



Shaftesbury Town Council

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To: Members of Shaftesbury Town Council’s Recreation, Open Spaces and Environment Committee (ROSE), Councillors for ROSE; Hall (Chair), Proctor (Vice Chair), Cook, Loader and Yeo.

You are summoned to a meeting of the Recreation, Open Spaces and Environment Committee for the transaction of the business shown on the agenda below. To be held at 7.00pm on **Tuesday 23 June 2020 [online at Zoom.us](https://www.zoom.us)**. Meeting ID: 824 9450 8142 Password: 775273

All other recipients for information only

Claire Commons CertHE PSLCC, Town Clerk and Responsible Finance Officer (RFO)

17th June 2020

Public Participation

Due to the current government coronavirus response, the Town Council will be meeting online. Members of the public are encouraged to submit their questions or comments under ‘Public Participation’ in advance of the meeting to the Chairman and these will be made available to all Councillors. Members of the public may also link in to observe the meeting using the details above.

Online Meeting Arrangements

The Chairman will host the meeting, attendees will be muted and councillors invited to speak in turn at each agenda item in line with Standing Orders Rules of Debate, Councillors may raise their hand to indicate that they wish to speak at other times. Voting will be taken in turn as directed by the Chairman and should be by the response ‘In Favour’, ‘Against’, or ‘Abstain’. The decision and summary of votes will be read back before moving to the next item.

The 7 principles of public life

Selflessness, Integrity, Objectivity, Accountability, Openness, Honesty and Leadership

Agenda

- 1 APOLOGIES3**
To receive and consider for acceptance, apologies for absence (1 min)
- 2 DECLARATIONS OF INTEREST3**
To declare any interests relating to the business of the meeting and receive any dispensation requests from the Clerk. (1 min)
- 3 MINUTES3**
To confirm the minutes of the previous meeting of the Recreation, Open Spaces and Environment Committee. (1 min)
- 4 VISITOR EXPERIENCE – TOWN BRANDING6**
To recommend to Full Council to award the tender for managing the Shaftesbury Brand Identity (10 min)
- 5 VISITOR EXPERIENCE – DIGITAL MARKETING SERVICE LEVEL AGREEMENT9**
To recommend to Full Council to award the tender for the Shaftesbury Digital Marketing Service Level Agreement (SLA) (10 min)

6	OASIS POOL – SEASON RECOVERY	11
	To consider options for the current swim season at Shaftesbury Oasis Pool (20 min)	
7	SOUTHERN SLOPES – PLAY AREA	14
	To consider consultation for the St James’ Park play area (10 min)	

(End)

Anticipated meeting end time 8:00pm

References

Local Government Association, 2013. *The General Power of Competence*, London: LGA.

Local Government Miscellaneous Provisions Act, 1976 s.19. *Power to provide sports and recreational facilities*. [Online].

Public Health Act, 1936 s.87. *Power to provide public toilets*. [Online].

Shaftesbury Town Council, 2019. *Code of Conduct*. [Online]

Available at: https://www.shaftesbury-tc.gov.uk/images/STC_Code_of_Conduct_2012.pdf

Shaftesbury Town Council, 2019. *Planning and Highways Terms of Reference*. [Online]

Available at: <https://www.shaftesbury-tc.gov.uk/wp-content/uploads/2020/01/2019-07-23-Adopted-TERMS-OF-REFERENCE.pdf>

Tharmarajah, M., 2013. *Local Council's Explained*. 1st ed. London: NALC.

1 Apologies

To receive and consider for acceptance, apologies for absence (1 min)

1.1 Background

- 1.1.1 The Council (including committees) should approve (or not) the reason for apologies given by absent councillors. If a council member has not attended a meeting of the council (or its committees) or has not tendered apologies which have been accepted by the council (or committee), for six consecutive months, they are disqualified.

2 Declarations of Interest

To declare any interests relating to the business of the meeting and receive any dispensation requests from the Clerk. (1 min)

2.1 Background

- 2.1.1 Members and Officers are reminded of their obligations to declare interests in accordance with the Code of Conduct 2019. The Clerk will report any dispensation requests received
- 2.1.2 Where a matter arises at a meeting which relates to a councillor's interest, the councillor has the responsibility of declaring that interest in accordance with the adopted code of conduct. (Shaftesbury Town Council, 2019)

2.2 Declarations of Interest or dispensations received to date

3 Minutes

To confirm the minutes of the previous meeting of the Recreation, Open Spaces and Environment Committee. (1 min)

3.1 Background

- 3.1.1 When the meeting is approving the draft minutes of a previous meeting as an accurate record, the only issue for the meeting is whether the minutes accurately record the proceedings of the meeting and the resolutions made at them. It is irrelevant if the chairman or other councillors were not present at the meeting to which the draft minutes relate.
- 3.1.2 If it is necessary for the draft minutes of the previous meeting to be corrected because of an inaccuracy in them, then the amendments to the draft minutes must be approved by resolution. (Tharmarajah, 2013, p. 154)

3.2 Minutes to be adopted

- 3.2.1 11th June 2020, see following page



SHAFTESBURY TOWN COUNCIL

Recreation, Open Spaces and Environment Committee

Minutes of the Recreation, Open Spaces and Environment Committee via Zoom on Thursday, 11 June 2020 commencing at 7 pm.

Members Present

Councillor Hall (Chair)
Councillor Cook

Councillor Yeo
Councillor Loader

Members Absent

Councillor Proctor

Officers Present:

Claire Commons, Town Clerk
Brie Logan, Business Manager
John Furze, Consultant Officer
Mike Wakely, Head Groundsman

In Attendance:

2 members of public
1 member of the press
Councillor Hollingshead

MINUTES

Public Participation

Members of the public were invited to make representations to the Council on any matters relating to the work of the Committee or to raise any issues of concern. The following matters were raised;

1. Head Groundsman provided an update on the public toilets and presented additional options for the committee to consider.

Meeting Commenced: 7:05pm

R40 Apologies

Apologies were received and accepted from Councillor Proctor due to personal commitments.

R41 Declarations of Interest and Dispensations

All members were invited to declare any interests throughout the meeting if the need arose, none were declared.

R42 Minutes

It was **RESOLVED** to adopt the minutes of the meeting held on Tuesday 28th January 2020.

R43 Public Toilets

Officer report 0620ROSE4 was received and it was **RESOLVED** to open 3 of the public toilets keeping the unisex cubicle free for emergencies. The toilets will re-open in line with the 're-opening of the High Street' and will be cleaned 3 times per day

with identified increased safety measures for the staff. *Delegate to the Town Clerk all aspects in the discharge and management of this decision.*

Proposed by Cllr Cook		
Seconded by Cllr Loader		
In Favour	3	Cllrs Cook, Hall, Loader
Against	1	Cllrs Yeo
Abstentions	0	
MOTION CARRIED		

ACTION: TOWN CLERK

R44 Skate Park

Officer report 0620ROSE5 was received and it was **RESOLVED** to not open the Skate Park due to impact of non-compliance with social distancing measures and therefore deemed not safe to open. *Delegate to the Town Clerk all aspects in the discharge and management of this decision.*

Proposed by Cllr Cook		
Seconded by Cllr Yeo		
In Favour	4	Cllrs Cook, Hall, Loader, Yeo
Against	0	
Abstentions	0	
MOTION CARRIED		

ACTION: TOWN CLERK

There being no further business, the meeting was closed at 7:30 pm.

Signed _____

Date _____

ACTION: TOWN CLERK

4 Visitor Experience – Town Branding

To recommend to Full Council to award the tender for managing the Shaftesbury Brand Identity (10 min)

4.1 Summary

4.1.1 On 18th February 2010 Shaftesbury Town Council resolved:

to approve the content of the Branding Proposal tender document. to approve the sum of £5,000 allocated from the £50,000 budget (line 4912) to manage the branding process as part of the tourism marketing strategy.

that a panel of representatives recommend the contractor from the tenders received to Full Council. The panel will include the Town Clerk and Business Manager in collaboration with the Lead Councillor and Chair of Visitor Experience

4.1.2 The confidential General Management Committee paper (from October 2019) outlining the original proposal presented was circulated via the weekly digest 2020 02 14

4.1.3 The panel met online via Zoom on 22nd April to discuss the applications received. Each individual application was discussed, and a summary is outlined in appendix A.

4.2 Terms of Reference for Decision or Recommendation

4.2.1 Recreation, Open Spaces and Environment (ROSE) Terms of Reference 1 provides delegation to the committee to manage and enhance all amenity and recreation areas and open spaces within the parish boundary in the ownership of the Town Council. This item should therefore be recommended to Full Council for decision.

4.3 Financial Implications

4.3.1 Reserves project line 4912 has a balance of £50,000; funding which was awarded by NDDC in April 2019 and allocated to the town navigational signage project.

4.3.2 If contactor A is selected then the cost will be up to the figure of £4,885

4.3.3 If contactor B is selected then the cost will be £4,000 however this will exclude the toolkit; a suite of different options pending media/ communications platform for STC and other tourism-based organisations to use.

4.4 Legal Implications

4.4.1 The Council has the General Power of Competence and this should be used as the power of first resort (Local Government Association, 2013).

4.5 Risk

4.5.1 The branding project will underpin the whole approach to managing the tourism plans for Shaftesbury. Without core branding the marketing of the town is at risk, the focus on awareness, positioning, loyalty, visitor perceptions and most importantly reputation and recognition in terms of the visitor experience are all the core ingredients needed to improve the profile of Shaftesbury as a visitor destination.

4.6 Recommendation from the panel

4.6.1 That the committee recommends to Full Council Company A as the preferred contractor to manage the Shaftesbury Brand Identify.

4.7 Reason for Recommendation

4.7.1 Company A has demonstrated that it should be selected for the following reasons;

- Outstanding presentation of a comprehensive tender proposal
- Very professional and forward thinking company
- Flexible in approach to manage additional services as the project develops including navigational signage and town tourism guide.

(End)

Report Author:

Brie Logan, Business Manager

Appendix A – Brand Identity – applications received

Name of company/ Individual	Appealing & recognisable brand – corporate identity	Brand guidelines	Brand toolkit	Cost	Comments
Company A	£2,450	£935	£1,500 - £2,500	£4,885 £5,885	Outstanding presentation of tender Has the capability to develop navigational signage project (£10k - £23K) Has the capability to develop the Town Tourism guide (48-page x A5) + illustration £6,100. A comprehensive proposal and very professional and forward-thinking company. Flexible in approach to manage additional services as the project develops
Company B	£2500	£1,500	Not quoted	£4,000 + toolkit	Tender for Digital Marketing also proposed (see separate comments) High profile clients such as UNICEF, Bournemouth Town Centre. Comprehensive proposal covering all aspect of the tender briefing document. Corporate in presentation style

Table 1

5 Visitor Experience – Digital Marketing Service Level Agreement

To recommend to Full Council to award the tender for the Shaftesbury Digital Marketing Service Level Agreement (SLA) (10 min)

5.1 Summary

5.1.1 On 18th February 2010 STC resolved:

to approve the content of the SLA Digital Marketing tender document.

to approve the sum of £8,000 allocated from the £22,000 budget (line 4352 SLA's) to manage the Digital Marketing SLA as part of the tourism marketing strategy.

that a panel of representatives will recommend the contractor from the tenders received to Full Council. The panel will include the Town Clerk and Business Manager in collaboration with the Lead Councillor and Chair of Visitor Experience Advisory Committee.

5.1.2 The confidential General Management Committee paper (from October 2019) outlining the original proposal presented was circulated via the weekly digest 2020 02 14

5.1.3 The panel met online via Zoom on 22nd April to discuss the applications received. Each individual application was discussed and a summary is outlined in appendix B

5.1.4 Since the panel met at the peak of the coronavirus the national media suggests that the majority of UK citizens will be restricted with travel plans for the rest of 2020. It is expected people will holiday in the UK as travelling abroad will have many restrictions. This presents a perfect opportunity for Shaftesbury to become a major destination for tourists for the summer 2020 season and beyond through effective social media and digital marketing engagement.

5.2 Terms of Reference for Decision or Recommendation

5.2.1 Recreation, Open Spaces and Environment (ROSE) Terms of Reference 1 provides delegation to the committee to manage and enhance all amenity and recreation areas and open spaces within the parish boundary in the ownership of the Town Council. The Committee does not hold sufficient delegated authority for this expenditure. This item should therefore be recommended to Full Council for decision.

5.3 Financial Implications

5.3.1 Reserves project line 4352 has a balance of £22,000. Service Levels Agreement requests are allocated on an annual basis

5.3.2 Tourism funding has given to the BVTDC via an annual grant of £8,000 and more recently managed via a Service Level Agreement

5.3.3 If the recommendation from the panel to ROSE is resolved and the contract is awarded to company E then the full cost of this service in year one will be £10,500 therefore £2,500 over the current SLA however more coverage (please refer to appendix B)

5.4 Legal Implications

Report 0620ROSE5

5.4.1 The Council has the General Power of Competence and this should be used as the power of first resort (Local Government Association, 2013).

5.5 Risk

5.5.1 Lack of digital marketing impact on our effort to raise Shaftesbury as a tourist destination. New ways of inspiring visitors is more critical than it has ever been

5.6 Recommendation from the panel

5.6.1 That the committee recommends to Full Council Company E as the preferred contractor to manage the Shaftesbury Digital Marketing Service Level Agreement.

5.6.2 That the committee recommends to Full Council that £2,500 is transferred from General Reserves into budget line 4352 to address the shortfall and for the contractor to deliver an enhanced service.

5.7 Reason for Recommendation

5.7.1 Company E has demonstrated that it should be selected for the following reasons;

- Outstanding presentation of a comprehensive tender proposal
- Very professional and forward-thinking company
- Flexible in approach to manage social media management content and curation, SEO analysis, website set-up (work with the provider). Option to create newsletter as separate activity as the SLA develops
- The social media coverage is significantly higher and in comparison, more cost effective than other proposals
- The proposal links in the need to develop the content behind a new tourism website

(End)

Report Author:

Brie Logan, Business Manager

6 Oasis Pool – Season Recovery

To consider options for the current swim season at Shaftesbury Oasis Pool (20 min)

6.1 Summary

6.1.1 The 2020 Oasis Pool season has been affected by the Coronavirus and has not opened in May 2020 as planned. The Government advice about opening Leisure facilities is expected mid-July. If the pool is to open work needs to be undertaken to prepare for the opening therefore it is necessary to seek approval on options available whilst waiting for the government advice.

6.1.2 There are 2 options to consider:

Option A – open the pool mid-July for the school holiday season

Option B – pool to remain closed for 2020.

- i. There are benefits and risks for both options. Irrespective of decision there are fixed costs associated with the pool operation. These are outlined in appendix A
- ii. If the pool stays closed for the season then there are 3 further options to consider:

Option 1- Filtration system to run as normal (subject to satisfactory pool water test results)

Option 2 - Partial drainage, reduce water level by around 50%, to at least below skimmer levels

Option 3 - Shut down pool plant system, includes drainage (see above)

- iii. Please refer to additional separate document to show advantages and disadvantages of each option which are shown on pages 11, 12 and 13 of the accompanying document.

6.1.3 UK Active Guidelines for Opening are featured on pages 14,15 and 16 on the accompanying document

6.2 Terms of Reference for Decision or Recommendation

6.2.1 Recreation, Open Spaces and Environment (ROSE) Terms of Reference 1 provides delegation to the committee to manage and enhance all amenity and recreation areas and open spaces within the parish boundary in the ownership of the Town Council. The Committee does not hold sufficient delegated authority for this expenditure. This item should therefore be recommended to Full Council for decision.

6.3 Financial Implication

6.3.1 Appendix A shows fixed costs (irrespective of opening) and optional costs which could be avoided if the pool does not open.

6.3.2 Appendix B shows the variable costs and the investment needed to open the pool should option A be selected

Report 0620ROSE6

- 6.3.3 The school holiday season generates 55% of the total income for the season which equates to £17,158. Included in this figure is the income generated from loyalty cards and activities as outlined in appendix C. A further consideration is that there will be a reduction in swimmers as outlined in appendix D – social distancing measures and appendix E – booking guidelines.
- 6.3.4 The income is likely to be impacted by some 80% and is expected to be in the region of £5,000
- 6.3.5 The additional expenditure (based on recommendation) required to get the pool and building into an operational state will cost £5,697 (as outlined in appendix B). The capital expenditure budget on line 4931 is £18,041

6.4 Legal Implication

- 6.4.1 The Council has the General Power of Competence and this should be used as the power of first resort (Local Government Association, 2013).

6.5 Risk

- 6.5.1 If the Shaftesbury Town Council asset is dormant for 2020 then the public may be dissatisfied that the facility is not available in the peak of the summer season

6.6 Recommendation in favour of opening

- 6.6.1 That the committee recommends option A to Full Council and the pool opens for the start of the school holidays, 20th July and is operation until 5th September (pending revision of government guidelines on leisure facilities)
- 6.6.2 The committee recommends to Full Council that the following essential maintenance, signage and repairs are undertaken prior to the pool opening and the sum of £5,697 is allocated from reserves - line number 4931- capital expenditure swimming pool as follows:
- Social Distancing Protocols e.g. Signage & Markings £150
 - Pool Cover repair to replace tow bars £724 (Quoted by Spruce Pools 2020)
 - Reception Area Refurbishment – estimate £500
 - Urinal Replacement £1,983 (Quoted by Going Underground 2020)
 - Roof Repair £2,340 (Quoted by Franks 2020)
- 6.6.3 The committee recommends to Full Council that the:
- Social distancing guidelines (appendix D) are adopted
 - Booking system to manage swimmer numbers (appendix E) is adopted
 - Revised timetable for the summer holidays is adopted
 - Pool Manager follows the updated guidance from CIMSPA & Swim England to conform to national standards

OR

6.7 Recommendation in favour of remaining closed

- 6.7.1 The committee recommends to Full Council that the pool is closed for the 2020 season and that Option 1- Filtration system to run as normal (subject to satisfactory pool water test results) is selected as the most cost-effective and efficient way of managing the pool itself for the duration of closure

6.8 Reason for Recommendations

6.8.1 Opening the pool for the 2020 season is a political decision for the Council. Officers have therefore shaped two alternative proposals for consideration

(End)

Report Author:

Brie Logan, Business Manager

7 Southern Slopes – Play Area

To consider consultation for the St James' Park play area

(10 min)

7.1 Summary

- 7.1.1 The Southern Slopes Management Plan was adopted in January 2020. It is available <https://www.shaftesbury-tc.gov.uk/wp-content/uploads/2020/01/Southern-Slopes-Management-Plan-v2.pdf>
- 7.1.2 Due to the restrictions of the current Covid-19 pandemic, the data gathering which formed a large part of the starting phases of the plan have been put on hold. When restrictions lift, these elements of the plan can begin.
- 7.1.3 In the meantime however, there is the possibility to start with public consultation on the play area which is shown on page 9 and classed as SC4 Play Area at St James' Park.
- 7.1.4 The Committee is asked to identify what form of consultation it wishes to undertake and what parameters are applied. Gathering quantitative as well as qualitative data is important however members should also take care that the more free form data that is gathered the more difficult it is to analyse. Care must also be taken to manage expectations. The adopted plan should provide a good base level of support to demonstrate the options available.
- 7.1.5 The Committee may consider whether to get ideas from play companies prior to the consultation in order to provide options within the consultation. If this approach is taken, the Committee is asked to identify any specific requirements it has in relation to the quotes to be obtained.
- 7.1.6 The management plan sets out a requirement for wooden / natural play to complement the existing play trail and incorporating tree arisings into the play design. Re-siting of non-wooden play equipment is also identified within the plan.

7.2 Terms of Reference for Decision or Recommendation

- 7.2.1 Recreation, Open Spaces and Environment (ROSE) Terms of Reference 1 provides delegation to the committee to manage and enhance all amenity and recreation areas and open spaces within the parish boundary in the ownership of the Town Council. The Committee does not hold sufficient delegated authority for this expenditure. This item should therefore be recommended to Full Council for decision.

7.3 Financial Implication

- 7.3.1 The Council has allocated a budget of £500 for the consultation into re-siting and new equipment

7.4 Legal Implication

- 7.4.1 The Council has the General Power of Competence and this should be used as the power of first resort (Local Government Association, 2013).

7.5 Risk

- 7.5.1 There is a risk if the Council does not carefully manage public expectations.

7.6 Recommendation

7.6.1 That the Committee progresses with the public consultation and obtaining quotes for the St James Play Area. *Delegated to the Town Clerk in consultation with the Chair of ROSE the composition and discharge of the consultation and specification and obtaining quotes. ROSE to consider quotes and make recommendation to Full Council for resolution.*

7.7 Reason for Recommendation

7.7.1 The Management Plan has already been adopted. The cost of equipment will exceed the delegated authority of the ROSE Committee and will therefore need discussion by the ROSE Committee for recommendation of release of funds by Full Council.

(End)

Report Author:
Claire Commons, Town Clerk & RFO