town Clerk invited nominations for the position of Chairman.</p> <p>PROPOSED BY: Councillor Ciaran Cronnelly SECONDED BY: Councillor Helen Thornton</p> <p>RESOLVED: That Councillor James Clayton be elected Chairman of the Community Services Committee for the year 2019-2020.</p> <p>Councillor James Clayton took his place as Chairman of the meeting and welcomed members to the meeting.</p>
63	<p>Apologies for Absence and Notification of Substitutions</p> <p>Apologies for absence were received from Councillors Roz Willis who was substituted by Councillor Peter Crew.</p> <p>RESOLVED: That the apologies be received and noted.</p>
64	<p>To receive Declarations of Interest</p> <p>There were no declarations of interest received.</p>
65	<p>Election of Vice Chairman</p> <p>The Chairman invited nominations for the position of Vice Chairman.</p> <p>PROPOSED BY: Councillor Ciaran Cronnelly SECONDED BY: Councillor Helen Thornton</p> <p>RESOLVED: That Councillor Sarah Codling be elected Vice Chairman of the Community Services Committee for the year 2019-2020.</p>

	<p><i>The Chairman suspended standing orders at 7.06 pm in order to invite public participation.</i></p> <p>Grace Harvey, Marketing Manager for The Mead Group funding the Dairy Event on the seafront addressed the committee in support of the Dairy Festival grant application.</p> <p>The Chairman thanked Grace for her address and advised that the committee would discuss the grant application under item 10 on the agenda, for which she was welcome to stay.</p> <p>A member questioned whether the event would definitely go ahead regardless of grant funding and queried its charitable status.</p> <p>Grace informed that the event would be funded by the Mead Group and registered charity status had been applied for and was hoped to be obtained by September.</p> <p><i>Standing order were suspended at 7.10 pm and Grace Harvey and Terry Gilbert left the meeting.</i></p>
66	<p>To approve the accuracy of the minutes of the Community Service Committee meeting held on 11th March 2019</p> <p>The minutes of the last meeting had been previously circulated with the agenda.</p> <p>A member highlighted an error on page 8 where it should read the word 'discreet'.</p> <p>PROPOSED BY: Councillor Peter Fox SECONDED BY: Councillor Sarah Codling</p> <p>RESOLVED: That with the above amendment the minutes be approved and signed by the Chairman as a true record of the meeting.</p>
67	<p>To note the Committee Terms of Reference</p> <p>The Committee Terms of Reference had been previously circulated with the agenda.</p> <p>A member suggested holding future meetings at the council's other venues in order to showcase them for the benefit of new members.</p> <p>The Town Clerk informed that this was possible but would carry an integral hire cost. Members were happy to alternate meeting venues.</p> <p>PROPOSED BY: Councillor Sarah Codling SECONDED BY: Councillor Roger Bailey</p> <p>RESOLVED:</p> <ol style="list-style-type: none"> 1. To note the Committee Terms of Reference. 2. That the location of future meetings of the Community Services committee be decided at the discretion of the Chairman, Vice Chairman and Town Clerk, subject to availability.

<p>68</p>	<p>References from other Committees</p> <p>68.1 Minutes of Weston in Bloom Working Party 26th March and 16th April 2019</p> <p>The minutes had been previously circulated with the agenda.</p> <p>The Town Clerk informed that the ‘in Bloom’ judges would be at Grove House on 11th July to judge Weston in Bloom.</p> <p>RESOLVED: That the minutes be received and noted.</p> <p>68.2 Minutes of the Museum and Heritage Sub Committee 11th April (approved), 30th May 2019 (unapproved)(attached)</p> <p>The minutes had been previously circulated with the agenda.</p> <p>The Chairman of the Museum and Heritage Sub Committee informed that there had been an unfortunate letter in the Weston Mercury regarding the replacement of the Museum roof. The letter was factually incorrect and he had responded to this effect.</p> <p>Debate ensued regarding the Museum roof replacement. The Deputy Town Clerk/RFO explained that this issue had come up through the Policy and Finance committee reported via the council’s planned maintenance contract. Replacement of the roof had been planned for phase 1 of the Museum but was then moved into phase 2. Unfortunately, there had been leaks in the flat roof and so this could not wait until the commencement of phase 2 and the council were looking into ways to fund this. The full report could be emailed to any members on request.</p> <p>RESOLVED: That the minutes be received and noted.</p>
<p>69</p>	<p>Management Reports:</p> <p>69.1 Youth Services</p> <p>The report of the Operations Manager- YMCA was circulated at the meeting.</p> <p>The Town Clerk introduced the comprehensive report and would try to answer any questions.</p> <p>The name change of YMCA to ‘Dulverton Group’ was queried to which the Town Clerk informed that this was due to the expansion of the YMCA’s area.</p> <p>The Youth Champion informed new members that the Service Level Agreement had been recently reviewed.</p> <p>RESOLVED: That the report of the Operations Manager - YMCA be noted.</p> <p><i>Councillor Ella Sayce joined the meeting at 7.24 pm.</i></p> <p>69.2 The Blakehay Theatre</p> <p>The report of the Theatre Manager had been previously circulated with the agenda.</p>

A further Marketing update report of the Communications Officer had been previously circulated and was available at the meeting.

For the benefit of new members, the Theatre Manager highlighted areas of her report and invited any questions.

External Box Offices

Following the E&G Working Party the Museum and the VIC are now selling tickets for events at the theatre. The managers and staff at all the venues and the finance team have worked closely together to be able to make this possible.

The ticket software was rolled out to the Museum where all of their events were now available online and through the venues. This would result in being able to market and sell tickets for each venue which would help with the publicising of events.

Maximising Ticket Sales Income / Dynamic Pricing Structure / Forecasting

The Theatre Manager had attended a training course in London to look at boosting income from Ticket sales and events. It was extremely useful training with a focus on maximising income, marketing strategy and audience growth.

It would be a large and time consuming project that would take a few months to complete, however the data that had been discovered so far was very interesting.

The Blakehay Theatre started using an online Ticket Software (Ticketsource) in April 2013 and the statistics outlined within the report were the data removed from this period of April 2013 – March 2019 (5 years).

The rest of the statistics were broken down by genre of event and have started with Musicals.

From the information the theatre could start to forecast at what price it should be selling tickets for, which shows would sell better and when the best day of the week/ time of year tickets for Musicals were sold for. The theatre had also started to maximise ticket income by implementing a Dynamic Pricing Structure which should be in place for the majority of the Main House events for the Autumn/Winter 2019/2020 season.

This had led to sectioning the Main House seating into three pricing categories of Premium Seats, General Seating and Standard Seating. In the hope that it would start to expand audiences and make the theatre accessible and equal to all. It was hoped that data analysis would be complete by the middle of August 2019, ready for the Autumn/Winter season to go on sale early September 2019.

Theatre Bar – Local Produce/ Maximising Income

There has been a lot of research projects going on into the stock that was carried in the theatre bar and trends of drinks. The outcome of this analysis has meant that the theatre bar has had a few changes in order to maximise income in this area and starting to look at more lines of drinks that can be locally sourced.

Funding & Projects

Theatre Orchard:

Further to the last meeting, discussions with Theatre Orchard had taken place and working together to bring a Dance performance programme to the theatre in the Autumn/Winter 2019/2020 Season (October 2019-April 2020).

This would be on the financial understanding that The Blakehay Theatre covers the fee for the shows and take box office sales (as it did with Live shows) as per resolution by councillors at the last committee meeting.

SEN Project Update:

Unfortunately, the grant application was unsuccessful for the SEN project. However, the theatre manager was working closely with the Development Officer to look at new funding options and although this would delay the project from starting in October 2019, it would continue to be pursued to start at a later date.

North Somerset Development Project:

Continuing to working closely with Richard Blows from North Somerset Council to help with the Cultural development of Weston-super-Mare and how the Blakehay Theatre could be part of this and were involved with talks with the Arts Development Project.

Marketing & Publicity

The theatre has been working closely with the Communications Officer to improve and produce a marketing strategy and planned structure for the theatre. This is in order to be able to focus the marketing of the theatre and to expand the awareness of the Blakehay and the events to the community.

A SWOT analysis of the current marketing of the theatre had been produced by the Communications Officer.

Members were disappointed about the unsuccessful Special Educational Needs (SEN) Project grant application and encouraged the theatre manager to continue to pursue it.

The Deputy Town Clerk/RFO added that the SEN would like to see a partner in place to bolster the grant application. A member suggesting contacting Springboard on the matter of partnering to which the theatre manager confirmed that she has and that organisations were still adapting to the SEN niche.

Members thanked the theatre manager for her work and the more professional 'feel' of the theatre.

RESOLVED: That the report of the Theatre Manager be noted.

69.3 Weston Museum

The report of the Visitor Services Manager (VSM) had been previously circulated with the agenda.

The Visitor Services Manager added since the issue of the report that the Museum had been given a Disability Employer award and it was great to see their work being recognised.

The Committee congratulated the Museum on their award.

Debate ensued. There needed to be some SEN services offered for younger children to which the VSM advised that the Museum would be promoting 'Well Being Wednesdays' as of September.

A member questioned whether this would come under the remit of an outreach officer to which the VSM explained that it would be undertaken by the Learning and Events Officer who was employed for 18.5 hrs per week and advised of the budgetary issues experienced with schools.

The Town Clerk directed members to the three options outlined within the report regarding the Museum's opening times. He advised that although staying with working 7 days a week did not require employing more staff in theory, experience showed that there would be an indirect cost effect due to accruing staff toil/overtime.

Members were concerned about how this would be communicated to which the VSM explained that it would be done through signage. The whole Museum experience requires a minimum visit of approximately 45 minutes. He favored option 2 as based on a tourist point of view, Mondays was the favored day to close.

In response to a member, the VSM confirmed that Mondays would not be a normal working day for staff except for event bookings.

PROPOSED BY: Councillor Peter Crew

SECONDED BY: Councillor John Crockford-Hawley

A vote was taken and was **carried**

RESOLVED: That option 2 be adopted: to alter the museum opening times to 6 days a week (Tuesday – Sunday) excluding school holidays and bank holidays with last admission at 4.30pm. Details of signage and communication were to be delegated to the Museum and Heritage Sub Committee.

The VSM Left the meeting at 8.00 pm.

69.4 Grounds

The Community and Grounds Administrator (CGA) verbally reported that the expressions of interest deadline for Coniston Green was Friday 12th July.

The Water Park was up and running well and the café concessionaire was established.

The Town Clerk advised that a Grounds Manager had been appointed, subject to acceptance and references.

The potential for SEN sessions to be implemented at the Water Park was queried, to which the CGA explained that she was arranging SEN sessions. A member informed that she had visited Coniston Green that day with the Development Officer and had spoken to the users. The works to improve the play area were due to start in October, avoiding the half term holiday.

RESOLVED: That the report of the Grounds Manager be noted.

70

To note the Community Services Grant Criteria

It was informed that these had been recently revised.

RESOLVED: That the Community Services Grant Criteria be noted.

71

Community Service Grants

The report of the Finance Officer had been previously circulated with the agenda.

It was advised that the current community grants budget was £6,000.

71.1 Weston Carnival

Grant applied for £2,000

Under power: Local Government Act 1972 section 137

The purpose of the grant was to help fund the event, due to funding being removed by North Somerset Council.

Members felt that the Carnival was a worthwhile event for the town. They were concerned that their total funds for grants were very restricted but were in favour of the idea of fundraising through crowdfunding. It was felt however that the council should award something in the way of a contribution to start this off.

PROPOSED BY: Councillor Sarah Codling

SECONDED BY: Councillor Gillian Carpenter

A vote was taken and accordingly it was **carried**

RESOLVED: To award £500 with the recommendation to the Carnival organisers to start a crowd funding project.

71.2 Locking Park FC U11's

Grant applied for £500

Under power: Local Government Act 1972 section 137

The purpose of the grant was a startup fund for training equipment.

PROPOSED BY: Councillor Sarah Codling

SECONDED BY: Councillor Roger Bailey

A vote was taken and accordingly it was **carried**

RESOLVED: That a grant of £500 be awarded.

71.3 Disability Information and Advice Line (DIAL)

Grant applied for £500

Under power: Local Government Act 1972 section 137

The purpose of the grant was to help continue the unique service that is provided to combat poverty and isolation amongst people with disabilities.

Members felt that similar services were provided through other organisations and that insufficient description had been given of what the grant money would specifically be spent on.

PROPOSED BY: Councillor Roger Bailey

SECONDED BY: Councillor Peter Crew

A vote was taken and accordingly it was **carried**

RESOLVED: That the grant be refused due to there being insufficient description of what specifically the money would be spent on.

71.4 Skate Club Locking Castle
Grant applied for £1,600

Under power: Local Government Act 1972 section 137

The purpose of the grant was towards the cost of weekly youth provision, equipment and overheads such as publicity.

Councillor Sarah Codling declared a personal interest as a member of the church.

It was noted that there had been problems with vandalism.

A member suggested a contribution from the council's grants budget and that the Youth Council be advised to make a contribution from their Youth Grants budget.

For a point of reference, the Deputy Town Clerk/RFO explained that this application as well as the Locking Park FC Under 11's was a Youth Grant but due to the Youth Council's meeting infrequency, the grant was put before the committee for consideration.

PROPOSED BY: Councillor Ella Sayce

SECONDED BY: Councillor Roger Bailey

A vote was taken and accordingly it was **carried**

RESOLVED: That a grant of £500 be awarded from the Community Grants budget and that a further grant of £500 be awarded form the Youth Grants budget.

71.5 Lifeskills
Grant applied for £1,000

Under power: Local Government Act 1972 section 137

The purpose of the grant was a contribution towards the costs of children from 19 WSM Primary schools visiting the centre in 19/20 which is not covered by entry Fees. The Finance Officer advised that it was a service provided in Bristol to which primary schools in Weston would travel.

It was noted that the organisation had a large bank balance.

PROPOSED BY: Councillor Sarah Codling

SECONDED BY: Councillor Ciaran Cronnelly

A vote was taken and accordingly it was **carried**

RESOLVED: That the grant be refused due to the organisation being based outside of Weston-super-Mare and its large bank balance.

**71.6 Dairy Festival
Grant applied for £1,000**

Under power: Local Government Act 1972 section 137

The purpose of the grant was to help towards the costs of the Dairy Festival including Marquees, Entertainment and security.

Members felt that the grant would be utilised to pay North Somerset Council's fees for the hire of the beach lawns; of which they were not in favour. If the Dairy Festival were unable to acquire charitable status before the festival date, they would be paying the full business rate hire price.

Debate ensued regarding the grant application being premature before it had obtained charitable status and the organisation's funding streams. The event would probably go ahead regardless of whether a grant was awarded. The council and dual hatted members would do better to try and negotiate the hire of the beach lawns with North Somerset Council at a concessionary rate instead. Some members however felt the council should make a gesture of support as the festival was a great tourist attraction and an opportunity to publicise the council.

The council should be seen to support an event which supported the farming community and raise awareness for mental health in the farming community.

PROPOSED BY: Councillor John Crockford-Hawley

SECONDED BY: Councillor Roger Bailey

A vote was taken and accordingly it was **carried**

RESOLVED: That the grant be refused due to the financial backing of the event, the lack of charitable status at this time and the council's restricted funds.

72 Community Events

The report of the Community and Grounds Administrator had been previously circulated with the agenda.

The report outlined three recommendations which members considered individually.

72.1 Start date and length of the Literary Festival

The Town Clerk advised that option 2 of page 5 of the report was favored.

A member thanked the Community and Grounds Administrator for her modest and understated work in organising the festival and questioned why she recommended option 2.

The Community and Grounds Administrator advised that she was happy in delivering either option but favored option 2 as it included more events which would encourage people to stay in Weston for longer.

A further member thanked the CGA for her work and for the reports and would love to see the continuation of the event for a third year and a theme incorporated.

	<p>PROPOSED BY: Councillor Roger Bailey SECONDED BY: Councillor Helen Thornton</p> <p>A vote was taken and accordingly it was carried</p> <p>RESOLVED: That option 2 of the report which was to remained previous years and span the festival over a week, incorporating a launch weekend of multiple events be approved.</p> <p>It was suggested to get the Visit Weston accommodation members more involved next year.</p> <p>A member questioned the need for big venues when the events attracted small numbers and asked if there was any evidence linked to people staying over as a result of the festival. The Community and Grounds Administrator informed that there was not any clear evidence .</p> <p><u>72.2 Decide on a venue or venues</u></p> <p>The Town Clerk advised members that the options were outlined on page 6 of the report of which there was no preference from officers.</p> <p>The committee questioned the need for these details to be considered by members and said that the decisions should be taken by officers.</p> <p>PROPOSED BY: Councillor John Crockford-Hawley SECONDED BY: Councillor Peter Fox</p> <p>A vote was taken and accordingly it was carried</p> <p>RESOLVED:</p> <ol style="list-style-type: none"> 1. That all further details around the organisation of the Literary Festival be delegated to officers. 2. That the report of the Community and Grounds Administrator be noted.
73	<p>Review on Dog Bin Provision</p> <p>The report of the Town Clerk which advised on the background of dog bin provision, the council’s position since 2018, problems encountered, options for consideration and a conclusion, had been previously circulated with the agenda.</p> <p>A further report outlining recommendations for removal of up to 12 of problem dog bins and replacement of some others was circulated at the meeting.</p> <p>The Town Clerk explained that the extreme option to remove all bins was open to members but suggested that future provision needed careful analysis of each bin. He had been in close discussion with North Somerset Council and they had informed that their street cleaning contract would be split and before 2020 and they would consider including parish council dog bin collections as an option. This would then be a possible alternative option to the current contract should problems continue. There had been serious issues experienced which were hoped to have been improving in recent weeks after meetings with the contractor.</p>

	<p>The Chairman asked for clarity on the contractual issues to which the Town Clerk informed that it seemed as though the contactor perhaps had initially underestimated the amount of work involved and therefore, had capacity issues.</p> <p>Some members felt the service had been unacceptable and suggested member intervention to meet with the current contactor to assist the Town Clerk.</p> <p>The Town Clerk welcomed the support of members.</p> <p>Some members had been monitoring bins in their wards and had discovered that there were cases of abuse of some bins by members of the public dumping their personal waste. Where these bins had been removed, the problems seemed to be removed with them.</p> <p>Members felt that a small working party needed to be formed, to consider the Town Clerk's recommendations on removal of some bins and to support the Town Clerk in a meeting with the contactors.</p> <p>A vote was taken and accordingly it was carried</p> <p>RESOLVED: That a working party consisting of Councillors James Clayton, Gill Bute and Marc Aplin be set up to consider the Town Clerk's recommendations and to reach a decision on them after meeting with the contactors.</p>
74	<p>Review of Opening Hours of Public Toilets Item at the request of a member</p> <p>The Chairman invited Councillor Peter McAleer to address the committee.</p> <p>Councillor McAleer proposed that he would like to see public toilet opening hours, particularly at Grove Park, extended to 9pm throughout the summer months. His proposal was generated from the number of vulnerable people this would service. He also commented on the cleanliness and design of the toilets of which he felt was unacceptable and needed addressing.</p> <p>A member reminded the committee of the former request from the police to close Grove Park toilets completely due to the level of antisocial behavior.</p> <p>The Town Clerk advised that the toilets were cleaned 3 times per day and regular emergency call outs were made. The toilets were very difficult to manage with the levels of antisocial behavior and in particular drug use. He feared that an extension in the opening times to late evening could exacerbate this. However, he did understand the basis of the request and suggested a trial period until September of closing at an amended time of 8pm, in line with the time of dusk.</p> <p>Some members expressed concern about the financial impact of extending the opening hours.</p> <p>The Deputy Town Clerk/RFO advised of the large costs incurred with vandalism and cleaning and that two separate contractors sometimes had to be called out for cleaning and maintenance. The council relied heavily on the street wardens to help with antisocial behavior in the Grove Park and Locking Road toilets and they did do a round at the current closing time. She was not sure if they would be able to patrol at a later time.</p>

	<p>Councillor McAleer was happy to accept the amended time of 8pm to his proposal and therefore</p> <p>PROPOSED BY: Councillor Peter McAleer SECONDED BY: Councillor Gillian Carpenter</p> <p>A vote was taken and accordingly it was tied</p> <p>The Chairman exercised his casting voted in favour of the proposition and it was therefore</p> <p>RESOLVED: That Grove Park toilet opening hours be extended until 8pm for a trial period until September 2019.</p>
<p>75</p>	<p>Termination of Lease of Locking Road Public Toilets</p> <p>A Notice from North Somerset Council of Termination of Lease on 30th June 2020 had been previously circulated with the agenda.</p> <p>A vote was taken and accordingly it was carried</p> <p>RESOLVED: That the Notice of Termination of Lease be noted.</p>
<p>76</p>	<p>Proposal for Street Naming – West Wick</p> <p>Request from a developer to allocate postal addresses to an upcoming development of 49 dwellings, North of Scot Elm Drive, West Wick. The planning application for the development is 17/P/0752/F and the site plans viewed at https://planning.n-somerset.gov.uk/online-applications/</p> <p>A member explained that a pre-approved list of road names had been approved by the Planning Committee. It was suggested that the request be delegated to the Museum and Heritage Sub Committee to determine, given their historic knowledge base.</p> <p>PROPOSED BY: Councillor John Crockford-Hawley SECONDED BY: Councillor Peter Crew</p> <p>A vote was taken and accordingly it was carried</p> <p>RESOLVED: That the request be delegated to the Museum and Heritage Sub Committee to determine.</p>
	<p>There being no further business, the Vice Chairman closed the meeting at 9.38 pm.</p> <p>Signed: Dated:</p> <p>Councillor James Clayton Chairman of the Community Services Committee</p>