



Item no:	18 -172/20TC
Report dated:	Thursday, 08 April 2021
To the:	Town Council
Meeting on:	12 th of April 2021
Subject:	Town Centre Decorations
Contact/author:	Roz Barnett – Town Clerk

1.0 Summary.

The Town Council was asked in March by a local business if the St George's Flags could be flown to brighten up the High Street. This was arranged and was generally received positively by the community. There were some concerns however expressed about the appropriateness of flying just one flag.

The embryonic business network at a recent meeting discussed the importance of encouraging people to visit the High Street and use the local shops. They welcomed the idea of the IP 17 Good Neighbours Scheme 'Egg Hunt' and the 'Bunting Project'.

IP 17 Good Neighbours Scheme and the Town Council have been promoting the Community Arts Bunting Project. The Council already have enough flags to make 360 metres of recycled fabric bunting. It is estimated that the Town will need up to 400 metres for the High Street and 120 metres for the Marketplace.

2.0 Options

- The cost of 520 metres of handmade recycled bunting is £ £150.00.
- To commission nylon bespoke bunting will cost £675.00.
- To purchase colourful pre-made nylon bunting will cost £300.00.
- To purchase 100 budget international flags to hang from the flag poles is £420.

The costs of hanging and changing displays is £300 a day for two men.

The Council is awaiting advice from County on licences and costs. The bunting can be hung along the road using the existing Christmas tree stands, if permissions are not forth coming to cross the street.

3.0 Recommendations.

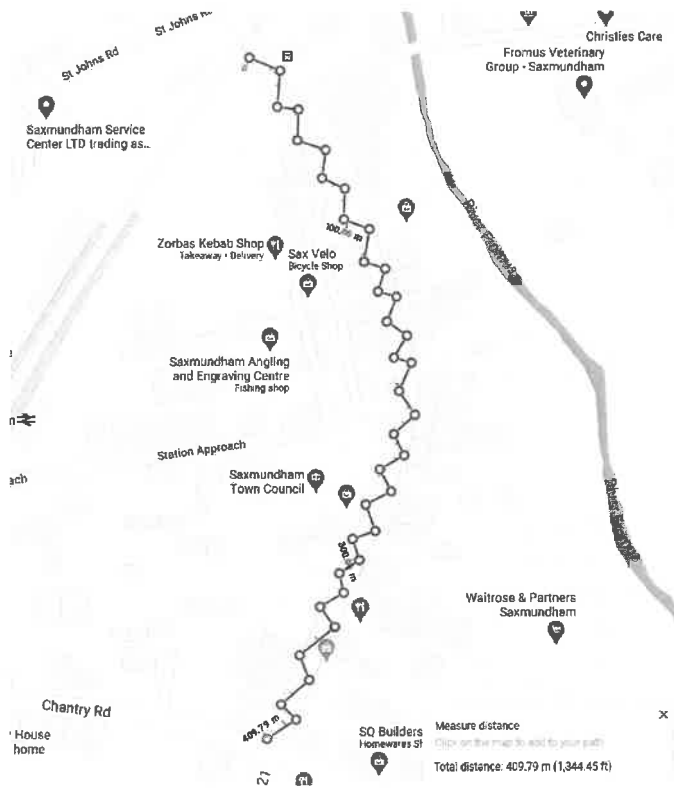
- To earmark up to £1500 of the Events Budget for the decoration of the Town Centre for seasonal events.
- To consult with the business network to ascertain their ideas on decorations that will attract visitors to the Town.
- To delegate the authorisation of the spending of this allocated sum to two nominated Councillors and the Clerk.

NB: Legal power to make decision.

Local Government Act 1972 s.144

Power to encourage visitors and provide conference and other facilities. (1)A local authority may (either alone or jointly with any other person or body)—

(a)encourage persons, by advertisement or otherwise, to visit their area for recreation, for health purposes, or to hold conferences, trade fairs and exhibitions in their area.





Saxmundham Town Council

Minutes of the Resource Committee Meeting 22 March 2021 at 10.30am by Video Conference

Committee Members:

Councillor. Di Eastman

Councillor. John Findlay (Chair)

Councillor John Fisher

Councillor. Nigel Hiley

Councillor. Jeremy Smith

Also Present: Rosalind Barnett (Town Clerk)

80/20R	Apologies for Absence No apologies were received.
81/20R	Declarations of Interest Councillor Eastman declared a non-pecuniary interest as she is a trustee of the IP17 Good Neighbours Scheme.
82/20R	Minutes of the Previous Meeting It was unanimously RESOLVED to accept the minutes of the 15 February 2021 with the following amendments: <ul style="list-style-type: none">• Addition of Cllr Fisher in attendance.• Clarification that the recommendations were being made to the Town Council.• Inclusion of the query relating to the CIL reserve position. Please note – As this was a Zoom meeting, all documents will be signed at the first opportunity.'
83/20R	Public Forum There were no members of the public present.
84/20R	Finance <ul style="list-style-type: none">a) Councillors noted the payments and receipts for February.b) & c) The Clerk verbally added several additional items to the payments list for approval. This is because the council has received invoices while she had been on holiday: Town Council<ul style="list-style-type: none">• J Chesterfield Cleaning £ 108.00• SC Norse Dog Bin Installation £ 150.00• SC Norse Rubbish Bags £ 109.15• SC Norse Town House Waste £ 321.43• SC Norse Market Waste £ 1000.13Market Hall<ul style="list-style-type: none">• J Chesterfield Cleaning £ 42.00• Herringbone Web Support £ 360.00

Signed _____ Date _____

	<ul style="list-style-type: none"> • SC Norse Market Hall Waste £ 186.48 • PPRS Music Licence £ 128.40 <p>Councillors approved the payments with the exception on the 'Market Waste'. The Clerk was asked to review this contract and report back at the next meeting. Councillors requested that where possible, payments should be submitted in writing for approval before the meeting. A further discussion was held about the approval of payments. It was agreed that any payments that were still under scrutiny would be presented to the Town Council meeting in April. It was agreed that the Chair of Finance, Chair of the Council, and the Clerk would meet to clarify how the Council will continue to comply with the financial regulations, whilst ensuring the council can operate efficiently.</p> <p>RESOLVED Councillors approved the March payments for the Town Council and Market Hall with the exception of Market waste.</p> <ul style="list-style-type: none"> d) The balances of £8359.07 in the Market Hall account and £ 128,007.61 in the Town Council account were noted. e) Councillors considered the reports on performance against budget for both the Town Council and Market Hall. The Clerk explained that she had removed the CIL income and expenditure within the overall budget. Councillors asked the Clerk to review the £5,900 which was appearing in the CIL budget and asked her to investigate.
85/20R	<p>Staff Management Arrangements</p> <ul style="list-style-type: none"> • Councillor Eastman explained that as the Chair of the Staffing Committee she had worked with the Clerk to produce documentation for an Appraisal and Performance Management Scheme using the ACAS template. Councillors suggested the improvements to the draft: • The Chair and Vice Chair will be responsible for the setting of the priorities for the Clerk and for performance management. • Personal development objectives should be reported to the Resources Committee and the work programme should be reported to the Town Council. • Changes to the wording of the 'Business Plan' to be renamed the 'Annual Plan'. <p>The Committee agreed to adopt the paperwork in principle. It was also agreed that a further meeting will be held to look at the details which will be reported back to the Resources Committee.</p> <ul style="list-style-type: none"> b) It was agreed that the Chair of the Council would approve the Clerk's Annual Leave and that the Clerk would be responsible for approving the leave of other staff.
86/20R	<p>IP17 Good Neighbours Scheme (GNS)</p> <p>Councillor Eastman informed the Committee that the appointment of the co-ordinator post for IP17 GNS is progressing. She offered to produce an agreement for the Town Council for the £13,000 grant, which will be presented to the April Town Council meeting for approval. She indicated that the trustees are confident that they will be able to fundraise for the balance of the post for the year. A Zoom meeting has been organised to celebrate a year of operations.</p>
87/20R	<p>Environment Co-ordinator</p>

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	<p>Councillors discussed the appointment of the Environmental Co-ordinator.. It was agreed that Councillors Hiley, Hawkins and Fisher would be invited to be involved in the interview process. It was agreed to use local social media to promote the post, by potentially advertising on the Suffolk County Council site and free online platforms. Councilors asked for the following improvements:</p>
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| | <ul style="list-style-type: none">• To monitor the Saxmundham environment and make recommendations for improvements.• For the 'Team Player' to be moved into the essential column on the person specification.• Ensure that litter picking is given high priority.• The Clerk was asked to check whether the NEST pension scheme would be available. |
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Meeting finished 11.43 am

Roz Barnett Clerk/RFO

Signed _____ Date _____



Saxmundham Town Council

Minutes of the Meeting of the Market Hall Management Committee 7.00 PM 15th March 2021 by Video Conference

Members of the Committee:

Cllr. Jeremy Smith (Chair)
Carole Cecil
Cllr Di Eastman
Cllr Charlotte Hawkins
Rosie Hoare
Cllr. Tim Lock
Cllr John Findlay

Also Present:

Claire Lyth
Roderick Orr-Ewing
Roz Barnett (Clerk)
Jenny Morcom (Assistant Clerk)

50/20MHC Apologies for absence

Apologies were received from Cllr J Findlay

51/20MHC Pecuniary/Non-Pecuniary Interests

There were no Declarations of Interests.

52/20MHC Minutes of the last meeting

It was **RESOLVED** to accept the minutes of the previous meeting held on the 1st February 2021.

53/20MHC Finance

Income and expenditure report dated 5th March 2021.

The Committee received the report.

End of Year Out-Turn 2020-2021

The report shows an underspend of £2,650 for 2021, which in addition to the balance carried forward from 2019-2020, gives a projected end of year balance of £8,844.07.

The Committee RECEIVED the report. The Chair thanked the Clerk for the clarity of her financial report.

54/20MHC Covid-19 Testing Centre

The Testing Centre is now up and running. The Hall hire charge for this purpose is £100/day with bookings one month in advance. The organisers are asking participating venues whether they may continue up to and including June 2021 if need be.

It was RESOLVED to allow the Testing Centre to continue to book the Market Hall on the current terms until the end of June 2021, and for the Hall to be available for community bookings from July 2021 providing Covid restrictions do not prohibit community use.

55/20MHC Alde and Blyth Community Radio

The licence between the Market Hall Trustees and Alde and Blyth Community Radio has been agreed in principle, but we are still waiting for our solicitor to comment.

The Clerk will contact the solicitor for an update.

Alde and Blythe have requested a donation from the Town Council of approximately £1.4K to cover the cost of a new door to the Webster Room with a fire exit push bar.

Signed _____ Date _____

It was **RESOLVED** to offer Alde and Blythe Community Radio £500 towards the cost of fitting a push bar to the existing door and that it would be acceptable for them to use this towards the cost of an entire new door if they prefer.

The Clerk will make this offer to Alde and Blythe and refer the matter back to the Committee if necessary.

56/20MHC Bookings and Events

Rosie Hoare reported that she has discussed the following dates with the bands who would have been booked last year:

21st August - Swing Machine

18th September - Blues Bluffers/Ska Band

October – a cabaret night – date to be decided.

Rosie Hoare has also discussed with Terry Barrow the usefulness of having our own bar so that the Market Hall Charity would benefit from the income.

After some discussion, the Committee RESOLVED that it was in principle in favour of including a bar in the Hall, and that a proposal with draft design should be brought to the next meeting.

The Committee RESOLVED that the events programme should go ahead as planned as long as it is not prevented by Covid restrictions.

Rosie Hoare and Carole Cecil will meet to discuss holding another Tea Dance and bring a proposal to a future Committee meeting.

57/20MHC Market Hall Development Plan

The Chair brought forward this item (11) for consideration

Claire Lyth and Roderick Orr-Ewing presented ideas for refurbishing the WCs leaving a reception space that would show off the arched windows at the front of the Market Hall. Cllr Lock also presented an alternative design.

The Clerk has spoken to an architect, Tim Buxbaum, who would charge £50 per hour to work up draft plans and advise. She also advised that planning permission and the award of a contract should be in place in order to make a bid to the Heritage Lottery for funding for the works on WCs and frontage.

It was RESOLVED that the Clerk will convene a further meeting in order to look at designs in detail as soon as Covid restrictions allow.

Claire and Roderick will make some adjustments to their design in the light of tonight's discussion and after this the Clerk will send both their and Cllr Lock's designs to the architect for advice.

Cllr Lock informed the meeting that he may have a solution to the damp at on the outer wall of the reception area.

Further matters under this item was deferred until the next Market Hall Management Committee Meeting.

58/20MHC Market Hall improvements – lighting bar

This is due to be fitted at the end of March at a cost of £2,495.

59/20MHC Market Hall improvements – under stage storage

This is now in hand.

Signed _____ Date _____

60/20MHC Market Hall improvements – kitchen

The Committee received costings of an estimated £15,000 to replace the kitchen units and flooring, and to install white roc cladding to ensure that the kitchen is hygienic and safe. This is in excess of the amount of money the Town Council had set aside for the work.

It was RESOLVED that the Clerk should seek grant funding to cover part of the costs of the kitchen refurbishment, and that the Assistant Clerk and Cllr Lock should continue to obtain costed estimates for the various items.

It is hoped that a fully costed proposal with grant funding will be ready for consideration by the Resources Committee in April.

61/20MHC Website

This is being brought up to date with an on-line booking system. There are still some problems with some of the buttons and links. **NOTED**

The meeting closed at 8.37pm.

Jenny Morcom

Assistant Clerk to Saxmundham Town Council,

Signed _____ Date _____



Saxmundham Town Council

Minutes of the Meeting of the Amenities & Services Committee 6.30 PM 29th of March 2021 by Video Conference

Councillors:

Cllr. T. Lock (Chair)
Cllr. C. Hawkins
Cllr. D. Eastman (Arrived 6.38)
Cllr R Hedley Lewis
Councillor James Sandbach

Also Present: Roz Barnett (Town Clerk)

53/20AS Apologies for absence

No apologies were received.

54/20AS Pecuniary/Non-Pecuniary Interests

There were no Declarations of Interests.

55/20AS Minutes of the Previous Meeting

It was unanimously RESOLVED to approve the minutes of the meeting 15th of February 2021 with the addition of £250 and they will be signed by the Committee Chair at the earliest opportunity.

56/20AS Town House

The Clerk informed the Committee that there was around £3000 to spend on improvements to the Town House in 2021-22 after regular maintenance items are accounted for..

- a) Councillors asked the Clerk to get quotes for a replacement carpet in the meeting room.
- b) Councillors discussed the design of a potential information point at the foyer. Works would have to be completed after IP17 GNS and the Community fridge move the Fromus Centre so any works would have to be scheduled for summer/early autumn.

57/20AS Update on the Signage Project

- a) Councillor Eastman reported on the progress of the Visitor map. Councillors asked that the lighting for the new signage be reinstated if possible. The Clerk has approached the station and Waitrose to see whether they would like a sign.
- b) The finger posts have been ordered and we are waiting for planning permission from East Suffolk District Council for the post outside the Edge Café. It is estimated that installation will be the end of May.

58/20AS Memorial Field

- a) Councillors commented on the draft booking form, and open spaces policy. They suggested that instead of charge for community groups the council considers a returnable deposit. They also suggested further points on vehicle access. The document will also be considered by the Resources Committee.
- b) Councillors agreed to set up a Working Group to develop a survey and the plans for the Memorial Field and Seamen's Play Area. Councillors Hawkins, Hedley Lewis and Eastman volunteered to take part. The Committee asked the Clerk to get a quote for the re-staking of the trees on the memorial field.
- c) The Clerk reported that the CYDS project has redecorated the building internally. Councillors asked the Clerk to get quotes for the external decoration.

59/20AS Saxmundham Walking Trail

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Councillors agreed to support the development of the new trail and promote the existing Town Trail allocating £200 of the maintenance budget for the way markers. The Clerk to arrange a meeting with the volunteer resident and Councillor John Fisher to action the proposals.

60/20AS Bin Requests

- a) The Clerk reported that the boundary bin has been installed. Councillors decided not to move the bins at the station but to continuing monitor the litter situation. East Suffolk have agreed the bin on Fromus Green and councillors asked the Clerk to proceed with the multi-use bin. Councillors also suggested that the Clerk purchase some signage for dog fouling that can be used in the community.
- b) Councillors agreed the bin/street furniture application form.

61/20AS Hanging baskets and floral displays

Councillors noted that due to the timescales and lockdown the Town Clerk was unable to acquire additional quotes for the hanging baskets. The Chair explained that Norse has limited all the Towns to 40 hanging baskets.

RESOLVED Councillors agreed £1120 for the purchase of the hanging baskets from Geaters Nursery and £1071.20 for watering from Suffolk Coastal Norse.

62/20AS Sax In Bloom

- a) The Clerk reported that after a site meeting of the station adopters, councillors, and the garden designer, a planting plan had been produced. In consultation with the Chair of the Council, the Chair of the Resources Committee and the Chair of Amenities Committee it was agreed to purchase £865 worth of plants and procure expert planting advice at a cost of £270. The trees will be planted at the end of March and the perennials in mid-April.
- b) The Clerk was asked to meet with Councillor Fisher and the concerned resident with a view to discussing a plan for re-wilding.

63/20AS Correspondence

- A resident reported that some rat poison had been scattered near the Tesco supermarket. This was reported to Norse who cleared the area within an hour of the report.

The meeting closed at 7.46 p.m.

Roz Barnett

Clerk to Saxmundham Town Council, Old Police Station, Approach Road, Saxmundham, IP17 1BW

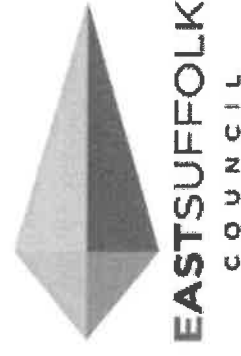
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Saxmundham Outline Town Centre Action Plan

January 2021 (draft)



**Saxmundham
Town Council**

Agreeing an Action Plan

The table below provides an outline town centre action plan for Saxmundham using the checklist of issues from the LGA Handbook on revitalising town centres, the evidence identified through the survey work. This action plan template is being developed by the People & Places Partnership on behalf of East Suffolk Council and in close association with Saxmundham Town Council and Saxmundham Neighbourhood Planning Steering Group. The outline plan, once discussed and agreed with key stakeholder groups, can be used in developing a detailed delivery plan by partners with budgets, responsibilities, defined outcomes and measurable indicators of success.

POTENTIAL PROJECT/INITIATIVE	Outcome & monitoring indicators (2 & 5 years)	Timescales & responsibilities
THEME 1: GROWTH, ACCESS & STREESCAPE This theme addresses the role of planned growth, walking and cycling infrastructure, physical streetscape enhancement and foot-flow to make the town centre more accessible and appealing to move around.		
PLANNING & PROPERTY: Are there robust town-centre-first policies, master-planning, priorities within and between towns and has work been coordinated with town centre businesses and landlords?		
An ambitious, supportive and challenging planning policy context offers potential to boost the town centre in the long-term. The policy review identifies robust district-wide, town-centre-first policies and proactive approaches for enhancing the role as multi-functional places. The Saxmundham Neighbourhood Planning Steering Group (SNPSG) is seeking to supplement this with town-specific policies for accommodating up to 800 new homes and boosting a “lively, thriving” town centre through linked trips from supermarkets. Businesses have negative perceptions about competition from out-of-town retail (65%) though are positive about the availability of premises (76%).		
PLANNING SNPSG is proposing policies specifically designed to encourage a mix of shops, services, residential, cultural/entertainment venues, and food and drink establishments in the town centre. Town centre development proposals for retail; hotels and guest houses; residential on upper floors; and non-residential public buildings, assembly and leisure. This is dependent on the new uses not requiring on-street parking or inhibiting access. For the mixed-use area around the Saxmundham Station, support will be given to other uses which comply with the masterplan and do not adversely conflict with uses in the High Street and Market Place.		
Agreement and delivery of supportive planning use policies agreed as part of the NDP leading to a business diversification and increased footfall.		STC & SNDSG with ESC 2021-25

PROPERTY		
Draft Neighbourhood Plan policies seek to support:	Agreement and delivery of supportive planning policies with ESC as part of the NP leading to reuse of properties, business diversification and wider confidence.	STC & SNPSG with ESC 2021-25
<ul style="list-style-type: none"> the reopening of the White Hart public house as a focal point for the community the regeneration of the Market Hall as a community asset and focal point for the High Street the establishment of a Civic Quarter in Street Farm Road 		
PARKING, TRAVEL & ACCESS; Is an integrated and customer-focused parking, travel, and access strategy in place?		
There were mixed messages about the need to make parking and traffic management as a high priority for Saxmundham that merit further research. Businesses and customers have relatively positive perceptions about parking (69% & 51%) though were split in their opinions about traffic (55% & 30%). The indication from surveying parking usage is that provision in Saxmundham is adequate with 28% of spaces available mid-week. More flexible parking and traffic management enhancements were high priorities for businesses and customers for improving the town centre.		
PARKING		
<p>A thorough review of East Suffolk parking services has been completed alongside this town centre work led by the Council's Economic Development service. The aim was to apply a modern approach to delivering parking services that took account of the requirements and travel patterns of visitors, residents and businesses. Changes included:</p> <ul style="list-style-type: none"> a simpler tariff structure in operation, reflecting evidence that people want longer trips for shopping and socialising better use of technology, including a parking app that allows drivers to check parking place options and extend parking sessions without returning to vehicles the introduction of a free half hour for parking in many off-street parking places where free on-street parking opportunities are limited reducing the number of coins per tariff level 	<p>Positive stakeholder perceptions shown by re-survey of impact of parking & reduced priority to improve.</p> <p>Evidence of increased availability at busy times and of different users being better able to park 'when and where' to meet their needs.</p> <p>Additional outcomes agreed by Parking Review.</p>	ESC with SCC & STC 2021-22
TRAFFIC & TRAVEL		
<p>The Saxmundham NDSG makes specific proposals for improving traffic flow and enhancing pedestrian safety to maximise foot-flow into the town, including:</p> <ul style="list-style-type: none"> introducing traffic calming features and other safety features to the High Street introducing a speed limit of 20 MPH 	Any outcomes sought would need to be defined by initial study with baseline indicators but could include safety and	SCC with STC & SNPSG 2021-23

<ul style="list-style-type: none"> investigating the feasibility of creating one-way vehicular traffic southbound in the High Street creating entrance 'gateway' features to signal the pedestrian priority zone <p>An early priority will need to be the commissioning of a scoping and feasibility study for such measures in conjunction with Suffolk County Council Highways.</p>	pollutant levels, alongside footfall/foot-flow.	
The NDSG recommends that Saxmundham Town Council should work with East Suffolk Council, electric vehicle infrastructure providers and other site owners to identify locations for the provision of electric vehicle recharging points in the town centre.	Enable use of the town centre by increasing number of electric vehicles.	STC with ESC, SCC & landowners/businesses
PUBLIC TRANSPORT		
Activity to boost the quality and use of public transport in Saxmundham, might include: <ul style="list-style-type: none"> strengthening the role of the station forecourt as a transport hub promoting and enhancing the town bus service creating bus links into proposed new 'Garden Neighbourhood' development to provide safe and easy bus access between the town centre 	Increase the proportion of local residents accessing the town centre using public transport.	SCC & bus companies with STC 2021-25
STREETSCAPE & PUBLIC REALM: Has a funding strategy and ongoing, prioritised streetscape and public realm improvement plan been agreed with an understanding of 'connected value'?		
<p>The data indicates that an important, immediate challenge will be to migrate footfall from the supermarkets to a town centre where existing qualities are enhanced.</p> <p>Customers are positive about convenience (86%), cleanliness (74%) and ease of walking (76%), though less so about the physical appearance of Saxmundham town centre. Footfall in the Market Place is slightly less than national benchmarks whilst even on market day, is half that of outside the Tesco supermarket. Saxmundham scores moderately in all three aspects of wellbeing relating to 'place'.</p> <p>Improved pedestrian permeability is an important part of the Neighbourhood Plan's proposed future vision for the town centre. The aim is that the town centre will have a strengthened welcoming and attractive character where pedestrian activity dominates the space and users have a high sense of safety and belonging.</p>		
ACCESSIBILITY		
The focus of the Neighbourhood Plan's draft policies for enhancing the town centre focus on reducing the impact of traffic. The aim is to create improved connectivity between the different areas of the town centre with a pedestrian friendly environment	Positive stakeholder perceptions shown by re-survey of impact & reduced priority to improve.	SCC, STC, ESC & landowners including Waitrose, Tesco & Greater Anglia.

<p>linking the railway station, the High Street, Fromus Square and an intersection close to the Bell Hotel that can form a focal point and meeting place.</p> <p>The Saxmundham NDSG recommends policies for enabling town centre public realm improvements by supporting development proposals which help deliver proposed streetscape improvements. Proposed improvements include:</p> <ul style="list-style-type: none"> • creating seating areas and informal meeting places • widening pavements in the High Street area • applying surface treatments to create a common appearance to the area • implementing a comprehensive signage strategy • better integrating St Johns Church with the town centre <p>It is recommended that footfall gains might be immediately boosted by integrating and extending such improvements to include enhancing the pedestrian links between the supermarkets and the town centre. Such work should be the focus of immediate scoping and feasibility work focused on:</p> <ul style="list-style-type: none"> • providing waymarked and widened footways on 'desire lines' from Church Street across Waitrose car park and around supermarket • installing new crossing points from Tesco entrance along desire lines across Church Street • enhancing Fromus Square through surfacing, signage and landscaping to encourage foot-flow between the Waitrose site and town centre. • providing waymarked, surfaced routes from Warren Avenue to the town centre <p>The draft Neighbourhood Plan recognises that the station approach is visually uninspiring and lacks visual cohesion and connectivity with other parts of the town. It is proposed that policies be developed to improve:</p> <ul style="list-style-type: none"> • the layout of the station forecourt to better serve its function as a transport hub • the visual clues about the links between the railway station and the town centre <p>The approach to improving active travel linkages should also be applied to proposed new "Garden Neighbourhood" including:</p> <ul style="list-style-type: none"> • creating segregated footpaths cycle lanes to support active travel to town centre • providing adequate, safe highway crossing points on connecting roads 	<p>Evidence of increased foot-flow around the town, especially disabled users.</p>	<p>2021-25</p>
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THEME 2: BUSINESS DIVERSIFICATION & DIGITAL DEVELOPMENT			
This theme includes support for 'softer' diversification and skills development, including strengthening the town-wide identity, promotion, marketing, digital infrastructure and skills, leisure, cultural activity and hospitality.			
BUSINESS SUPPORT: Is there tailored training/mentoring and a strategy to enhance the quality and distinctiveness of retail, services, hospitality and leisure businesses based on current provision, trends and knowledge of competing centres?			
An important part of the challenge going forward will be ensuring that Saxmundham diversifies its mix of shops and services to encourage linked trips from the supermarkets and increased dwell times .			
Saxmundham provides retail and other services for local residents including goods for home, luxury items, hairdressers, financial services and food and drink that complement the two large, town edge supermarkets. There is an indication from the survey findings that the town centre has capacity for additional hospitality business that might encourage local shoppers to make linked trips from the supermarkets and dwell longer in Saxmundham.			
A continued decline in turnover is expected by a relatively low proportion (16%) of businesses compared to 21% across neighbouring towns and businesses are generally positive about the town centre environment. Compared to other small towns in East Suffolk, Saxmundham is amongst the top two most negatively perceived places in terms of the overall retail mix and its market as well as services including leisure, cultural activities and hospitality. This is consistent with customers' overwhelming priorities for diversifying the range of shops and services.			
BUSINESS DIVERSIFICATION			
Creation of an informal business network for Saxmundham businesses that can help shape proposals and engage in developing business-led solutions such as town centre marketing and digital development.	Increased business involvements, positive sentiments & confidence	STC with ESC 2021-22	
Support proposed planning policies for diversifying town centre uses though inward investment campaigns to attract new businesses such as hospitality and negotiating short-leases etc. to enable 'pop-up' shops and community uses of empty properties. The Neighbourhood Plan consultation recognised a demand for a greater variety of pubs and restaurants, especially family-friendly establishments. This could help increase foot-flow from the supermarkets to the town centre.	Reduce the proportion of town centre empty properties; encourage new start-ups and diversify the business mix to include a greater proportion of hospitality, for example.	STC & SNPSG with ESC 2021-25	
MARKETS			
The Wednesday market is struggling with less than a handful of regular stalls and the Neighbourhood Plan evidenced wide support to enhance it. In doing so, it will be important to continue to promote and enhance activity in way that helps boost footfall	Increased number of market stalls at different markets.	STC 2021-22	

<p>across the town centre. The following potential improvements to the markets should be considered in developing the future approach:</p> <ul style="list-style-type: none"> • actively promoting the market as part of the town centre offer, highlighting opportunities to use neighbouring businesses • changing the day of the market and/or change the venue (e.g. to Fromus Square) with 11 regular stalls compared to 5 for neighbouring towns. • organising periodic, specialist markets to attract new customers into and across the town centre • supporting existing traders and seeking to add to the mix 	<p>Evidence of increased foot-flow around the town.</p> <p>Improved business confidence in re-survey including market & street market traders.</p>	
DIGITAL ADVICE		
<p>Refer town businesses to the pilot digital advice service provided as part of the East Suffolk Smart Towns programme. Business will receive access to bespoke diagnostics, advice and a workshop programme.</p>	<p>Evidence of higher priority given to digital development by businesses from follow-up survey and monitoring of increased social media activity.</p>	<p>ESC with STC and business representatives 2021-22</p>
PLACE BRANDING & MARKETING: Is there a clear understanding of the town brand with pooled budgets and a creative, collective marketing campaign?		
<p>Analysis suggests brand development and marketing needs to bridge the gaps between negative customer and positive business perceptions to promote an authentic local identity.</p> <p>In contrast to most other local towns, a high proportion of customers in Saxmundham (42%) considered that their experience of the town centre had worsened in recent years and only 60% would recommend a visit. The 'sentiments' word cloud for Saxmundham paints a picture of a welcoming place to use that is in need of some updating and revitalisation.</p> <p>Population data for Saxmundham indicates a town with a slightly older profile than typical for the UK, although 41% of residents are under 40 years-old. 97% and 81% of businesses consider the potential of local and tourist respectively as a positive factor and a relatively high proportion are positive about existing events (80%), marketing (76%) and local partnerships (61%).</p>		
COMMUNICATIONS AND MARKETING		
<p>Short-term improvements to Saxmundham town centre, provide early opportunities to boost the town's image and sense of progress. An immediate opportunity is to draw supermarket shoppers to undertake linked-trips or revisit on other occasions. Promotion of the town's hospitality and specialist businesses will be an important part of this,</p>	<p>Positive community & business perceptions shown in re-survey including improved experience of town centre.</p>	<p>All partners with coordination & communications core group, including</p>

<p>alongside a hopefully enhanced market. Events at the Market Hall and the Museum can be promoted to widen the appeal, while the Arts Station provides a greater opportunity to add to the town's identity and increase foot-flow around the town centre.</p> <p>Effective coordination between organisations and clear communication of proposals and achievements to the wider community will be important in creating positive local sentiments and creating a basis for wider promotion. It will be important to engage businesses through their proposed new network as part of this and reach out especially to younger generations including families. As part of this, the complementary identity and visitor offer of Saxmundham should be highlighted alongside Leiston and Aldeburgh.</p> <p>It is proposed that a communications and marketing plan should be developed as part of work to revitalise Saxmundham town centre. Elements of this plan will be developed alongside the proposed Smarts Towns programme and be targeted at key stakeholder groups, the wider community and potential visitors and could include:</p> <ul style="list-style-type: none"> mechanisms for internal coordination between key partners/stakeholder groups including business representatives engagement and involvement of the wider community mechanisms such as tastier promotions and social media to engage and involve the wider community with regular good news stories collective marketing of product and place through the promotion of specialist businesses, hospitality offer and attractions events programmes targeted at residents and potential visitors integrated visitor marketing plans with Leiston and Aldeburgh 	<p>Evidence of increased foot-flow around the town & repeat visits connected with events & marketing.</p> <p>Tracking of positive social media activity.</p>	<p>business representatives 2021></p>
<p>EVENTS</p> <p>As part of bringing the town to life, there is the opportunity to work with local organisations and businesses, to develop an annual programme of events. Steps towards achieving this can include:</p> <ul style="list-style-type: none"> identifying, enhancing and promoting the use of key town centre spaces including the Market Hall, Fromus Square and the Market Place bringing together interested organisations such as community and culturally-based organisations to develop a year-round programme that might include specialist markets, concerts, exhibitions or street food 	<p>An annual programme of events created with monitored increases in footfall and repeat visits; improved positive customer sentiments and increased business confidence.</p>	<p>STC with key venues & stakeholder groups including Market Hall, Museum & Art Station 2021></p>

DIGITAL TECHNOLOGY & DATA: Is there an ongoing assessment of digital infrastructure and skills with an investment plan and approach for the collective use of data in marketing and monitoring the town centre? Digital development in Saxmundham needs to strike a balance between the demand for improved infrastructure from businesses and the priority given to enhanced services by customers. Businesses give high levels of priority to town-wide investment in digital infrastructure and the highest priority is given to fast broadband infrastructure (64%). The data indicates a moderate priority or state of readiness in terms of digital skill development with the highest priority given to the use of social media (43%). Customer demand for development of digital services is higher and the highest priorities are given to online sales such as 'click-and-collect' (62%) and web site development (50%). Customers also give a modest priority to improving the digital phone network coverage (43%).			
SMART TOWNS			
East Suffolk Council is developing a District-wide Smart Towns programme that aims to install technology and develop data analysis to improve local insights and allow for data-led decision making. The programme will in-time support local digital placemaking, marketing and improved connectivity through the installation of public Wi-Fi. It is proposed that Saxmundham becomes an active participant in this programme. Initial steps to help get ready for the local roll-out of Smart Towns include: <ul style="list-style-type: none"> • establishing local leads for 'digital place marketing' and guiding installation • identifying existing newsletters that can be used for a Wi-Fi mailing list • posting news on town centre/positive work in town groups on Facebook • establishing a mailing list of town centre businesses and a town news mailing list that will also in time include Wi-Fi subscribers • examining the town's visitor facing website(s) by signing-up for an audit 	Improved business & customer satisfaction with town centre digital infrastructure provision. Detailed monitoring of foot-flow data and town-wide social media activity.	ESC with STC and business representatives 2021-22	
TOWN TECH ROLLOUT			
The Smart Towns programme will provide the installation of free-to-use public Wi-Fi, visitor monitoring technology and data analysis dashboards. Town marketing platforms linked to public Wi-Fi users will also be established. A town group support programme will assist town councils and business groups in using the new Wi-Fi/data technology and learning other digital and marketing skills.	Detailed monitoring of foot-flow data and town-wide social media activity.	2021-23	
Key to organisations involved to-date: East Suffolk Council (ESC); Saxmundham Town Council (STC); Saxmundham Neighbourhood Development Planning Steering Group (SNPSG); Suffolk County Council (SCC).			



Item no:	10 -164/20TC
Report dated:	Thursday, 08 April 2021
To the:	Town Council
Meeting on:	12 th of April 2021
Subject:	Christmas lights
Contact/author:	Roz Barnett – Town Clerk

1.0 Summary.

The Town Council has just completed a three-year agreement with Target Animation who provided Christmas lighting on a hire basis. The contract included: -

- Icicle lights in the High Street and around Market Place,
- 16 Lamppost decorations,
- All necessary licences and permissions,
- Maintenance and storage throughout the period,
- Collection of installation, removal, and disposal of 3 Christmas trees,
- Obtaining the necessary licenses, attendance at switch on ceremony and service call outs.

2.0 Recommendations.

- To consult with businesses and residents on the Christmas Lights display.
- To seek ideas and indicative quotes from lighting companies for a two- or three-year period.
- At the May meeting to agree specification and consider whether the Council tenders for three-year contract or seeks quotes for a two-year contract.

NB: Legal power to make decision.

Local Government Act 1972 s.144

Power to encourage visitors and provide conference and other facilities.

(1)A local authority may (either alone or jointly with any other person or body)—

(a)encourage persons, by advertisement or otherwise, to visit their area for recreation, for health purposes, or to hold conferences, trade fairs and exhibitions in their area

Saxmundham Town Council

Meeting: Monday 12th April 2021

Item 11 – Neighbourhood Plan

Report by: Chair

Dated: 8th April 2021

Recommendations:

(a) to note progress with the Neighbourhood Plan, including the technical support being received from AECOM in relation to town centre and Garden Neighbourhood;

(b) to appoint Rachel Leggett and Andrea Long as joint consultants to advise and assist the Neighbourhood Plan Steering Group and Town Council with the drafting of the Plan and in relation to preparation and implementation of the relevant statutory processes, at a cost not to exceed £3,000 from the Town Council's resources at this stage, and on the basis that application will be made to Locality for government funding for the remainder of the work envisaged.

A. Progress report

1. As previously reported, the Neighbourhood Plan Steering Group, which comprises 4 town councillors and 4 community volunteers, has drawn up the proposed overall objective for the Plan, identified 5 thematic issues with their specific aims, and 2 specific areas, the town centre and proposed Garden Neighbourhood. A large-scale public consultation was held in summer 2019 and a report on its results published last summer. The Steering Group has sought to take the results of consultation fully into account at each stage. The current aim is to have the Neighbourhood Plan finally adopted around May of next year (2022), following the required external examination and positive vote in a parish referendum, however not all the timetable is within our control.

2. Over the last two months, the Steering Group has benefitted from technical support provided by AECOM in relation to ideas and proposals for (a) the town centre, including street and public environment, and flows of traffic and people, and (b) the Garden Neighbourhood, in terms of proposals for design and masterplanning principles. This technical support is provided via application to Locality, an organization which acts as 'gatekeeper' for government funding to support neighbourhood planning. Councillors will have received copies of the ideas from AECOM consultants for both (a) and (b), presented in a Zoom workshop. The Steering Group is sending its own – mainly favourable – feedback comments to AECOM, whose final proposals to us are due in May.

3. Steering Group member Christine Buttery kindly started to write a first draft of key sections of the Plan, for which our thanks, but she and the Steering Group felt that there were difficult issues which required external advice and help, notably in relation to the distinction between what count as 'planning policies' for the purposes of Neighbourhood Plans, and what are not so deemed, but which nonetheless may form important policy goals or aspirations of the Town Council in relation to the future of the town. Moreover, even once a first draft Plan is drawn up, there remain quite complex procedural steps to follow, as well as the need to include companion documents on e.g. the consultation undertaken and its results.

4. The Steering Group therefore felt it was necessary and timely to seek the engagement of consultant(s) to assist and advise, including drafting some of the Plan itself in line with Steering

Group guidance on the issues. The next section of this report gives information on the process for engaging this consultancy support.

5. The Steering Group also has the benefit of ideas and feedback from East Suffolk Council planning officers, which has also been given recently via Zoom meetings. This has been very helpful in guiding us more clearly through the legal procedural steps that lie ahead, and in discussing some of the important planning issues, as well as the fact that the Pigeon proposals for the Garden Neighbourhood do not respect the Local Plan designated area, whereas Neighbourhood Plans are required to accord with the Local Plan.

B. Appointment of consultants

6. The Steering Group drew up and contacted a list of 5 potential (and experienced) consultancies, of which one did not respond and one indicated non-availability. The remaining three each put in good quality written submissions and demonstrated wide experience in advising town and parish councils on Neighbourhood Plans. Zoom interviews were held with all three, by a panel of steering group Chair, Christine Buttery, and assistant Town Clerk.

7. The panel's unanimous recommendation, taking account of all factors including experience, availability and cost, is to appoint as joint consultants Rachel Leggett and Andrea Long. (Their proposal is made "on behalf of 2 separate consultants working together as 'Rachel Leggett & Associates' and 'Compass Point Planning and Rural Consultants'", but the work will be carried out by the two named individuals). Rachel Leggett is an Urban Designer and experienced community facilitator, while Andrea Long is a Town Planner who "specializes in the development of policy ideas and policy writing, technical advice and writing the statutory supporting documents.." We have received two very positive written references for their work.

8. Their proposal is divided into 4 stages:

(a) drafting the NP – 15 days of which 12 by Ms Long, cost £5400.

(b) Pre-submission consultation – 4 days, £1440.

(c) Submission stage – 8 days, £2880

(d) Examination, Referendum , Adoption stages – 6 days, £2160

This would make a total of 33 days (covering the work of both consultants) for £11,880

At this point, however, we are mainly concerned with the first stage, which we need to get underway urgently. It is very likely that, in the near future, the Town Council will be able to apply for financial support to Locality, which if successful would cover a large part of the overall cost. We have discussed with the proposed consultants the idea that they be engaged initially by the Town Council, and that the balance of their engagement be covered (if we are successful) through Locality funding.

9. Accordingly, it is recommended that the Town Council at this point engage the services of Rachel Leggett and Andrea Long for a maximum of 8 days initially, at a daily rate of £360 each plus travel expenses, within a Town Council budget for the purpose not to exceed £3000. In parallel, as soon as possible an application will be made to Locality to seek financial support for further work by the consultants in line with the stages of their submission.

License between Saxmundham Town Council (STC) and

YOUNG PEOPLE TAKING ACTION

1. Background: YOUNG PEOPLE TAKING ACTION have been operating from the Youth Booth under the Service Level Agreement with Access House. Now that this Service Level Agreement has ended Saxmundham Town Council wishes to support the current Youth Work Programme by offering a temporary licence for the use of the building until March 2021.
2. License: STC shall allow YOUNG PEOPLE TAKING ACTION to occupy the Youth Booth on the Memorial Field, Saxmundham on the following terms:
 - 2.1. YOUNG PEOPLE TAKING ACTION shall pay to STC a license fee of one Pound for the duration of this license.
 - 2.2. Termination: Each party shall give the other one months' written notice of its wish to terminate this license.
 - 2.3. STC shall continue to pay for the utilities on the Youth Booth however YOUNG PEOPLE TAKING ACTION is responsible for the provision of WIFI if required.
 - 2.4. No modification to the structure or services of the room shall be undertaken without written permission from STC and, where necessary, planning consent from East Suffolk District Council. Any essential maintenance of the property shall be carried out by STC.
 - 2.5. Internal decoration is permitted on the condition that it is repainted in neutral colours when the building is returned to the council.
 - 2.6. Hours: the hours of operation shall be between 1pm and 10pm on Tuesdays and Thursdays. Usage outside of these hours should be agreed by the Town Council in writing.
 - 2.7. STC shall allow members of YOUNG PEOPLE TAKING ACTION to use its facilities, namely the utility area, the toilet and communal area and the outside area on memorial field. YOUNG PEOPLE TAKING ACTION members shall ensure that these facilities are left clean and in good condition.
 - 2.8. Use of the premises by YOUNG PEOPLE TAKING ACTION is subject to the following conditions:
 - 2.7.1 The premises are used solely for genuine purposes of YOUNG PEOPLE TAKING ACTION's normal activities – STC shall be the sole decision-maker of what constitutes such normal activities no unreasonable noise, nor any nuisance nor inconvenience to the public or to the staff or members of STC shall be caused from or in the vicinity of the Youth Booth by the members or invitees of YOUNG PEOPLE TAKING ACTION
 - 2.7.2 YOUNG PEOPLE TAKING ACTION shall maintain an up-to-date list of approved volunteers entitled to take part in its activities.
 - 2.7.3 YOUNG PEOPLE TAKING ACTION shall also nominate its responsible person(s) and in particular shall give an up-to-date name of at least one key contact person, including their postal address, email address and phone number, to whom any communication including notice of termination may be given or sent.

2.7.4 YOUNG PEOPLE TAKING ACTION shall look after the Youth Booth and its contents and keep the building and surrounding area in a tidy condition.

3. Insurance: STC insurance only covers the fabric of the offices. YOUNG PEOPLE TAKING ACTION shall indemnify STC against all risks associated with its activities including, but not restricted to, Public Liability, loss or injury to any of its members and loss or damage to any of its equipment or other property. A copy of the currently public liability policy will be required by the council.
4. YOUNG PEOPLE TAKING ACTION is responsible for the health and safety and welfare of users of the building and should comply with the NYA guidance on COVID-19. Young People Taking Action is responsible for the health and safety checks listed in Appendix A. Any health and safety concerns should be reported immediately to the Town Council as should any confirmed cases of Covid-19.
5. YOUNG PEOPLE TAKING ACTION will be expected to comply with the law in relation to any activities and usage of the building.
6. YOUNG PEOPLE TAKING ACTION must not sublet the property for the entire duration of the licence.
7. YOUNG PEOPLE TAKING ACTION must give the Landlord (or persons acting on the Landlord's behalf) immediate access to the Property in the event of an emergency on the Property. The Town Council will notify the licensee if they wish to visit or have visited the property.
8. YOUNG PEOPLE TAKING ACTION shall promptly report any damages to the Town Council.
9. YOUNG PEOPLE TAKING ACTION should dispose of all rubbish in an appropriate manner and at the appropriate time.
10. In addition to termination of this license under paragraph 2.2 above, STC may terminate this license without notice at any time if YOUNG PEOPLE TAKING ACTION or any person acting on its behalf acts in serious breach of any of the terms of this license or permits or fails to take steps to prevent any such breach to occur.
11. STC may vary the terms of this license at any time upon giving not less than 1 months' notice of variation, and YOUNG PEOPLE TAKING ACTION may choose either to accept the license as varied, or to treat the license as terminated at the end of the notice period.

For: Citizens' Advice, Leiston, Saxmundham &
District.

Date:

D R A F T

FUNDING AGREEMENT BETWEEN SAXMUNDHAM TOWN COUNCIL ('TOWN COUNCIL') AND THE IP17 GOOD NEIGHBOUR SCHEME ('IP17GNS') FROM 1ST APRIL 2021 TO 31ST MARCH 2022

Background

IP17GNS was founded as a local Good Neighbourhood Charity in March 2020 in response to the Covid-19 pandemic to support people in Saxmundham and the surrounding villages by providing practical support, neighbourly friendship and encouragement through this challenging time. IP17GNS was initially founded as a short-term response to the pandemic, but it soon became clear that the services IP17GNS provides will be required in the longer term too to support those in our community who fall on hard times through no fault of their own. The aim of the Trustees is for IP17GNS to become a permanent community support charity.

Current and Future Funding

From the outset, the Town Council has supported IP17GNS through the engagement and funding of a part-Time Operations Coordinator. This support has been crucial in ensuring stability and capacity for the work of IP17GNS and ensuring a strong reporting line into the Town Council was maintained via its Vice Chair.

As IP17GNS continues to grow, it requires a full-time Operations Coordinator to run it and manage a "workforce" of around 100 volunteers. To this end, the Town Council has agreed to provide a grant of £13,000 (thirteen thousand pounds) to IP17GNS towards the employment costs of this full-time post for 12 months from 1st April 2021 to 31st March 2022. IP17GNS will be seeking funds from sources other than the Town Council to cover the balance of the employment costs of this full-time post.

Conditions

The grant of £13,000 to be paid in two tranches of £6,500 on condition that the Town Council is satisfied that the monies provided are being used solely for the purposes intended. The Trustees of IP17GNS agree to provide a written report to the Town Council on the projects it has fulfilled and services provided to

support the community of Saxmundham in advance of each tranche being paid in April and October. The Town Council reserves the right to withhold its funding should it not be satisfied that its grant is being used for the purposes outlined in this Funding Agreement.

IP17GNS will refer to the financial support of Saxmundham Town Council on its website, and in its annual report and publicity material.

.....
Signed on behalf of Saxmundham Town Council

.....
Date

.....
Signed on behalf of the IP17 Good Neighbour Scheme

.....
Date

SAXMUNDHAM COMMITTEE SCHEDULE 2021-22

Saxmundham Town Council normally meets the second Monday of the Month 7.00pm. Dates below.

April	May	June	July	September	October	November	December	January	February	March
12 th	10 th	14 th	12 th	13 th	11 th	8 th	13 th	10 th	14 th	14 th

Amenities and Services Committee normally meets third Monday of the Month at 6.00 pm. Dates below.

April	May	June	July	September	October	November	December	January	February	March
19 th	17 th	21 st	19 th	20 th	18 th	15 th	No meeting	17 th	21 st	21 st

Market Hall Committee normally meets bi-monthly on the last Monday of the month at 7.00 pm. Dates below.

April	May	June	July	September	October	November	December	January	February	March
28 th	No meeting	28 th	No meeting	27 th	No meeting	29 th	No meeting	31 st	No meeting	28 th

Resources & Finance Committee normally meets on the last Monday of the month at 2pm. Dates below

April	May	June	July	September	October	November	December	January	February	March
26 th	24 th	28 th	26 th	27 th	25 th	29 th	No meeting	31 st	28 th	28 th

Planning Committee meets the 1st and 3rd Wednesday 6:00 pm. Dates below.

April	May	June	July	September	October	November	December	January	February	March
7 th 21 st	5 th 19 th	2 nd 16 th	7 th 21 st	1 st 15 th	6 th 20 th	3 rd 17 th	1 st 15 th	5 th 19 th	2 nd 16 th	2 nd 16 th

The Annual Town Meeting is provisionally planned for Tuesday the 18th of May at 7pm

PLEASE NOTE THAT THERE ARE MINIMAL MEETINGS HELD DURING THE AUGUST RECESS UNLESS AN EXTRAORDINARY MEETING IS CALLED.

MARKET HALL TRUSTEES MEETINGS ARE CALLED WHEN REQUIRED AFTER THE TOWN COUNCIL MEETINGS

