



Shaftesbury Town Council  
Town Hall, Shaftesbury, Dorset. SP7 8LY  
Telephone: 01747 852420

Town Clerk: Mrs Claire Commons  
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VAT Reg No 241 1307 58

To: Members of Shaftesbury Town Council's General Management Committee (GEM),  
Councillors. Councillors for GEM; Brown (Chair), Cook (Vice-Chair), Chase, Lewer, Welch, Hall  
and Proctor.

You are summoned to a meeting of the General Management Committee for the transaction of  
the business shown on the agenda below. To be held at 7.00pm on **Tuesday 23 February  
2021 [online at Zoom.us](https://www.zoom.us)**. Meeting ID: 858 1807 6211

All other recipients for information only

Claire Commons FdA (Comm Gov), Fellow SLCC, Town Clerk and RFO

### 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. ([Local Government Act, 1972 s.100](#))

### 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. ([The Local Authorities and Police and Crime Panels  
\(Coronavirus\) \(Flexibility of Local Authority and Police and Crime Panel Meetings\) \(England and Wales\) Regulations, 2020](#))

### The 7 principles of public life

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

([Committee on Standards in Public Life, 1995](#))

### Agenda

- 1 APOLOGIES .....4**  
To receive and consider for acceptance, apologies for absence (1 min)  
([Local Government Act, 1972 s.85](#))
- 2 DECLARATIONS OF INTEREST .....4**  
To declare any interests relating to the business of the meeting and receive any  
dispensation requests from the Clerk. (1 min)  
([Shaftesbury Town Council Code of Conduct, 2019](#))
- 3 MINUTES .....5**  
To confirm for signing, the minutes of the previous meeting of the General Management  
Committee. (1 min)  
([Local Government Act, 1972 Sch 12](#))

<b>4</b>	<b>REPORTS .....</b>	<b>6</b>
	To receive and note reports pertaining to the remit of this committee. (5 mins) <i>(Shaftesbury Town Council Scheme of Delegation, 2020)</i>	
<b>5</b>	<b>PAYMENTS.....</b>	<b>7</b>
	To consider payments for authorisation (5 mins) <i>(Local Government Act, 1972 s.150)</i>	
<b>6</b>	<b>POLICY REVIEW .....</b>	<b>11</b>
	To review policies pertaining to the general Management committee and recommend any amendments to Full Council for adoption. (10 mins) <i>(Local Government Act, 1972 s.111)</i>	
<b>7</b>	<b>TOURISM - DIGITAL MARKETING SERVICE LEVEL AGREEMENT (SLA) .....</b>	<b>12</b>
	To consider the next steps with awarding the Digital Marketing SLA contract in advance of the 2021 season (10 min) <i>(Shaftesbury Town Council Scheme of Delegation, 2020)</i>	
<b>8</b>	<b>PLANNING APPLICATIONS .....</b>	<b>15</b>
	To consider responses to planning applications to include but not be limited to; Land at Littledown and 1 St Edwards Court (15 min) <i>(Town and Country Planning Act, 190 sch.1 para.8)</i>	
<b>9</b>	<b>PLANNING APPEAL .....</b>	<b>17</b>
	To consider any further response to Appeal Notification - A/2/2020/0899/FUL, Land Adjacent to Breach Lane Shaftesbury SP7 8LD (10 mins) <i>(Town and Country Planning Act, 190 sch.1 para.8)</i>	
<b>10</b>	<b>3G TENDER PROCESS.....</b>	<b>19</b>
	To agree the enhanced tender process to select the contractor for the 3G pitch development (20 min) <i>(Shaftesbury Town Council Scheme of Delegation, 2020)</i>	
<b>11</b>	<b>GOLD HILL FESTIVAL.....</b>	<b>22</b>
	To consider the request to allow the use of Barton Hill for the 2021 Gold Hill Festival ...(10 min) <i>(Shaftesbury Town Council Scheme of Delegation, 2020)</i>	

(End)

Anticipated meeting end time 8:30pm

## Bibliography

- Accounts and Audit Regulations, 2015. [Online].
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- Local Government Act, 1972 s.111. [Online].
- Local Government Act, 1972 s.150. *Expenses of parish and community councils*. [Online].
- Local Government Act, 1972 s.151. *Financial Administration*. [Online]  
Available at: <http://www.legislation.gov.uk/ukpga/1972/70/section/151>
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- Shaftesbury Town Council Code of Conduct, 2019. *Code of Conduct*. [Online]  
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- Shaftesbury Town Council Financial Regulations, 2020. *Financial Regulations*. [Online].
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Available at: <https://www.shaftesbury-tc.gov.uk/wp-content/uploads/2020/11/Scheme-of-Delegation-2020-11-03.pdf>
- Shaftesbury Town Council, 2019. *Code of Conduct*. [Online]  
Available at: [https://www.shaftesbury-tc.gov.uk/images/STC\\_Code\\_of\\_Conduct\\_2012.pdf](https://www.shaftesbury-tc.gov.uk/images/STC_Code_of_Conduct_2012.pdf)
- Tharmarajah, M., 2013. *Local Council's Explained*. 1st ed. London: NALC.
- Town and Country Planning Act, 190 sch.1 para.8. *LPA notify parish of Planning Applications*. [Online]  
Available at: <https://www.legislation.gov.uk/ukpga/1990/8/schedule/1/paragraph/8>

## 1 Apologies

To receive and consider for acceptance, apologies for absence

(1 min)

([Local Government Act, 1972 s.85](#))

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### 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.

### 1.2 **Apologies received to date**

- 1.2.1 Councillor Proctor due to personal commitments.

## 2 Declarations of Interest

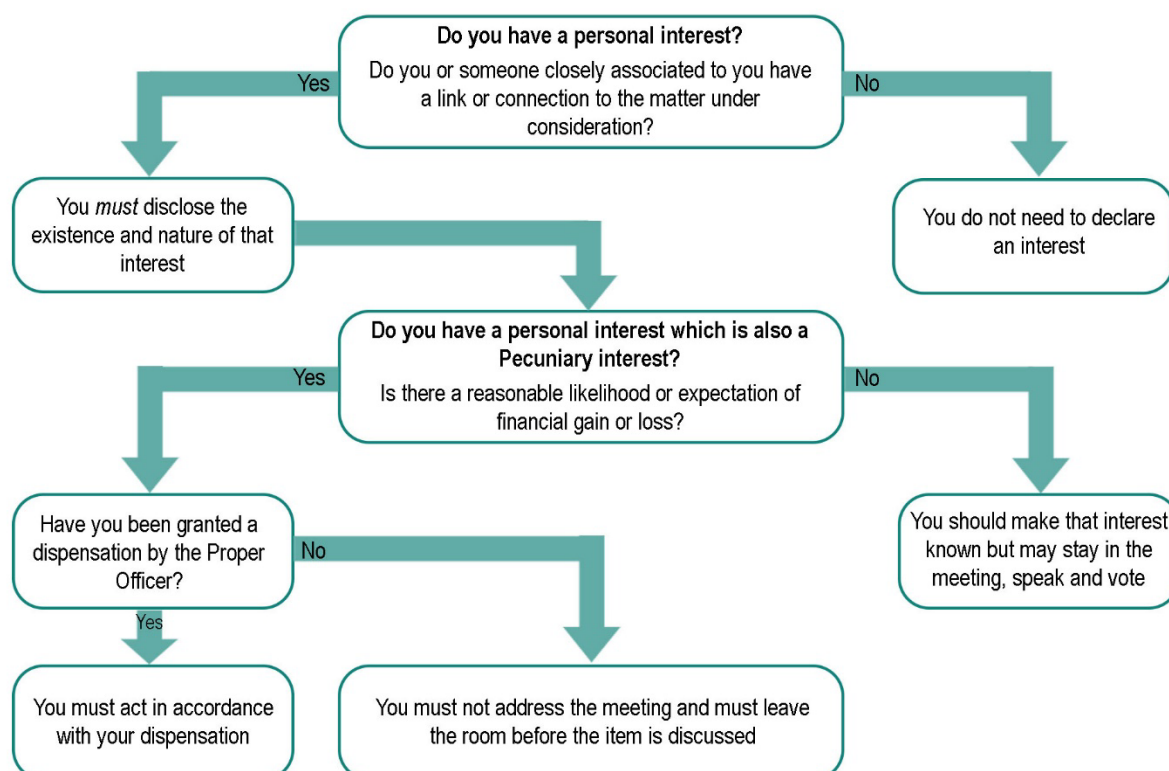
To declare any interests relating to the business of the meeting and receive any dispensation requests from the Clerk. (1 min)

([Shaftesbury Town Council Code of Conduct, 2019](#))

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### 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)



3 **Minutes**

To confirm for signing, the minutes of the previous meeting of the General Management Committee. (1 min)

[\(Local Government Act, 1972 Sch 12\)](#)

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**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 [15th September 2020](#) (deferred due to grants item)
- 3.2.2 [26th January 2021](#)

## **4      Reports**

To receive and note reports pertaining to the remit of this committee. (5 mins)

[\(Shaftesbury Town Council Scheme of Delegation, 2020\)](#)

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### **4.1      Summary**

4.1.1 Reports provided within this item are to receive and note only, they provide updates on decisions already taken by the Committee and actions taken under the Scheme of Delegation (where not previously reported).

#### **4.1.2      Actions from 24<sup>th</sup> November 2020**

4.1.3 Amend Anti-Bribery Policy. – see item 5

4.1.4 Order oak planter and install on Park Walk. – Ordered and on the grounds team's work schedule to install.

4.1.5 Respond to Melbury Abbas and Cann regarding the designation of the cricket Pitch as a local Green space. – Completed

4.1.6 Update Community Engagement Strategy. – Completed, has been approved by FC and published online.

#### **4.1.7      Other matters to receive and note**

4.1.8 3G Pitch update - A review of the council resolutions for 3G, Project 1 and 2 has been undertaken and this can be accessed via this link: [GEM update – progress review report to committee on 23/2/2021](#)

4.1.9 You can view the [updated Business Plan](#) including projected income and expenditure and the [usage plan](#) using these links.

4.1.10 A summary of all [responses from the survey is available to view](#) here along with a [graph of the results here](#).

4.1.11 Committee to receive and note both the progress report and summary of responses report

### **4.2      Recommendation**

4.2.1 That the Council receives and notes the reports.

### **4.3      Reason for Recommendation**

4.3.1 To ensure members are kept aware of progress on matters relating to this committee and make decisions as appropriate.

## **5      Payments**

To consider payments for authorisation (5 mins)

[\(Local Government Act, 1972 s.150\)](#)

### **5.1      Summary**

- 5.1.1 Every local council must ensure that it has a sound system of internal control which facilitates the effective exercise of its functions. The council must likewise ensure that its financial, operational and risk management is effective. (Clayden, 2019), (Accounts and Audit Regulations, 2015)
- 5.1.2 A list of payments is provided for review and authorisation

### **5.2      Scheme of Delegation**

- 5.2.1 The Town Clerk is the Responsible Finance Officer to the Council and is responsible for the Town Council's accounting procedures in accordance with the Accounts and Audit Regulations in force at any given time.
- 5.2.2 The Town Clerk is delegated to authorise routine expenditure within the agreed budget

### **5.3      Financial Implications**

- 5.3.1 The RFO is required to prepare a schedule of payments requiring authorisation to be presented to the council or finance committee. (Shaftesbury Town Council Financial Regulations, 2020)

### **5.4      Legal Implications**

- 5.4.1 Every parish council shall keep such accounts as may be prescribed of the receipts and payments of the council. (Local Government Act, 1972 s.150)
- 5.4.2 Every local authority shall make arrangements for the proper administration of their financial affairs and shall secure that one of their officers has responsibility for the administration of those affairs. (Local Government Act, 1972 s.151)

### **5.5      Recommendation**

- 5.5.1 That the Council approves the payments from the Town Council's current account and minutes the resulting bank balance.

### **5.6      Reason for Recommendation**

- 5.6.1 Members should be satisfied with the payments being drawn on the Council's account and that there are sufficient funds to meet those commitments.

### **5.7      Standing Order and Direct Debit Payments made between 01/01/2021 and 31/01/2021.**

Date:16/02/2021

Shaftesbury Town Council

Page 1

Time:08:54

NatWest Current A/c

List of all Payments made between 01/01/2021 and 31/01/2021

Date Paid	Payee Name	Reference	Amount Paid	Authorized Ref	Transaction Detail
01/01/2021	Dorset Council	Std Ord	724.00		Rates Town Hall

**Report 0221GEM05 to a meeting of the General Management Committee**  
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01/01/2021	Dorset Council	Std Ord	222.00	Business Rates Toilets
01/01/2021	Dorset Council	Std Ord	60.00	Rates Cemetery
01/01/2021	Dorset Council	Std Ord	329.00	Rates Unit 9c
04/01/2021	Trinity Trust	SO	275.00	Trinity Car Park
05/01/2021	HMRC	ONLINE	5,400.40	Tax/Ni Dec
05/01/2021	Dorset Pension Fund	ONLINE	4,705.24	Dorset Pension Fund
05/01/2021	British Telecommunications	000010	1,296.23	Quarterly Phone/Broadband Char
05/01/2021	British Gas	216000	1,789.30	Gas Pool 1/09 to 30/11
07/01/2021	Zoom Video Communications	8887999666	28.78	Zoom subscription
08/01/2021	ICO	DD	55.00	Data Protection ICO
08/01/2021	Amazon Online Sales	Debit Card	49.95	Purchase Ledger DDR Payment
11/01/2021	Card Saver Ltd	DD	16.00	Purchase Ledger DDR Payment
13/01/2021	Amazon Online Sales	Debit card	8.99	Purchase Ledger DDR Payment
13/01/2021	Land Registry	Debit Card	6.00	Land Registry Document
13/01/2021	Fuel Genie	DD	186.12	Fuel December
14/01/2021	BACS P/L Pymnt Page 1591	BACS Pymnt	2,480.56	BACS P/L Pymnt Page 1591
15/01/2021	Natwest Bank	Bankline	38.45	Bank line Charges
15/01/2021	First Data	DD	32.98	Card Machine Charges December
15/01/2021	Amazon Online Sales	Debit Card	5.69	Purchase Ledger DDR Payment
18/01/2021	Sage UK Ltd	dd	84.00	Payroll software
19/01/2021	British Telecommunications	DD	18.00	Grounds Mobile
19/01/2021	British Telecommunications	DD	18.00	Purchase Ledger DDR Payment
19/01/2021	HomeStart ND	ONLINE	750.00	Community Grant
19/01/2021	Shaftes Youth Club	ONLINE	1,500.00	Shaftes Youth Club
19/01/2021	Shaftes District Guides	ONLINE	1,000.00	Shaftes District Guides
20/01/2021	Peninsula	Std Ord	257.26	HR Advice
24/01/2021	Peninsula	Std Ord	210.50	H & S Advice
25/01/2021	Microsoft	DD	84.48	Purchase Ledger DDR Payment
25/01/2021	Microsoft	DD	93.60	Purchase Ledger DDR Payment
25/01/2021	Adobe Systems Software	DD	13.53	Purchase Ledger DDR Payment
25/01/2021	Southern Electric	DD	436.54	Electricity Town Hall
26/01/2021	BACS P/L Pymnt Page 1594	BACS Pymnt	6,196.20	BACS P/L Pymnt Page 1594
26/01/2021	BACS P/L Pymnt Page 1596	BACS Pymnt	402.00	BACS P/L Pymnt Page 1596
29/01/2021	Salaries	ONLINE	15,542.86	Salaries January
31/01/2021	Opus Energy	DD	121.04	Electric Bell Street Toilets
31/01/2021	Eon	DD	555.61	Purchase Ledger DDR Payment
<b>Total Payments</b>			<b>44,993.31</b>	

## 5.8 Invoices due for payment by 27th February 2021

5.8.1 The current account cleared balance before these payments due (at the date of this report) is £234,510

16/02/2021 08:53		Shaftesbury Town Council						Page 1	
Invoices to be approved for payment by 27 <sup>th</sup> February 2021									
For Purchase Ledger									
								Pay by BACS/Online File	
								Discount	Net
Invoice	Date	Invoice No.	Ref No.	Invoice Detail	Authorise Ref	Date Due	Amount Due	To Claim	Amount
due									
		Angel Springs Ltd [ANGEL]							
31/01/2021	6059749			Water Cooler		31/01/2021	12.36		12.36
BACS No:	ANGEL				Total of Invoices Due (ANGEL)		12.36	0.00	12.36
		Aqua cleaning Services [AQUA]							
19/01/2021	CL5526			Town Hall Cleaning		18/02/2021	48.00		48.00
01/02/2021	CL5561			Town Hall Clean		01/03/2021	48.00		48.00
BACS No:	AQUA				Total of Invoices Due (AQUA)		96.00	0.00	96.00
		Clarity Copiers Ltd [CLARITY]							
29/01/2021	121471			Printinig January		29/01/2021	18.00		18.00
BACS No:	CLARITY				Total of Invoices Due (CLARITY)		18.00	0.00	18.00
Telephone : 01202 661321									
		Eco Sustainable Solutions Ltd [ECO]							
20/01/2021	349903			Playground bark chips		20/01/2021	2,419.25		2,419.25
BACS No:	ECO				Total of Invoices Due (ECO)		2,419.25	0.00	



**Report 0221GEM05 to a meeting of the General Management Committee**  
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<b>2,419.25</b>				
Telephone : 01202 593601				
<b>Glasdon UK Ltd [GLASDON]</b>				
05/02/2021	S18120184	Memorial Bench- Loveday	07/03/2021	551.28
BACS No: GLASDON			Total of Invoices Due (GLASDON)	<b>551.28</b>
Telephone : 01253 600410				<b>0.00 551.28</b>
<b>N D Hardiman Haulage Ltd [HARDIMAN]</b>				
31/01/2021	71545	Sand for sandbags	31/01/2021	21.00
BACS No: HARDIMAN			Total of Invoices Due (HARDIMAN)	<b>21.00</b>
Telephone : 01747 853687				<b>0.00 21.00</b>
<b>Hawes Arborists [HAWES]</b>				
22/01/2021	002088	Work carried St James	22/01/2021	834.00
26/01/2021	002090	Work carried out Pine Walk, Ba	26/01/2021	810.00
BACS No: HAWES			Total of Invoices Due (HAWES)	<b>1,644.00</b>
<b>1,644.00</b>				<b>0.00</b>
Telephone : 01747 850253				
<b>JRB Enterprise Ltd [JRB ENTERP]</b>				
12/01/2021	22024	Dog bags for dispensers	12/01/2021	101.40
BACS No: JRBENTERP			Total of Invoices Due (JRB ENTERP)	<b>101.40</b>
Telephone : 0161 491 5001				<b>0.00 101.40</b>

## 5.9 Invoices Due for Payment by 31<sup>st</sup> March 2021

16/02/2021 08:53		Shaftesbury Town Council					Page 2	
Invoices Due for Payment by 31 March 2021								
For Purchase Ledger								
							Pay by BACS/Online File	
							Discount	Net
Invoice Date	Invoice No.	Ref No.	Invoice Detail	Authorise Ref	Date Due	Amount Due	To Claim	Amount
due								
MJ HPPS Ltd [MJHPPS]								
05/02/2021	6450		Repair burst outside tap		05/02/2021	167.34		167.34
BACS No: MJHPPS		Total of Invoices Due (MJHPPS)				167.34	0.00	167.34
Telephone : 01747 829222								
RBS Software Solutions [RBS]								
23/02/2021	SM23104		Omega support		23/02/2021	979.20		979.20
BACS No: RBS		Total of Invoices Due (RBS)				979.20	0.00	979.20
Telephone : 01793 731296								
SLCC Enterprises Ltd [SLCCE]								
03/02/2021	133383		Staffing Review Consultancy		03/02/2021	2,520.00		2,520.00
04/02/2021	BK200676		Regional training seminar		04/02/2021	54.00		54.00
BACS No: SLCCE		Total of Invoices Due (SLCCE)				2,574.00	0.00	
2,574.00								
Stannah Lift Services Ltd [STANNAH]								
19/01/2021	1085269109		Service stairlift		18/02/2021	137.05		137.05
BACS No: STANNAH		Total of Invoices Due (STANNAH)				137.05	0.00	137.05
Telephone : 01264 364311								
Sydenhams								
					17/02/2021			
18/01/2021	5856990		Wood for playbark			393.20		393.20
BACS No: SYDENHAMS		Total of Invoices Due (SYDENHAMS)				393.20	0.00	393.20
Telephone : 01202 705010								
Toogoods Prop Ltd [TOOGOODS]								
					09/02/2021			
09/02/2021	11782		Water Rates Unit 9C			96.11		96.11
BACS No: TOOGOODS		Total of Invoices Due (TOOGOODS)				96.11	0.00	96.11
Travis Perkins [TRAVPERK]								
07/01/2021	9054AQK804		Tarmac Jubilee Path		07/01/2021	18.48		18.48
18/01/2021	9054AQL273		Padlock		18/01/2021	18.05		18.05
27/01/2021	9054AQL911		Wood for playarea		27/01/2021	127.15		127.15
BACS No: TRAVPERK		Total of Invoices Due (TRAVPERK)				163.68	0.00	163.68
Telephone : 01747 852772								
Wallgate								
03/02/2021	00023156		Soap for Bell St		03/02/2021	106.37		106.37
BACS No: WALLGATE		Total of Invoices Due (WALLGATE)				106.37	0.00	106.37
Telephone : 01722 744594								
Wessex Water [WATER]								
28/01/2021	28925304		Water Pool Aug to Jan		27/02/2021	1,500.00		1,500.00
					28/02/2021			

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29/01/2021 09009965	Water Bowling Green	759.78	759.78
BACS No: WATER	Total of Invoices Due (WATER)	<b>2,259.78</b>	<b>0.00</b>
<b>2,259.78</b>	Total of Invoices Due (Purchase Ledger)	<b>11,740.02</b>	<b>0.00</b>
	<b>11,740.02</b>		
	<b>TOTAL OF INVOICES DUE (ALL LEDGERS)</b>	<b>11,740.02</b>	<b>0.00</b>
	<b>11,740.02</b>		

5.9.1 The account balance after these payments (at the date of this report) will be  
£222,769.98

(End)

Report Author:

Zoe Moxham, Office Administrator

**6            Policy Review**

To review policies pertaining to the general Management committee and recommend any amendments to Full Council for adoption. (10 mins)

[\(Local Government Act, 1972 s.111\)](#)

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**6.1        Summary**

6.1.1     Draft Policy available to view here;

[Anti-Bribery Policy](#)

[Grant Awarding Policy](#)

[Cash Handling Policy](#)

**6.2        Scheme of Delegation**

6.2.1     The Committee is delegated consider corporate governance and risk management. Full Council retains the responsibility for matters of principle or policy. (Shaftesbury Town Council Scheme of Delegation, 2020)

**6.3        Legal Implications**

6.3.1     The Council has the power to do anything that will facilitate the discharge of its duties. (Local Government Act, 1972 s.111)

**6.4        Recommendation**

6.4.1     That the Committee views the policies, determines any amendments and recommends them to Full Council for adoption.

**6.5        Reason for Recommendation**

6.5.1     To ensure all policies remain relevant and active in support of the work of the Council and the residents of Shaftesbury

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(End)

Report Author: Zoe Moxham, Office Administrator

**7      Tourism - Digital Marketing Service Level Agreement (SLA)**

To consider the next steps with awarding the Digital Marketing SLA contract in advance of the 2021 season (10 min)

[\(Shaftesbury Town Council Scheme of Delegation, 2020\)](#)

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**7.1      Summary**

- 7.1.1 In October 2019, the GEM committee resolved to draw up a tender pack to outsource Digital Marketing via a Service Level Agreement.
- 7.1.2 In February 2020, the tender was advertised and there were 11 enquires and 6 applications – refer to appendix A
- 7.1.3 In April 2020, a panel of councillors reviewed all 6 applications and Contractor E was selected. The selection was based on knowledge, experience and an analytical proposal with clear goals presented in the proposal.
- 7.1.4 The contractor selection options were presented to Full Council for resolution in July 2020 and the contract was awarded to company E as per section 7 of the tender pack (a 3- year contract with a 1-year break clause, based on quarterly assessment of target achievement as set out in section 5 of the document)
- 7.1.5 Following the July Full Council meeting, as a result of conflict, the contractor withdrew from the process citing an untenable working relationship with the council.
- 7.1.6 Throughout 2020 with the challenges of the pandemic it was not appropriate to revisit the tourism digital marketing plan. With 2021 experiencing similar challenges it is expected that more people than ever will holiday in the UK. It is a huge opportunity to promote the discovery of Shaftesbury by creating a sense of excitement, encourage online engagement and handhold the would-be visitor through the process of coming to the town with the key objective of encouraging spend and overnight stays.
- 7.1.7 There are a number of considerations:
- 7.1.8 2021 is likely to be a unique year and therefore has the potential to be looked at separately from the 3-year SLA.
- 7.1.9 Plans need to be in place to maximise the start of the season – from the Easter holidays onwards.
- 7.1.10 A website dedicated to managing tourism and inspiring visitors to spend time in our town is vital to boost the economy and support the recovery of the High Street.
- 7.1.11 Options to consider:
  - a. Revisit the tender proposals from 2020 and make contact with the contractor who came second and seek their availability and commitment to the contract (either 6-month SLA or 3-year SLA)
  - b. Re- start the tender process from scratch
  - c. Look at local contractors to work as a fixed term contract from April to October 2021
  - d. Explore the option to work in partnership with the company already appointed to develop the town branding (comprehensive proposal received)
  - e. Seek out contractors who are linked in with Visit Dorset and BCP Digital Marketing as a quick win for 2021/ 22

- f. Explore best and most cost-effective options to develop the Shaftesbury Tourism website - the platform from which to anchor content to social media
- g. Work in partnership with Visit Dorset for 2021 and beyond

## **7.2 Scheme of Delegation**

- 7.2.1 The Committee is delegated consider corporate governance and risk management. Full Council retains the responsibility for matters of principle or policy. (Shaftesbury Town Council Scheme of Delegation, 2020)

## **7.3 Legal Implications**

- 7.3.1 The Council has the power to do anything that will facilitate the discharge of its duties. (Local Government Act, 1972 s.111)

## **7.4 Financial Implications**

- 7.4.1 £8,000 budget has been allocated for the financial year 2021/22 to manage the Digital Marketing Service Level Agreement.

## **7.5 Recommendation**

- 7.5.1 STC resolves: to support an interim Digital Marketing plan to maximise the Visitor Experience for the 2021 season and recruit a company for a fixed term contract.
- 7.5.2 Allocate £8,000 from the SLA budget line 4352
- 7.5.3 Develop the 'Shaftesbury Visitor Experience' website and bring back options to the council to consider
- 7.5.4 Delegate the management of the Digital Marketing Service Level Agreement to the Visitor Experience Lead Councillor George Hall and Lead Councillor for Economic Development Piers Brown, the Town Clerk and Business Manager in consultation with Visit Dorset, Dorset Council Officers. That the Town Clerk be authorised to take all such steps as she considers necessary to comply with the Council resolutions

## **7.6 Reason for Recommendation**

- 7.6.1 The UK, specifically Dorset is likely to benefit from increased numbers of visitors for the 2021 season. There is an opportunity to raise Shaftesbury as a tourist destination and inspire visitors to spend time in the town.
- 7.6.2 The visitor season is fast approaching, and work needs to get underway with pace to plan for the 2021 season

(End)

Report Author: Brie Logan, Business Manager

**Report 0221GEM7 to a meeting of the General Management Committee  
Tuesday 23 February 2021 online at Zoom.us.**

<b>Appendix A</b>	<b>Proposal of works Social Media</b>	<b>Proposal of works Website</b>	<b>Risks identified</b>	<b>Local</b>	<b>Cost</b>	<b>Comments</b>	<b>Score</b>
Company C	3 days per week 5 days per week 7 days per week		Yes	Yes	£8,000 to £16,000	Very professional and structured presentation	8
Company D	1-2 daily posts 1-2 daily stories			Blandford	£7,238	Screen shots and handwritten explanations – 4 wallets of different information – quite clunky to read - spelling error x 2. Quite generic in terms of presentation. Lacks in wow factor.	6
Company E	5 posts per week Content creation and curation. # and geo tag monitoring And Social media management £6,000	Blog posting schedule Content creation SEO analysis and optimisation £1,500 set up and then £3,000 pa	Yes	Yes	£10,500 excluding newsletter inc website set-up	Huge experience with Marketing @ Visit Winchester City Council. Analytical proposal inc approach to blogs, clear goals, project timeline, scope of work, potential risks and solutions identified. Option to create newsletter at £160 per month £1,944	9
Company F		12 – 15 blogs per annum			£12,000 per annum + social media advertising (£1,500)	Proposal focused on USP's of Shaftesbury. Recognised low SEO and betterment. Target market and optimization – priority Option to create online maps	8
Company G	£6,000 plus £6,000 paid advertising	£7,000 one off cost +£350 pcm = £11,220			Social media £12,000 plus £11,220 = £23,220	Very professional and structured presentation. Additional flexible options: photographic guideline (£540), PR stories x 4 (£3,000), google advertising (£6,000), You Tube (£9,600) Tourism video (£9,000) – bespoke service from a corporate company	10
Company H	CV only sent in	No figures quoted	No	No Brighton	No figures quoted	Only CV sent in – tender pack sent and no response	0
Company I						Tender pack sent and no response	0
Company J						Tender pack sent and no response	0
Company K						Tender pack sent and no response	0
Company L						Tender pack sent and no response	0
Company M						Tender pack sent and no response	0

## **8 Planning Applications**

To consider responses to planning applications to include but not be limited to;  
Land at Littledown and 1 St Edwards Court

(15 min)

(Town and Country Planning Act, 190 sch.1 para.8)

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### **8.1 Summary**

- 8.1.1 The planning applications listed below have been received and require comments to be submitted to the Local Planning Authority. Prior to the meeting members are urged to view the planning applications using the link below and visit the site (with appropriate social distancing) to understand the local context.

### **8.2 Planning Applications**

8.2.1 [P/FUL/2021/00026](#)

**Proposal:** Erect 41 No. dwellings with garages, parking, landscaping and amenity space (alternative layout & design of 32 No. dwellings previously approved, plus 9 No. additional dwellings).

**Location:** Land At E 386668 N 124209 Littledown, Shaftesbury, Dorset

8.2.2 [P/FUL/2020/00439](#)

**Proposal:** Replace windows and external porch doors to 3 No. Blocks of Flats. (Part retrospective).

**Location:** 1 St Edwards Court Salisbury Street, Shaftesbury, Dorset, SP7 8LZ

### **8.3 Scheme of Delegation**

- 8.3.1 Planning applications are delegated to the Planning and Highways Committee for consideration (Planning and Highways Committee Terms of Reference, 2019, p. 2) but may be considered by the Full Council or the General Management Committee where time constraints apply.

### **8.4 Legal Implication**

- 8.4.1 The Town Council is a consultee but does not have the authority to determine planning applications. The Council has the power to be notified of planning applications affecting the Council's area and to comment (Town and Country Planning Act, 190 sch.1 para.8)

### **8.5 Recommendation**

- 8.5.1 That the Council provides its response on the listed planning application and considers responses to applications received without notice, in the form of Support, No Objection or Objection.

### **8.6 Reason for Recommendation**

- 8.6.1 To fulfil the Council's responsibility and exercise its views as a Statutory Consultee.

### **Additional Information**

As part of Shaftesbury Town Council's response to planning proposals it needs to give material planning reason for its comments, be they of support or objection. Simply stating

'No Objection' or 'Support' is insufficient as there is a requirement to give the reasons for that decision.

Biodiversity	Design
Economic Benefits	Effect on the Appearance of Area
Flooding Issues	Height
Heritage	Impact on Access
Impact on Light	Landscape
Local or Government Policy	Noise/Disturbance
Other	Overlooking/Loss of Privacy
Parking	Residential Amenity
Road Safety	Traffic or Highways
Trees	Financial Implication

To assist here are a few examples as to how you might word something to give a material planning reason for your thoughts;

- House Extension – no objection as limited impact on amenity of neighbouring property/ object – will have detrimental impact on neighbouring property
- New dwelling – support, design is in keeping with locality/ object – design not in keeping with local area
- Vehicular access – support, will have no impact on road safety given proposed visibility splays/ object – visibility is poor in this location and traffic speeds are high.

(End)

Report Author: Zoe Moxham, Officer Administrator



## **9      Planning Appeal**

To consider any further response to Appeal Notification - A/2/2020/0899/FUL, Land Adjacent to Breach Lane Shaftesbury SP7 8LD (10 mins)

(Town and Country Planning Act, 190 sch.1 para.8)

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### **9.1      Summary**

#### **9.1.1      Notification of Appeal, Application No: A/2/2020/0899/FUL**

Location: Land Adjacent to Breach Lane Shaftesbury SP7 8LD

Description of Development: Erect 1 No. dwelling and detached garage, form new vehicular access and 4 No. parking spaces.

Appeal Reference:      APP/N1215/W/20/3262553

Appellant: Mr & Mrs Nick and Danielle Clunies-Ross

Appeal Start Date: 8 February 2021

- 9.1.2      I refer to the above details.      An appeal has been made to the Secretary of State against Appeal Against Refusal by Dorset Council.
- 9.1.3      You may view the documents relating to this appeal online at <https://www.dorsetcouncil.gov.uk/planning-buildings-land/planning/planning-application-search-and-comment.aspx>
- 9.1.4      The appeal will be determined on the basis of written representations. The procedure to be followed is set out in Part 2 of The Town and Country Planning (Appeals) (Written Representations Procedure)(England) Regulations 2009, as amended.
- 9.1.5      This means that you will be given the opportunity to submit representations on the appeal. We have forwarded all the representations made to us on the application to the Planning Inspectorate and the appellant. These will be considered by the Inspector when determining the appeal.
- 9.1.6      All representations must be received by 15 March 2021. Any representations submitted after the deadline will not usually be considered and will be returned. The Planning Inspectorate does not acknowledge representations. All representations must quote the appeal reference.
- 9.1.7      Please note that any representations you submit to the Planning Inspectorate will be copied to the appellant and this local planning authority and will be considered by the Inspector when determining the appeal.
- 9.1.8      Planning Service privacy notice can be found at: [www.dorsetcouncil.gov.uk/your-council/about-your-council/data-protection/service-privacy-notices/planning.aspx](http://www.dorsetcouncil.gov.uk/your-council/about-your-council/data-protection/service-privacy-notices/planning.aspx)
- 9.1.9      If you wish to make comments, or modify/withdraw your previous representation, you can do so online at <https://acp.planninginspectorate.gov.uk> or by emailing CAT@planninginspectorate.gov.uk.

### **9.2      Scheme of Delegation**

- 9.2.1      Planning applications are delegated to the Planning and Highways Committee for consideration (Planning and Highways Committee Terms of Reference, 2019, p. 2) but may be considered by the Full Council or the General Management Committee where time constraints apply.

### **9.3      Legal Implication**

- 9.3.1 The Town Council is a consultee but does not have the authority to determine planning applications. The Council has the power to be notified of planning applications affecting the Council's area and to comment (Town and Country Planning Act, 190 sch.1 para.8)

**9.4 Recommendation**

- 9.4.1 That the Council provides a response to Dorset Council for this planning application.

**9.5 Reason for Recommendation**

- 9.5.1 To fulfil the Council's responsibility and exercise its views as a Statutory Consultee.

(End)

Report Author: Zoe Moxham, Officer Administrator

## 10 3G Tender Process

To agree the enhanced tender process to select the contractor for the 3G pitch development (20 min)

(Shaftesbury Town Council Scheme of Delegation, 2020)

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### 10.1 Summary

- 10.1.1 In October 2020 Full Council resolved to delegate the management of the Long Stay Car parks and the 3G project plan to the Lead Councillor Alex Chase, supported by Piers Brown, George Hall and the Town Clerk and Business Manager in consultation with Dorset Council Officers and Directors of Shaftesbury Football Club and the Town Clerk be authorised to take all such steps as she considers necessary to comply with the Council resolutions insofar as they are set out below.
- 10.1.2 December 2020, Full Council RESOLVED to adopt the project plan, business plan and approved the tender document for the 3G construction.
- 10.1.3 The contracts notice was published on Contract Finder.Gov.uk on 2<sup>nd</sup> December 2020 with a closing date of 12<sup>th</sup> February 2021. The contract notice can be found via the following link: <https://www.contractsfinder.service.gov.uk/Notice/ba66ba1b-91d8-4b3b-b33e-c40300ca0d9a>  
Contractors were invited to submit proposals via email to 3gtenders@shaftesbury-tc.gov.uk by the closing date. This is a secure email address. In line with Financial Regulations 11.1.f **All sealed tenders shall be opened at the same time on the prescribed date by the Clerk in the presence of at least one member of council.**
- 10.1.4 The notice states 'that all proposals will be reviewed by a panel post the closing date using set criteria aligned to the tender document. Selected contractors will be invited to present their proposal to the 3G project working group on March 2nd, 2021 likely to be via Zoom from 7PM. Following this process, the proposals will be presented to Shaftesbury Town Council for consideration. A recommendation from the project working group will be presented and the council will make its decision about the 3G contractor selection on March 9<sup>th</sup>, 2021 - subject to PWLB approval and Section 106 approval'.
- 10.1.5 The Clerk, Business Manager, Lead Councillor Chase, support Councillor Brown and Councillor Hollingshead as Chair of the Council opened the tenders starting at 2pm on 15<sup>th</sup> February 2021. This is over and above the Financial Regulations.
- 10.1.6 Each tender was recorded on to the [Tender Control document \(blank available here\)](#). Each submission will be scored to ensure the key criteria is met.  
The following process and options need to be considered by the GEM committee: Project Working group (delegated councillors and officers) to identify contractors to progress to next stage (via tender document scoring)
- 10.1.7 **Option 1:** Select **3** contractors to present their proposal to the Project Working group including Lead Councillors and Football Club Directors via Zoom on Tuesday 2<sup>nd</sup> March 7PM  
or  
**Option 2:** Select **5** contractors to present their proposal to the Project Working group including Lead Councillors and Football Club Directors via Zoom on Tuesday 2<sup>nd</sup> March 7PM

- 10.1.8 It is proposed that all presentations are recorded and circulated to all councillors to support with Council decision making on 9<sup>th</sup> March
- 10.1.9 The Project Working group (delegated councillors and officers) will update the 'Tender Control' document after the presentation process. The top three contractor proposals (anonymised) including the recommendation from the Working Group will be presented by the Lead Councillor to Full Council on 9<sup>th</sup> March.
- 10.1.10 Contractor appointed – subject to PWLB approval and Section 106 approval on 10<sup>th</sup> March 2021.

## **10.2 Scheme of Delegation**

- 10.2.1 Full Council resolved to delegate this project to the Lead Councillor, support Councillors, Town Clerk and Business Manager in October 2020.
- 10.2.2 As per 2.1 of the Scheme of Delegation the appropriate delegated officer shall carry out the functions and powers set out in Article 3. The Proper Officer shall have the power to exercise such functions, powers and duties as are specified in Standing Orders and Financial Regulations.
- 10.2.3 **Financial Implications**
- 10.2.4 In the event that every tender is over the expected cost of £470,000 then a revised proposal will need to be presented to Full Council to reduce the scope of work to align to the expected cost.
- 10.2.5 The Tender Control process will identify any recommendations from contractors where their proposal suggests a higher specification against each section of the work schedule.
- 10.2.6 If needed, then each contractor will be asked to requote on any enhanced aspects to ensure the process is fair and equitable against each tenderer.

## **10.3 Legal Implications**

- 10.3.1 In line with Financial regulations and section 11 – Contracts section 11.1 Procedures as to contracts are laid down as follows:
- 10.3.2 11.1.b Where the council intends to procure or award a public supply contract, public service contract or public works contract as defined by The Public Contracts Regulations 2015 ("the Regulations") which is valued at £25,000 or more, the council shall comply with the relevant requirements of the regulations.
- 10.3.3 11.1.2c The full requirements of The Regulations, as applicable, shall be followed in respect of the tendering and award of a public supply contract, public service contract or public works contract which exceed thresholds in The Regulations set by the Public Contracts Directive 2014/24/EU (which may change from time to time)
- 10.3.4 The Council has the power to do anything that will facilitate the discharge of its duties. (Local Government Act, 1972 s.111)

## **10.4 Risk**

- 10.4.1 It has been identified that very poor specifications are in the market place as some companies are desperate to win work. These offers include pre-fabricated shock pads over dynamic stone bases – the risks to the club are huge with these systems as they are likely to fail after 5-6 years as the base levels will move and the pitch no longer will achieve the FA register and FIFA Quality performance standards.

**10.5 Recommendation**

- 10.5.1 STC resolves to reaffirm the project progresses to the next stage and adopts the 3G contractor selection process (as outlined in 10.1.7 to 10.1.10)

**10.6 Reason for Recommendation**

- 10.6.1 The selection process has to be fair and robust and transparent. The contractor selected by the council to undertake the contract will be posted on to the Gov.UK contract finder
- 10.6.2 The 3G notice on the Contract Finder has had 639 views (as of 11/2). The Business Manager has been inundated with enquiries and it is expected there will be in excess of 10 proposals submitted by the closing date. Due to the volume of proposals a robust and equitable process has to be set up.

(End)

Report Author: Brie Logan - Business Manager

**11      Gold Hill Festival**

To consider the request to allow the use of Barton Hill for the 2021 Gold Hill Festival      (10 min)  
([Shaftesbury Town Council Scheme of Delegation, 2020](#))

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**11.1      Summary**

- 11.1.1 Correspondence has been received from the Rotary Club regarding holding the Gold Hill Festival event at Barton Hill. **See Appendix B**
- 11.1.2 The officers are looking for this committee's guidance as to how they would like to respond.

**11.2      Scheme of Delegation**

- 11.2.1 The Committee is delegated consider corporate governance and risk management. Full Council retains the responsibility for matters of principle or policy. (Shaftesbury Town Council Scheme of Delegation, 2020)

**11.3      Legal Implications**

- 11.3.1 The Council has the power to do anything that will facilitate the discharge of its duties. (Local Government Act, 1972 s.111)

**11.4      Recommendation**

- 11.4.1 That the committee provides guidance on the request.

(End)  
Zoe Moxham, Office Administrator

**Appendix B.**



## **Shaftesbury Rotary Club**



### **Gold Hill Festival**

**4<sup>th</sup> July 2021**

### **Proposal to Shaftesbury Town Council**

#### **Summary-**

Gold Hill Fair, run by the Shaftesbury Rotary, has been an important part of the social calendar in the town for many years. This July, Shaftesbury Rotary are very keen to keep this tradition alive. We recognise the importance of organising a safe, social event for the residents of Shaftesbury. And, very importantly, an opportunity for all the local clubs and charities to raise funds and awareness.

We are speculating that the Government guidelines for events in July would be similar to August 2020 and have based the calculation to maintain social distancing, in an outside event, as 6 – 8 sqm per person. Thus, the existing format using the High Street and Park Walk is logistically impossible, so we are using this opportunity to redesign Gold Hill Fair and trial a new concept “Gold Hill Festival “

#### **Gold Hill Festival Concept.**

Our objective is to make this is a free family-friendly festival for the residents of Shaftesbury to celebrate the reintroduction of ‘normal’ life. We would like to involve all the Shaftesbury clubs and charities to help them rebuild their organisations. To help with cost, we will invite craft and food stalls.

Music will be a big part of this day with a professional stage available for local bands and entertaining acts. We would like to organise a local talent show, where the Shaftesbury residents will be offered an opportunity to demonstrate their entertainment skills with a prize for the best performance.

#### **Venue Barton Hill.**

We propose to work with the Town Council and use Barton Hill Grounds. On the enclosed map is an illustration layout. The blue markers illustrate the stands. We have calculated the circumference on three sides of the park is 240m thus space for 40 stands if each stand has a 3m frontage and a 2m social distance space between each stand. We recommend the stage is positioned in front of the skateboard ramps offering a natural amphitheatre inside the path. We estimate the area of Barton Hill is about 7500 sqm. The stage and stands will use 2000 sqm leaving 5500 sqm for visitors. At 7sqm per person the site has a safe capacity 780 visitors.

The main feature is the stage which will have capacity to host the Silver Band. Toilets would be positioned by the main road.

Social distancing logistics.

A strategic plan will be submitted to the Town Council and Dorset Health. The main advantage of this site is that it only has two pedestrian accesses. The plan is we would make the North access, by the carpark, the only entrance and the South access by the swimming Pool the only exit. The two gates will be Marshalled and have communication to ensure there is only a maximum of 780 visitors on site at any one time. All the stands will have 2m space between them and the toilets will be monitored and have sterilised cleaning wipes so visitors can clean the toilets before and after use.

Financial.

The Gold Hill Festival Committee recognise the importance of this social event especially this year for Shaftesbury. They appreciate that, because of the restrictions of social distancing guidelines and the extra cost involved in creating a safe environment, it will be extremely hard to make a profit. However, if this new concept works, we believe this will give us the foundations to build on the music festival and create a major attraction for the town in future years.

We would like to work in partnership with the Town Council for this potentially high-profile event and are looking for Sponsorship to help cover our costs for this challenging year.



## Gold Hill Festival

Untitled layer

Polygon 1

- Point 2
- Point 3
- Point 4
- Point 6
- Point 7
- Point 8
- Point 9
- Point 10
- Point 11
- Point 12
- Point 13
- Point 15
- Point 16
- Point 14
- Point 17
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- Point 20
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- Point 22
- Point 23
- Point 24
- Point 25
- Point 26

