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Our Ref: GH/JM

21 September 2021

To: All Members of the Community and Partnerships Committee

Councillors D Ennis [Chair], Westwood [Vice Chair], L Ennis, Evans, Gittings, Kirkham, M Place, R Place and Tapper and Woodward

Dear Committee Member

COMMUNITY AND PARTNERSHIPS COMMITTEE

You are invited to attend a meeting of the Community and Partnerships Committee at **St John's Community Church, High Street, Chase Terrace** on **Tuesday 28 September 2021 at 6:00 pm** to consider the following business.

Yours sincerely

Graham Hunt
Town Clerk

PUBLIC FORUM

As part of the Better Burntwood Concept and to promote community engagement, the public now has the opportunity to attend and speak at all of the Town Council's meetings. Please refer to the end of the agenda for details of how to participate in this meeting.

AGENDA

1. APOLOGIES FOR ABSENCE

2. DECLARATIONS OF INTERESTS AND DISPENSATIONS

To consider any declarations of interests and consider requests for dispensations.

3. MINUTES

To approve as a correct record the Minutes of a meeting of the Community and Partnerships Committee held on 16 March 2020 [Minute Nos. 52-60] **[ENCLOSURE NO. 1]**.

4. INFORMATION FROM THE MINUTES

5. CHRISTMAS EVENTS

The Committee is requested to note this report and is invited to comment on the arrangements for the event **[ENCLOSURE NO. 2]**.

6. BETTER BURNTWOOD FUND

The Committee is recommended to authorise the Town Clerk to let contracts for the following essential community Services:

i) First Contact community telephone helpline with supporting website (estimated contract value £1,500)

ii) Community Transport (estimated contract value £1,500)

iii) Income maximisation (estimated contract value £4,000)

iv) Volunteer training ((estimated contract value £2,000)

[ENCLOSURE NO. 3 AND APPENDIX 1]

7. COMMUNITY DIAGNOSTIC HUBS

The views of councillors are invited to form the basis of a formal response from the Town Council to this consultation **[ENCLOSURE NO. 4]**.

8. BURNTWOOD MARKET

This report is for information purposes and Members of the Committee are invited to express their thoughts on whether the Town Council should continue to establish a regular market at Sankey's Corner, and if so, on what basis and how should it be funded? **[ENCLOSURE NO. 5]**

9. WAKES/EVENTS [QUEEN'S PLATINUM JUBILEE] 2022

Verbal report for discussion/information.

10. COMMUNITY ENGAGEMENT

Verbal report for discussion/information.

11. DEMENTIA FRIENDLY TOWN

Councillor Evans to give a verbal update.

12. INFORMATION OR ITEMS FOR NEXT MEETING

PUBLIC FORUM

30 minutes will be set aside at the beginning of this meeting for you to raise issues relevant to the remit of the meeting but are not already on the agenda. So that the Members of the meeting can be properly briefed in order to enable them to provide considered response to your question, please advise the Town Clerk of the question[s] you wish to ask the Council at least three working days before the meeting. The Chairman of the meeting has the right to reject any representations that he/she considers not to be appropriate for the particular meeting.

You will also now have the opportunity to discuss specific items on the agenda as the Chairman now has the discretion to allow you to speak where you have a legitimate interest in the item. Again, you will need to give three working days' notice of your wish to speak. Where more than one person wishes to speak on a particular application the Chairman may decide to limit the number of speakers or ask for a spokesperson to be appointed.

Generally, in respect of both speaking in the public forum and to specific agenda items you will have up to 3 minutes and can raise more than one issue. However, the Chairman has the option to extend the time allowed to you if they think it is appropriate.

While audio and video recordings of this meeting are entirely legal, as a matter of courtesy to Town Council members who work for this town and this Council on a voluntary basis, we would be grateful if you would let the Clerk or the Chairman know beforehand.

**MINUTES OF A MEETING OF THE COMMUNITY AND PARTNERSHIPS COMMITTEE HELD AT
THE OLD MINING COLLEGE CENTRE, QUEEN STREET, BURNTWOOD
ON MONDAY 16 MARCH 2020 COMMENCING AT 6:00 PM**

PRESENT

Councillor D Ennis [in the Chair]

Councillors L Ennis, Gittings, M Place, Westwood, Willis-Croft and Woodward

In attendance

G Hunt, Town Clerk

Ms J Minor, Deputy Town Clerk

One member of the public

PUBLIC FORUM

There were no questions raised by the member of the public.

PRESENTATION BY BURNTWOOD LIONS

Councillor D Ennis informed Members that Burntwood Lions had decided to send their apologies. Councillor D Ennis stated that Burntwood Lions would be invited to attend another meeting at a later date.

52. APOLOGIES FOR ABSENCE

Councillors Evans, Kirkham and Loughbrough Rudd.

53. DECLARATIONS OF INTERESTS AND DISPENSATIONS

Councillor Woodward declared an interest in Agenda Item No. 5 as she used to be a member of the Staffordshire Fire and Rescue Service Panel.

54. MINUTES

Councillor Woodward made reference to Minute No. 48, Page 32 - Play in the Parks Programme Update and said that she was specifically referring to Play in the Parks when she stated that back in 2015 the initiative was instigated by the Town Council.

It was proposed by Councillor Woodward and seconded by Councillor M Place and following an unanimous show of hands it was

RESOLVED That the Minutes of the Meeting of the Community and Partnerships Committee held on 06 January 2020 [Minute Nos. 44-51] be received and where necessary approved and adopted.

55. INFORMATION FROM THE MINUTES

There was no information from the minutes.

56. STAFFORDSHIRE FIRE AND RESCUE SERVICE SAFETY PLAN 2020-2024

The Town Clerk explained that the Safety Plan for 2020-2024 will set out the Staffordshire Fire and Rescue Service's priorities for protecting Staffordshire over the next four year. They will look to build on the success of their previous Plans, whilst recognising new challenges [including terrorism, incidents caused by extreme weather [climate change] etc].

Councillor D Ennis asked if Members could respond to the consultation individually or if a response was needed on behalf of the Town Council.

Councillor Woodward stated that we needed to continue to support engagement with the community, however, she was slightly worried as there was no particular detail to the Plan and that it was important to maintain local visibility [Chase Terrace Fire Station]. Councillor Woodward made reference to the firefighters and stated that the firefighters needed to be as safe as possible in the context of funding being cut.

The Town Clerk confirmed that a draft response would be forwarded to Members this week bearing in mind that the consultation end on 22 March 2020.

57. BURNTWOOD WAKES UPDATE

Councillor D Ennis explained to Members that they must bear in mind the potential risk of holding the events. He felt that the Town Council were not in a position at the moment to make a decision and would need to look at advice over the coming days. Government advice must be listened to and followed as public safety was the Town Council's number one concern.

Councillor D Ennis asked the Town Clerk to double check the insurance given the current advice from the Government not to hold events as the Wakes could attract up to 4,000 people.

The Deputy Town Clerk confirmed that the majority of the entertainment etc had already been booked and that 30 craft/charity stalls had already book together with 4 food stalls. It was agreed that all stallholders would get a refund if the event was postponed.

Councillor D Ennis made reference to the VE Day celebrations to be held at Sankeys Corner on 09 May 2020 which is being organised by Angela Brady from Kean Styles and supported by the Town Council. Councillor D Ennis stated that accordingly to social media there were lots of stalls and community groups taking part and asked if the Town Clerk could liaise with Mrs Brady and ascertain the details/contacts for the community groups etc.

Councillor Woodward explained that the Town Council may have to take a financial hit however there was a contingency in place.

The Town Clerk explained that the Town Council will need to follow Government advice. In terms of the coronavirus the Town Council's key statutory responsibility was as a burial authority and the wider agenda may need to be suspended.

Councillor Westwood asked if Travelwood had been approached yet. Councillor D Ennis confirmed that he would be contacting Travelwood again this year.

Councillor Westwood asked if a leaflet had yet been designed and Councillor D Ennis confirmed that the deadline for the TownTrader June edition was 12 May 2020, however, if the Wakes did not go ahead the Town Council would still utilise the space for something else.

58. PLAY IN THE PARKS UPDATE

The Town Clerk explained that the situation was similar to the last meeting where only St John's Community Church had come forward to host two events [27 July and 10 August]. The Town Clerk confirmed that he had written to both the Fun Club and Spark and was awaiting a response however the Cricket Club and the Scouts were unable to host events this year. The Town Clerk stated that Beacon Community Church was likely to pull out of Redwood Park which put this location at risk.

Councillor Woodward explained that the Spark centre had closed and it would be running as an online support group until it feels able to reopen as normal.

Councillor Woodward felt that the first event [VE Day Celebration] was most at risk. The Town Clerk explained that the Town Council is supporting this event and confirmed that he had applied for a road closure [from Cannock Road to Water Street]. The Town Council would be employing a company who would be dealing with the event management/risk assessment side of the event. Councillor D Ennis said that this is what the Town Council is all about supporting community groups so that they can provide events [help with the technicalities]. Councillor Woodward endorsed the event and asked to recall our thanks to Angela Brady.

59. CHRISTMAS EVENTS UPDATE

The Town Clerk confirmed that nothing had been booked for the Christmas Festival [28 November 2020]. Councillor D Ennis stated that potentially we may not get the festival train, fun fair rides if left un-booked. The Town Clerk explained that the Government is advising that in 2/3 months there may be a peak in the virus however there may be another outbreak around November time.

Councillor Woodward asked to defer booking of the entertainment etc until the next meeting of the Committee [15 April 2020] when further guidance may be available. Councillor D Ennis asked if the Deputy Town Clerk could approach the festival train, mini zoo etc to see if they were still available.

Councillor D Ennis confirmed that the businesses organising the Chasetown event on 26 November are pushing ahead and Councillor D Ennis confirmed that the Boney Hay event would be held on 24 November and that the Co-op at Morley Road are looking at holding an event on 21 November.

60. INFORMATION OR ITEMS FOR NEXT MEETING

Coronavirus

Reference was made to Minute No. 59 [Town Council Meeting 12 March 2020 refers] and Councillor D Ennis stated that going forward the coronavirus was a massive thing that would affect our community.

Councillor Woodward made reference to a bid to create a community database to support Lichfield and Burntwood residents during the coronavirus outbreak. This follows telephone calls received from residents who were asking for advice and assistance. In partnership with Kate Gomez and Steve Lightfoot a simple database has been created - just the name of an organisation plus a secure telephone number and email - which can then be used to signpost people, even those most isolated, towards help. It is hoped that when coronavirus is all over, the database will continue for people who are anxious, lonely or just need someone to care. To add organisations details to "Be A Friend" database for Lichfield constituency the email is lichfieldbeafriend@gmail.com. The Town Clerk confirmed that he would circulate the information to all Members. Councillor D Ennis stated that organisations can still sign up to the database and the Town Clerk stated that there is coronavirus information available on the website.

Outdoor Gyms on Public Open Space in Burntwood

Councillor Woodward made reference to social media and the delivery of two outdoor gyms on public open space in Burntwood. The two parks which are most likely to host the outdoor gyms are Chase Terrace Park and Redwood Park even though the Cabinet Member could not confirm whether Friends of Chase Terrace Park had been consulted. Members were informed that the Town Council had not been formally consulted and even though the introduction of outdoor gyms in parks fits with the District Council's ambition that its residents can live healthy and active lifestyles the gyms may not be sited in the best place [vandalism]. Councillor Woodward felt that the District Council needed to consult properly with the Town Council and that the Town Council is not just given the detail [via social media].

The Town Clerk stated that the outdoor gym equipment had been mentioned in talks previously and that a detailed report had now been received.

Community Litter Picking

Councillor Willis-Croft made reference to community litter picking [Spring Clean 20 March - 13 April 2020] and asked should members be taking part. The Town Clerk suggested observing the social distancing criteria and looking at further advice which will become available up until the event. Councillor Woodward suggested sharing where the litter picking is going to take place. The Town Clerk asked Councillor Willis-Croft to confirm as soon as possible the number of Hi-Viz jackets, pickers and bags that would be required as the Town Clerk would need to contact the District Council to obtain the items.

Councillor Woodward confirmed that Councillors Birch, Evans and Westwood had recently undertaken a community action day and clearing an overgrown alleyway.

Chase Terrace Technology College - PSHE/Citizenship Days

Councillor Woodward confirmed that the PSHE/Citizenship Days have been cancelled and would like to thank all Members for their support, those who had volunteered to take part and

others who had pencilled it in to their diary. It is hoped that the event will be re-arranged at some point.

[The Meeting closed at 6.55 pm]

Signed

Date

Burntwood Town Council

28th September 2021

Christmas Event

1.0 Purpose of the Report

1.1 To update the Town Council on progress regarding the Christmas Event

2.0 Background

2.1 Traditionally the Town Council has directly and indirectly supported three Christmas community events. The first is at Bells Lane where the Town Council provides lights for the tree, events management and first aid. The Rotary Club provide Santa. It is the smallest of the events that the Town Council supports. It will be held on 22nd November 2021.

2.2 The second event is at Chasetown High Street. The event is run by the traders and the Town Council's input is limited to providing a grant for the events management. The event will be held on 25th November 2021.

2.3 The event at Sankey's Corner is the one where the Town Council provides the most support. It is directly responsible for arranging that the road is closed, hiring the events management company and entertainers. The event will be held on 25th November 2021.

3.0 Progress to date

3.1 The arrangements for which the Town Council is responsible in respect of the events at Bell Lane and Chasetown High Street are in place.

3.2 Work in respect of Sankeys' Corner is ongoing. The road closure has been approved, the events manager has been hired and the entertainers. The details regarding the provision of Christmas presents, refreshments, insurance and first aid are still being sorted out.

3.3 Councillors have requested that the Christmas Tree at Sankeys' Corner is provided with new lights. The possibility of incorporating a market in the event is also being considered.

4.0 Financial Considerations

4.1 The budget allocation this year for the Christmas Events is £4000. Expenditure so far is £4,288.84. The outstanding work is still to be costed and estimated to be in the region of £2,000. The provision of the market would be an additional £450. This would lead to a budget overspend of potentially £2,738.84.

4.2 The overspend could be offset by virement from the budget heading for either The Wakes Festival or Play in the Parks. None of these events went ahead this year so both budgets are mainly unspent.

5.0 Legal Context

5.1 The Town Council has the power to provide grants to community organisations through the Better Burntwood Fund under the provisions of its General Power of Competency.

6.0 Conclusion

6.1 The majority of the planning for the Christmas Events has been completed. Work is still ongoing in respect of Sankeys' Corner. There is a budget overspend, partly caused by new items of expenditure, such as lights and the market. There is sufficient underspend in other community events budgets to meet this overspend.

7.0 Recommendation

7.1 The Town Council is requested to note this report and is invited to comment on the arrangements for the event.

Contact Officer

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Community and Partnerships Committee

Tuesday 28th September 2021

Better Burntwood Fund

1.0 Purpose of the Report

1.1 To update the Town Council on discussions with partner organisations regarding the develop of a commissioning model for the Better Burntwood Fund.

2.0 Background

2.1 The Better Burntwood concept is at the heart of the Town Council's thinking in respect of the support it provides to the local community. Its emphasis is very much on building sustainable capacity in the community to enable it to help itself address the low-level challenges it faces (often referred to as Tier 1 issues). The concept does not seek to address opportunities or constraints effecting more complex services (Tier 2 and above).

2.2 Figure 1 shows the basic components of activity that contribute to Tier 1 activities in Burntwood. Described collectively as the Burntwood Wide Web they will help to ensure that all residents, irrespective of their needs, are able to get advice on what support could be potentially available to them. It is called the Burntwood Wide Web because many problems are complex and are made up of inter- related issues that will require the potential involvement of more than one partner. Therefore, to be successful The Better Burntwood concept needs a high level of communication and collaboration between groups.

2.2 The Better Burntwood Fund is a key mechanism for the Town Council to use to help local groups. At its meeting on 2nd December 2021 the Town Council agreed to divide the available funding between community projects (grants up to £500) and essential community services. In respect of the latter grant the Town Council decided that it would invite applications for funding rather than have an open invitation process. This would enable the Town Council to better target the funding it has to support the development a of a well-rounded tier 1 offer in the town. At the moment support at this level, often described as information, advice and guidance, is fragmented as many public services have had to withdraw resources in response to public funding cuts.

2.3 Since the Committee's decision a focused discussion has been ongoing with some community partners to try and understand how the sector would respond to the Town Council commissioning services rather than providing direct grant in aid as has been done in the past. Whilst the response has not been negative, the feedback suggests that that many groups could struggle to engage with a full-blown commissioning process.

3.0 Developing the Burntwood Wide Web for a Better Burntwood

3.1 The development of the Burntwood Wide Web is likely to take between 3-5 years to put in place. Some parts of the web are already in place and others need to set up. Progress to date is as follows

i) First Contact. A very effective helpline was set up by Burntwood be a Friend during the pandemic. It successfully tapped into the strong volunteer base that exists in the town. A continuation of service could see a website and online presence also be developed. Prior to the banking crisis this type of service was often funded through public funding (typically Staffordshire County Council or Lichfield District). That funding is no longer available. So, to enable a voluntary service to continue funding would need to be provided for recruitment, training and running costs (telephone, internet, etc). As estimate of cost is in the region of £1000 to £1500 per annum. Staffordshire County Council are currently piloting community help points. These are physical points in the community, such as Burntwood Library, where local residents can go and get basic information, advice and guidance (Tier 1). The Town Council is due to have discussions with SCC about a possible role in delivering the community help point in Burntwood.

ii) Food Poverty. Burntwood has a well-established Foodbank that is based at Emanuel Church. St Anne's Church are experimenting with Discounted food sales as an option before the Foodbank. Local supermarkets are actively engaged with local activists. At the moment there is probably no need for the Town Council to become involved.

iii) Loneliness and isolation. This issue is particularly experienced by older people but not exclusively. Disability and illness can also lead to younger people becoming lonely and/or isolated. The key priority for the Town Council is to ensure that support groups (MHA Communities, Liberty, etc) are visible in the community and have good referral pathways.

iv) Supported Families. The lead organization in the community is Spark. It acts as an umbrella group for a range of family focused projects. Again, the initial priority for the Town Council is to ensure community visibility and good referral pathways.

v) Sustainable volunteering. The Burntwood Wide Web is based on local volunteering effort. Without people giving up their time many of the tier 1 activities will not happen. This in turn could prevent people from accessing the help they need at an early stage leading to help only becoming available at crisis point. Providing a support package to recruit, train and support volunteers. Estimated cost £2,000.

vi) Community Action. The Better Burntwood Fund already provides a small grants fund (£5000 per annum) to support local community groups carry projects in their areas. These projects range from social activities through to low level care.

vii) Improving access to services. The community transport scheme for the town has been dormant during the pandemic. It is now beginning to become active again. It is a crucial service that helps people without access to a car or able to make use of bus services (where they are available) get to doctor, dentist and hospital appointments. Again, it ensures that people can access the services they need and, in many cases, ensures that services are accessed at an early stage. Estimated cost £1,500.

vii) Financial Wellbeing. This is a key issue that can have a wider impact on people's health and wellbeing. CASES are very active in the time and have helped many residents to stabilise their finances. Funding is already in place for debt management, but financial support is needed to provide a complementary service to help with income maximisation. Every year thousands of pounds in benefits remain unclaimed because a lack of awareness of entitlements or the claimants are unable to cope with the claims process. The estimated cost is £4,000 per annum.

3.2 As explained the creation of the Burntwood Wide web will take at least 3 to 5 years to put in place. In this first year it is felt actions relating to financial wellbeing, improved access to services and first contact are the priorities. These are the areas of community life that have been particularly impacted upon by the pandemic. The continued recruitment and support of volunteers is also essential to maintain sustainability of the community action.

4.0 Financial Considerations

4.1 This year the budget allocation for the Essential Services Grant component of the Better Burntwood Fund is £10,000. A grant of £1,000 has already been awarded to Burntwood Rugby Club to help them re-open their facilities following the occupation of their site by Gypsies. £9,000 is now available for the remainder of the year.

5.0 Legal Context

5.1 The Town Council has the power to provide grants to community organisations through the Better Burntwood Fund under the provisions of its General Power of Competency.

6.0 Conclusion

6.1 The funding the Town Council has allocated to support community action has the potential to make a significant contribution to a Better Burntwood. The use of targeted funding offers through direct commissions an opportunity to maximise the benefits accrued from the money made available. In the future if the Town Council can put in place a commission process that provides funding for more than one year community service providers will have greater financial sustainability.

7.0 Recommendation

7.1 The Town Council is recommended to authorise the Town Clerk to let contracts for the following essential community services:

- i) First Contact community telephone helpline with supporting website (estimated contract value £1,500)
- ii) Community Transport (estimated contract value £1,500)
- iii) Income maximisation (estimated contract value £4,000)
- iv) Volunteer training ((estimated contract value £2,000).

Contact Officer

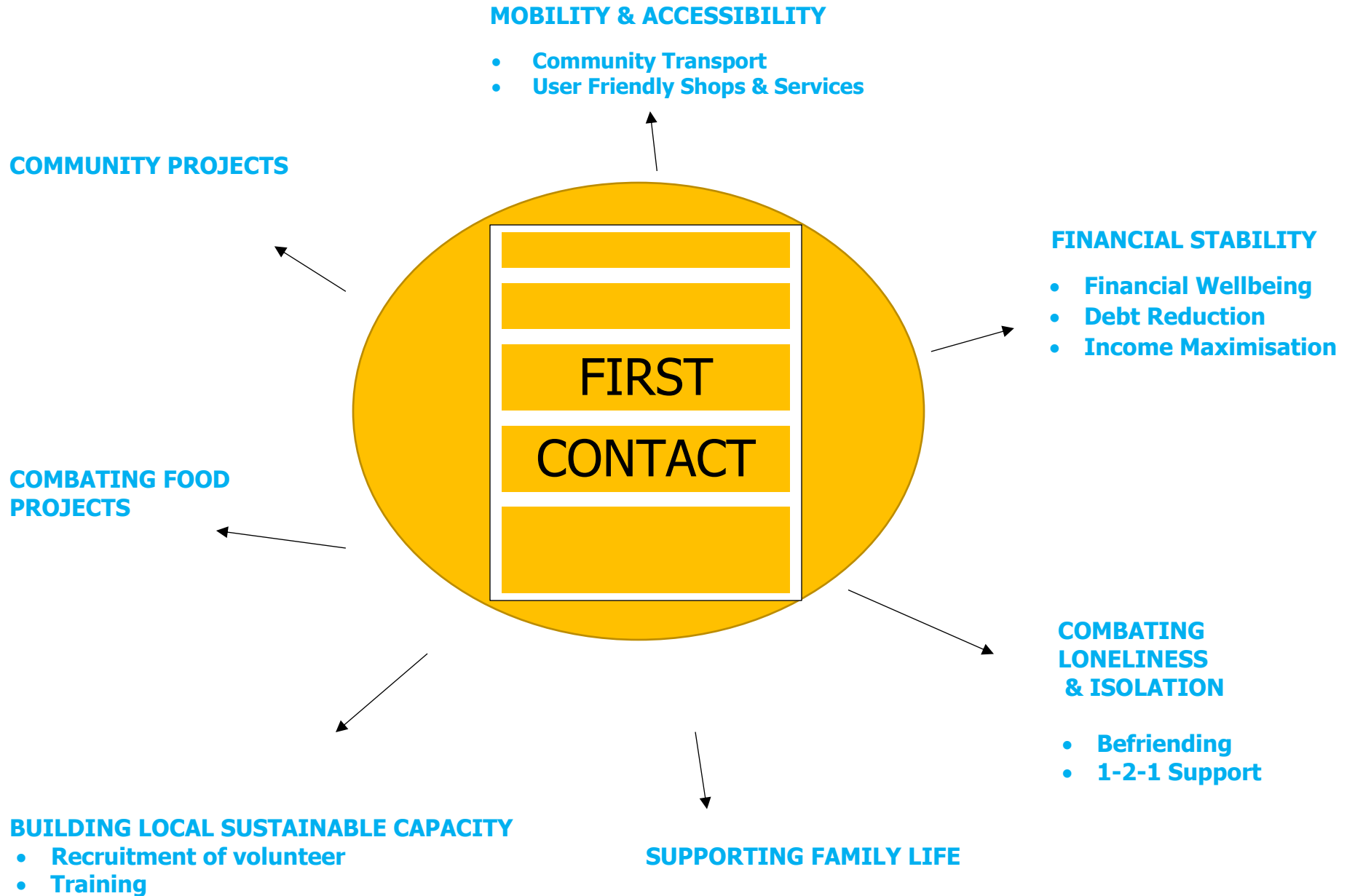
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01543 677166

BURNTWOOD WIDE WEB

for a Better Burntwood



Community and Partnerships Committee

Tuesday 28th September 2021

Community Diagnostic Hubs

1.0 Purpose of the Report

1.1 To seek the view of the Committee regarding the proposed creation of four Community Diagnostic Hubs for Staffordshire and Stoke-on-Trent.

2.0 Background

1.1 The NHS Midlands and Lancastershire Commissioning Support Unit is currently consulting communities across Staffordshire and Stoke-on-Trent regarding the provision of community diagnostic hubs. This work is being carried out as part of a national programme. It is anticipated that up to 4 hubs will be provided across the county and city. The purpose of the hubs is to give patients access to diagnostic services close to their homes. The services on offer could include:

- Acute blood tests
- Scans
- Imaging
- X – Rays

Larger hubs may also be able to provide endoscopy services such as gastroscopy, colonoscopy and flexi-sigmoidoscopy.

1.2 The services would be elective (planned) and would not replace existing emergency care arrangements. The work undertaken would be integrated with the tests undertaken in larger hospitals and by primary and community care teams.

1.3 The hubs will be free standing and located in areas with a high demand for services. They will also be digitally connected to other health settings. Being multi-diagnostic, they will be able to receive referrals from a wide range of health settings.

1.4 The hubs will be able to cater for patients with a wide range of needs. The key benefits will be:

- earlier, faster and more accurate diagnosis
- increased capacity
- reduced health inequalities
- more effective joint working cross community, primary and secondary services
- improved productivity
- reduction in duplication

2.0 Relevance to Burntwood.

2.1 Burntwood has suffered for some time from under capacity in health facilities. The closure of Hammerwich and St Mathews hospitals saw many services disappear not to be replaced. Promises to mitigate the closures with new services have not materialised. Primary

care in the western part of the town has real issues of capacity. This is a situation which has been documented in the Burntwood Neighbourhood Plan (see paragraph 3.26). On the positive side the long-awaited improvements to provision for the eastern part of the town (Greenwood House) will come on stream within the coming months.

2.2 In addition to the capacity issues many parts of the town have poor or non-existent public transport provision so travel distances/arrangements to a hub are a further consideration. An issue that only get worse with the town's aging population. Older people tend to be more reliant on public transport.

2.3 A hub located within or easily accessible from Burntwood would help to address the current capacity issues, mitigate against limited public transport provision and future proof services against an aging population.

3.0 Financial Considerations

3.1 This report poses no new financial considerations for the Town Council.

4.0 Legal Context

4.1 The Town Council has no statutory responsibilities for the delivery of health services. It has however been invited to submit views on the proposal. As the local council for the area, it is well within the Town Council's remit to respond to consultations of this kind.

5.0 Conclusion

5.1 Health provision is one of the key infrastructure challenges facing Burntwood. A well designed and appropriately located hub would address many of the current shortfalls in provision. This consultation is an opportunity for the Town Council to promote the case for local provision.

6.0 Recommendation

6.1 The views of councillors are invited to form the basis of a formal response from the Town Council to this consultation.

Contact Officer

Graham Hunt

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01543 677166

Community and Partnerships Committee

Tuesday 28th September 2021.

Burntwood Market

1.0 Purpose of the Report

1.1 To provide an evaluation of the three market days that were planned for July, August and September

2.0 Background

2.1 In early Summer Lichfield District Council (LDC) approached the Town Council and offered to provide financial support for a pilot to test the feasibility of holding regular markets at Sankeys Corner. The Town Council has had a long-standing aspiration to see such a market in Burntwood.

2.2 Following discussions with LDC it was agreed that 3 markets would be held on Sundays at monthly intervals. The Town Council contacted two local events management companies to see if they were interested in putting on the markets. CJ Events, who runs the Lichfield and Barton producers' markets, agreed to recruit the traders and manage the three markets.

2.3 As the markets were only be held as a pilot it was decided to apply for traders' licenses for individual stalls, rather than apply for a market charter, and run them as community events.

2.4 The first market was planned for Sunday 11th July. Unfortunately, the event never took place. CJ Events withdrew because they felt that insufficient time had been allowed for the trader's licenses to be processed. In response the Town Council signed up a third Events Management, Bert and Gerts who manage the Birmingham Chinese and Solihull markets, to take on the two remaining markets

2.5 Best and Gerts were appointed on the basis that they would recruit the traders, sort out the street trading licenses, set up and take down the stalls, and manage the event on the day including being responsible for health and safety. They also agreed to provide 3 stalls free for community use.

2.6 The Town Council applied for a Temporary Traffic Road Order (TTRO) to close the section of Cannock Rd between Water St and Rugeley Rd for the markets. Traffic management on the day was provided by Local company RoadTech.

3.0 Evaluation of the Pilot.

3.1 The second market in the pilot was held on Sunday 8th August. Despite some rain the market was well attended. There were 12 stalls including a bread maker, cake and liqueur sellers. Stalls were also provided for community use but only Beacon Community Church attended the market. The Town Council did receive some feedback from the community.

- The general response to the market was good with many people asking for the market to be a regular event

- Feed back from the traders was also positive. Several of them recognised that they had not brought enough produce
- There were several requests for more stalls selling meat, fruit and veg
- The shops at Sankeys Corner that did open (Costa, Heron Food and Mikey Teas) all report increased sales
- There were complaints from some local traders that they could not hire a stall.

3.2 With regard to the last bullet point Bert and Gerts said that they would only allow one type of trader because the market was so small. They found it difficult to attract traders when there was too many of the same type of stall because it reduced profits. Under the current arrangement Bert and Gerts are responsible for recruiting the traders.

3.3 The final market was held on Sunday 12th September. Again there was a good public turnout. 15 stalls were provided. The community groups present were Beacon Community Church, Emanuel Church, Burntwood be a Friend, Cases, Burntwood Lions and Spark. The Town Council also had a stall which was staffed by councilors. Community feedback was again very positive. A survey of 100 people who attended the market which was carried out by councilors showed:

- Unanimous response on having enjoyed market and wanting to continue (100 people)
- Believed the market was good for town and community (24)
- More advertising is needed (4)
- Stalls well laid out (11)
- Greater variety of stalls needed (13)
- Would like markets at other community events, i.e. Christmas Festival (13)
- Food/veg/meat/fish stalls needed (19)
- Flowers/garden plants stalls needed (2)
- Needs music/announcements (7)
- Children's stalls needed inc. sweets (4)
- More community and charity stalls needed (4)
- Parking problems (4)
- Problems with cycles (3)
- Toilet provision poor, no signs (2)

3.4 The majority of the people who responded had a WS7 post code (73%). A further 7% had a WS post code (other than WS7).

3.4 Many of the comments relate to the size of the market. A bigger market would allow greater variety and also offer the possibility of more than one of the same type of trader being able to attend. Many fresh food-based traders already have regular markets with guaranteed footfall that they attend. At this early stage Burntwood Market is an unknown quantity and it will take time to grow and develop.

3.5 Bert and Gerts have also provided feedback on the September market:

- The road closure needs to be in earlier and on time
- Organisations such as Slimming World need to be discouraged from just turning up and hijacking the event, this will ultimately put people off
- The market needs to be advertised as a general rather than producers' market
- An easier way of dealing with licensing for the event is needed

3.6 With regard to Slimming World the matter has been referred to LDC as they may have contravened street trading licence requirements. The issue of a simplified licencing system could be addressed if the market became permanent and the Town Council secured a market charter.

4.0 Financial Considerations

4.1 The cost for holding each market is as follow:

- TTRO £865 (only £195 for the first market)
- Event Management £450 (August and September only)
- Street Trading License £294 for the August market and £315 for September

- Promotion £150 (for the first market only)

4.2 Over the 3 events the total expenditure was £3,584 which was offset by a Community Events Grant of £3,000 from LDC, a £405 contribution towards the street trader licenses from Bert and Gerts leaving the Town Council to fund the remining £179.

4.3 There is sufficient underspend in the community events budget (Cost Code 213), due to Covid 19 restrictions, to cover the £179 contribution by the Town Council.

5.0 Legal Context

5.1 The responsibility for street trading lies with LDC as specified by the Local Government (miscellaneous) Provisions Act 1982. The Town Council would also have to apply, under the provisions of the Food Act 1984 to LDC should it wish to establish a permanent market.

6.0 Conclusion

6.1 On face value the two markets that were held were well received by the public and the traders who took stalls saw them as good trading opportunities. However, the limited feedback received does not provide any evidence of long-term sustainability for a permanent market. Key issues that need to be addressed are:

- The use of street trader licenses is bureaucratic and costly. The license fee for the 2 pilots was reduced by 50% because they were set up as community events. Community involvement would need to continue to receive the license fee reduction.
- An application to obtain a market charter would be open to challenge by nearby markets
- Public requests for more food stalls and more variety in general will remain unmet until the market is established and can increase in size
- At a cost of nearly £1,500 per market day it is expensive. The LDC grant was only available for the pilot. The Town Council does have funding in its community events budget to support a monthly market, but it would require support for other existing community events to be discontinued or the events to be delivered in a different way. There is limited opportunity to reduce the cost of delivering the market.

7.0 Recommendation

7.1 This report is for information purposes and members of the Committee are invited to express their thoughts on whether the Town Council should continue to establish a regular market at Sankeys Corner, and if so, on what basis and how should it be funded?

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