

**Minutes of the Meeting of the Community Services Committee Meeting held at
Corsham Town Hall on Wednesday 14 September 2016**

Present Councillor N Pocock (Vice Chairman)
Councillors Ms L Bray, N Farmer, Mrs R Hopkinson, M Jackson, D Jarman,
D Jones

In Attendance Mrs R Avent (Tourism and Events Officer)
Ms C O'Sullivan (Tourism and Events Officer)
Mrs S Thomas (Head of Community Services)

CS 19/16 Apologies

Apologies were received from Councillors S Abbott, C Fuller, Mrs A Lock and Mrs I Thompson.

CS 20/16 Public Question Time and Petitions

There were none.

CS 21/16 Declarations of Interest

To receive any Declaration(s) of Interest under Corsham Town Council's Code of Conduct issued in accordance with the Localism Act 2011.

Cllr D Jarman declared a non-pecuniary interest in agenda item 7 *Draft Corsham Cultural Strategy* as a recent employee of Bath Spa University and his association with his wife's jewellery business, both of which are referenced in the Strategy. He remained in the room during the discussion and decision on the item.

CS 22/16 Matters arising from the Minutes of the Community Services Committee Meeting held on 13 July 2016

There were none.

CS 23/16 Reports from Council representatives appointed to outside bodies

Cllr Steve Abbott (Chairman of the Committee) had asked that, in his absence, mention be made of the Fairtrade South West Conference being held in Chippenham on Saturday 1 October.

CS 24/16 Strategic Plan Monitoring and Evaluation (Minute CS 27/15, SP 4/15 and others)

The Head of Community Services reported on progress made on those Strategic Plan themes covered by the Community Services Committee: Destination Corsham; Alive with Centres of Excellence; Open to Business and Safe and Healthy Community.

It was suggested that the Evaluation Measures within the Strategic Plan do not measure impact and ways should be found to better measure and evaluate the work done towards the actions and objectives.

Resolved

- i) That the 2017 Destination Marketing Plan Action Plan includes means of measuring and evaluating the impact of advertising, eg an increase in website activity or emails/calls to the office following publication of an advert, and contacting Airbnb owners to see if they see an increase in bookings.
- ii) That when working on the next Strategic Plan for 2018 onwards, the Council needs to consider evaluation methods that measure impact as well as effort.

CS 25/16 Draft Corsham Cultural Strategy

The Tourism and Events Officer (Colette O'Sullivan) presented the first draft of the Corsham Cultural Strategy, under the Alive with Centres of Excellence theme, explaining that there was still work to be done on it, and an Action Plan, to be produced, but the brand of 'Creative Corsham' was thought to be the right direction to follow. The Committee congratulated the Tourism and Events Officer (Colette O'Sullivan) on the work done so far and the insightful document produced.

There was a great deal of discussion on the importance of maintaining the engagement of those artists who had taken part in the research work done for the Strategy, and that the importance of those working in the creative industries – given their impact on the local economy – should also be reinforced.

It was felt to be vital that the vision for Creative Corsham should be brought into the discussions regarding Mansion House and that the Town Council should have a clearer view on what Corsham Digital Mansion should be and that view should be assertively articulated.

Resolved

- i) That Cllrs N Farmer and D Jarman would help the Tourism and Events Officer (Colette O'Sullivan) to complete the Cultural Strategy. A final version, along with an Action Plan, would be presented at the next Community Services Committee meeting.
- ii) That those working in the creative industries need to remain engaged and see progress being made as soon as possible. It has already been agreed

that next year's Peacock Arts Trail will use the Town Hall, but the idea of a Creative Corsham Festival will also be investigated, along with smaller 'marginal gains' that will maintain interest in the short term.

- iii) That the Full Council needs to have a clear view on what Corsham Digital Mansion should be and this needs to be discussed at the next Council meeting.

CS 26/16 Street Fair 2016 and Other Events

The Tourism and Events Officer reported back on the success of the Peacock Feather Trail run in the town centre through August. There were 73 entries, a high number helped by local promotion and social media. The associated craft activities run by Camomile Cafe and All the Pretty Things had not proved as popular as hoped, but all the businesses and sponsors involved were happy to have been a part of the competition. The annual Easter Trail would be arranged for 2017, with another trail planned for the summer.

The Head of Community Services updated the Committee on the plans for the Street Fair on 17 September. Over 30 stalls were booked; there would be music and entertainment on both the main stage in the Chapel Garden and in a 'busking tent' at the bottom of Post Office Lane and the Little Zoo would be there. The event had been widely publicised, including sending flyers to the primary schools for pupils' book bags and advertising in the Gazette and Herald.

The Head of Community Services then updated the Committee on Above and Beyond, the WW1 Red Cross Hospital exhibition taking place at the Town Hall as part of the Corsham Commemorates group's activities. The exhibition would be open from 17-20 October for schools groups, and then be open to the public from 22-30 October. There would be an official opening event on the evening of Friday 21 October, to which all Councillors would be invited. Alongside the exhibition would be a programme of events including family history workshops, drama, 'Knitting for the Troops' and concert parties. Yarn-bombing artist Emma Leith was also working on an installation for the entrance to the exhibition that would incorporate hundreds of poppies made by local knitters and crocheters. It was hoped that there would also be a poppy trail through the town centre.

The update was noted.

CS 27/16 Christmas Lights Switch-On 2016

The Christmas Lights Switch-On would take place on Friday 2 December and would be organised by the Tourism and Events Officer (Rachel Avent). The Committee was asked for suggestions, improvements or changes to the event.

It was noted that the time between acts on the main stage needs to be better managed and perhaps music played during changeovers. It was also suggested that the event should run for longer, with the potential for a busking point in the pedestrianised area of the High Street, which would allow the Town Hall area to be cleared but would keep more people entertained in the town centre. It was also noted that it is very difficult to hear what is happening on the stage further down the

High Street and that perhaps the setting up of the PA system needs to be addressed. More bins were also requested.

Resolved

That the Tourism and Events Officer (Rachel Avent) would try to incorporate as many of the comments and suggestions as possible in this year's event.

CS 28/16 The Batters – Centenary Fields Programme, First World War Commemorations (Minute 43/16 and 66/16)

The legal work was progressing to include The Batters in the Centenary Fields Programme run by Fields in Trust. It was hoped that The Batters would be the first Centenary Field in Wiltshire. As a plaque would be presented to the Town Council to display at the site, the Committee was asked for suggestions on how the presentation/unveiling should be marked.

It was agreed that the event be relatively small, with a guest list that incorporates Town Councillors, the members of the Corsham Commemorates group, both local and county representatives of the Royal British Legion and the MOD.

Resolved

That the Head of Community Services put together a proposal for the unveiling event ahead of confirmation of a date for it to take place.

CS 29/16 Corsham on Film

The Tourism and Events Officer (Colette O'Sullivan) updated the Committee on the work done to promote Corsham as a film location. Michael Holman, of Red Forge Studios, had produced 28 documentary-style photographs of the town centre and work was now being carried out to place these on a number of location agency websites. Work would also be done to increase Corsham's presence as a film location on the Visit Wiltshire website and create a 'Corsham on Film' page on the Town Council's own website.

The update was noted.

CS 30/16 Corsham Youth Zone

There was some concern about the continued running of Corsham Youth Zone, a project for young people aged 11+ run at Springfield Campus, as a result of Wiltshire Council's cuts to Youth Services. The loss of the project would severely impact on a very large number of Corsham's young people. Cllr Mrs R Hopkinson had been approached by Ben Hayday, the Vice-Chairman of the Youth Zone, for advice, and the Chief Executive and Head of Community Services had also met with Richard Rogers, Community Engagement Manager, for an Area Board update on the situation. Following discussions at September's Council meeting, it had already been noted that the Town Council was unlikely to take over the running of the Youth Zone, but the Community Services Committee was asked for suggestions on how the Town Council may be able to offer help and support for the Youth Zone to ensure its continuation.

As a member of the Youth Zone's Management Committee, Cllr N Pocock was able to update the Committee on the immediate situation regarding the Youth Zone and its main issue of lack of people to help run the organisation. Members of the Management Committee, including Ben Hayday, were either leaving for university or, due to changes in work commitments, were now unable to give their time to helping to run the Youth Zone. Young Melksham had been asked to provide paid staff to help run the project but were not always able to do so on a regular basis. What was required was a team of adult volunteers on the Management Committee to steer the project and keep funding bids going while the longer-term future and constitution of the Youth Zone was decided.

Contact had been made, by Ben Hayday, with local businesses for their possible help, with some interest, and Cllr Mrs R Hopkinson was due to discuss the matter, as a community issue, with The Corsham School in the hope that more students would get involved. The Chief Executive and Head of Community Services would also be meeting with Richard Williams, the new Youth Officer for Corsham, on 19 September. Cllr D Jarman agreed to help with the transition period if required.

Resolved

- i) That Cllrs N Pocock and D Jarman meet to discuss what help is required to ensure the continued running of the Corsham Youth Zone and that other Town Councillors do what they can to influence other community members to get involved.
- ii) That the Town Council be kept aware of the plans for the Corsham Youth Zone and any changes made to its Management Committee and structure.

The meeting commenced at 7.30pm and closed at 8.43pm.

CHAIRMAN

DATE