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DUNSTABLE
TOWN COUNCIL

David Ashlee Town Clerk and Chief Executive

Our Ref: DA/BW

Date: 23 August 2019

Dear Councillor

Could you please note that a meeting of the Community Services Committee will be held in the Council Chamber, Grove House, High Street North, Dunstable on **Monday 2 September 2019** at **7.00 pm** when the following business will be transacted.

AGENDA

1. Apologies for Absence.
2. Minutes of the meeting of the Community Services Committee held on 13 May and 3 June 2019 (copies previously circulated).
3. Specific Declarations of Interest.
4. Events and Marketing – Information report and decision on 2020/21 and 2021/22 events programme. (see page 1).
5. Grove Corner and Community Engagement – information report (see page 8).
6. Older People's Day Care Services – information report (see page 12).
7. Priory House – information report (see page 15).
8. Dunstable Town Centre Services – information report (see page 17).

Cont'd ...

DA/BW
23 August 2019

10. Reports from outside bodies:

South Bedfordshire Dial-a-Ride – Cllr Martin
Dunstable Town Band – Cllr Martin

Yours faithfully

A handwritten signature in black ink, appearing to read 'DA', with a long horizontal flourish extending to the right.

David Ashlee
Town Clerk and Chief Executive

To: All Members of the Community Services Committee
Sid Abbott (Town Mayor), Liz Jones (Deputy Town Mayor), Gloria Martin (Chairman),
Gladys Sanders (Vice-Chairman), Wendy Bater, Lisa Bird, Gregory George, Pamela
Ghent, John Gurney, Peter Hollick, Cameron Restall, Lee Roberts and other Members of
the Council for information.

DUNSTABLE TOWN COUNCIL
COMMUNITY SERVICES COMMITTEE
MONDAY 2 SEPTEMBER 2019
EVENTS AND MARKETING

Purpose of report: This report provides information on progress with the 2019/20 events programme and requests members to determine the programme for 2020/21 & 2021/22.

1. ACTION RECOMMENDED

- 1.1 That members determine the events programme for 2020/21 & 2021/22 as proposed at section 5.

2. EVENTS PROGRAMME 2019 REVIEW

2.1 St George's Day

This event was cancelled due to the severe weather warning in place.

2.2 Around the World

This event was very well received, with the highest attendance since the event started. Feedback was excellent from the public.

2.3 Dunstable Live

This event was well attended, there were some minor incidents during the event which were dealt with swiftly by security and the police. The theme for next years event will be 90's pop and a poll will be created to determine the acts for this event by the public.

2.4 Party in the Park

Party in the Park was a great success, it was one of the best Party in the Parks' for a few years. There was only one incident which required police attendance very early on in the event, the event was then incident free for the rest of its duration, which for Party in the Park was fantastic.

Showaddywaddy were a great band and the Events & Marketing Manager felt that the genre and style of the music helped crowd control and produced a nice atmosphere. It was also the biggest attended Party in the Parks for at least 2/3 years with around 5/6,000 over the course of the day. In the craft area, 1,000 individual children took part in making the craft activity alone.

2.5 Sunday Band Concerts

The band concerts have all gone well, below is the attendance at each Sunday concert.

Band	Attendance
Dunstable Town Band	92
Dunstable Salvation Army Band	74
Toddington Town Band	78
St Albans City Band	56
The Woburn Sands Band	92
Welwyn Garden City Band	32 (not great weather)
Milton Keynes Brass Band	92

It was noted by the Events Assistant, that the audience attending each Sunday were mainly the same people.

Charities will be invited again to apply to run the tea and coffee concession at the Sunday Band concerts for 2020.

2.6 **Priory Pictures**

Attendance over the two dates was estimated at 2,000 people. The new adapted screenings were successful however it made the days extremely long for staff and after receiving feedback from people attending the adapted screening, the public did not mind that one of the films has subtitles. Therefore for 2020 the event will go back to showing three films with the first film being subtitled and with low volume to still ensure the event is accessible.

Due to high winds predicted on Saturday 10 August, this event was moved to Sunday 11 August. There was low attendance for the August event due to the poor weather on the day and possibly due to the change of date.

After receiving significant feedback from the June event that the public were not able to see the films due to direct sunlight in their eyes, the site layout was changed as a trial run for the August screening. The new layout has improved this situation; however, feedback has shown that this is still an issue with the sun now shining onto the screen, which effected the visibility of the film. The site layout and showtimes will be looked at further for 2020.

2.7 **Weird and Wonderful**

Please see Town Centre Services report.

2.8 **Priory Proms in the Park**

Priory Proms in the Park will take place in Priory Gardens on Saturday 14 September from 6.00 pm until 10.30 pm (BBC to confirm finish time). The evening will commence with the Dunstable Town Band and The Barn-Ettes and the main broadcast will take place at 7.30 pm. The BBC broadcast will be shown live via a giant screen. In the interval The Barn-Ettes will perform another set. During the big finale to the proms the gardens will come to life with dancing lights, fire and more. A spectacular firework finale will take place immediately after the live broadcast has finished.

Glow products will be on sale by Priory House, a licensed bar will also be available to purchase drinks and there is also a food concession.

2.9 Fireworks

This event takes place on Tuesday 5 November, at Creasey Park Community Football Centre. The layout and plan for the event has slightly changed from last year to allow an improved flow in and out of the site.

2.10 Christmas Carols and Torchlight Procession

A letter has been sent to all schools inviting the children to take part in the Torchlight procession, the road closure has been submitted which allows the A5183 to be fully closed during the whole event. The plans are the same as the 2018 event.

It is also hoped that the Grove Theatre can participate with some of the pantomime cast and Santa has been booked. BBB will be providing the lights show finale.

3. CONSULTATION FEEDBACK

- 3.1 The Council has received an increased number of questionnaires filled out by the public; so far 264 people have filled in the questionnaire. Currently 99% are satisfied or very satisfied with the events programme. The results are very positive, with some good and valuable ideas and feedback going forward on the events that have taken place so far.

To ensure that the figures given via the questionnaire are accurate, we only allow one person/device to fill in the questionnaire once. If the public were allowed to fill in the questionnaire more than once it would skew the results. Therefore, the decision has been made to create individual questionnaires for each event in 2020 and then calculate the overall satisfaction rating by combining them all together to get an overall percentage.

4. 2020 EVENT PLANNING**4.1 VE Day celebrations**

It has been brought to Dunstable Town Council's attention that there will be national celebrations across the Country to commemorate the 75th anniversary of VE Day. It is expected that the Town Council acknowledges this day.

In 2011 Dunstable Town Council allocated £1,000 to allow communities to apply for a £100 grant to help pay for and hold a street party.

It has been confirmed that Central Bedfordshire Council will allow free road closures for these celebrations and allow residents to close their streets for a street party.

The £100 grant is used to pay for food and decorations etc. and it was highly successful in 2011.

The Events and Marketing Manager has suggested that due to the free road closures and the history given to VE Day that members should consider allocating £1,000 when agreeing the 2020/21 budget to pay for ten street parties within Dunstable.

If members wish to choose to do this, then this can be brought to the Finance and General Purposes Committee Meeting at the time of budget setting.

4.2 **Around the World**

Due to the VE day anniversary the Events and Marketing Manager has suggested that at the Around the World event there should be some activities to highlight and celebrate the VE Day anniversary, also note the suggested date which ties in with this anniversary weekend.

4.3 **Fireworks**

Members should note the plans for a new artificial turf pitch (ATP) at Creasey Park Community Football Centre. Should the ATP be agreed and installed, this will have serious implications on whether the site is still suitable for the fireworks display. These implications will be investigated further once there is an idea of timescales etc.

4.4 **Christmas Carols and Torchlight Procession**

Members will be aware that the Dunstable Joint Committee has funded the light show finale at this event for the past three years. 2019 will be the last year the committee will fund the light show, due to Section 106 funding ceasing.

If members wish to carry on with the light show, members will have to allocate an additional £5,000 to this event. Once again, this needs to be considered at the time of budget setting.

4.5 **Weird and Wonderful**

Whilst this is a one off, externally funded event for 2019, if successful, and also if the Historic England High Street Heritage Action Zone Expression of Interest is successful, members may wish to consider making this a regular event in the DTC events calendar. It may be possible to seek external funding from other sources such as the Arts Council, however, the only way to guarantee the continuation of this event in 2020 would be to agree £10,000 in the budget setting process for 2020/21.

4.6 **Party in the Park**

Another consideration members may wish to make is that 2020 will be the 10th anniversary of Party in the Park. Members may like to see something a bit 'special' or additional attractions/entertainment to mark the 10th anniversary, however, should this be the case members would need to increase the budget. Officers can investigate different options should members wish to commemorate this and ask for a steer from the committee.

5 **EQUALITY AND ACCESSIBILITY**

For the 2020 event programme, the Events and Marketing Manager is continuing to investigate the issue of equalities and specifically disabled access and engagement with all events. As a Local Council, the 2010 Equalities Act requires the town council to make reasonable adjustments, and officers believe that there could be some changes to the events programme which could make them more accessible to all.

5.1 Party in the Park

To continue improving our events and to make them as accessible as possible the Events and Marketing Manager has been researching the possibility of a disabled viewing platform for Party in the Park. It was noticed this year, that there were viewing issues for several disabled attendees.

The Events and Marketing Manager tried to attract a sponsor to pay for a disabled ramp for the 2019 event, without success. To provide a disabled viewing platform there will need to be an additional budget of £1,000 to cover the cost of this.

If this is something members would like to see, then once again this would need to be agreed as part of the 2020/21 budget setting process.

5.2. Priory Pictures

It is suggested that the adapted screening continues at Priory Pictures, it was well received and ensured that our events continue to attract new audiences.

For the 2020 events, the adapted screening will be part of the main programme rather than a separate showing earlier in the day, and a larger accessible viewing area will be created.

The Events and Marketing Manager will continue to look to improve accessibility across all the events, and any updates or ideas will be brought to future Community Services committee.

6. PLANNING AND DEVELOPMENT FOR 2020 ONWARDS

- 6.1 The table below shows the proposed dates for 2020 & 2021. It is proposed that there are no significant changes to the timings/dates for any of the events.
- 6.2 Due to potential clashes at Priory House with wedding bookings, it is suggested that the events dates located at Priory House and Gardens are agreed for the next two years, budget depending. This will allow Priory House to commit to dates in advance and enable officers, to confirm availability quicker and more precisely to potential wedding bookings.
- 6.3 It is also suggested that all the events in Grove House Gardens, Fireworks and Christmas events are also agreed for the next two years. This will enable the Events and Marketing Manager to promote all the events and book acts in advance and enable early promotion and marketing. This will greatly benefit the organisational process of the events programme.

Table.1

Event and venue	Date 2020	Date 2021
St Georges Day (PG)	Saturday 25 April	Saturday 24 April
Around the World (PG)	Saturday 9 May	Saturday 15 May
Classic Motor Rally (PG) (Priory House managed event)	Saturday 13 June	Saturday 12 June

Dunstable Live (GHG)	Saturday 20 June	Saturday 19 June
Sunday Band Concerts (GHG)	28 June, 12, 19, July 2, & 9, 23 August	27 June, 4,11,18 July, & 1,8, 22 August,
Party in the Park (GHG)	Saturday 25 July	Saturday 24 July
Priory Pictures (PG)	Saturday 4 July & Saturday 15 August	Saturday 3 July & Saturday 14 August.
Weird & Wonderful (The Square/Ashton Square)	Saturday 5 September and Sunday 6 September	Saturday 4 September and Sunday 5 September
Priory Proms in the Park (PG)	Saturday 12/19 September (Date TBC by BBC)	Saturday 11/18 September (Date TBC by BBC)
Dunstable Fireworks Display (CPCFC)	Thursday 5 November	Friday 5 November
Christmas Carols and Torchlight Procession (The Square/Ashton Square)	Friday 27 November	Friday 26 November

7. SPONSORSHIP

- 7.1 The Events and Marketing Manager will continue to source a sponsor for the Events Programme for 2020, any updates on this will be brought to the committee.

8. MARKETING & SOCIAL MEDIA

- 8.1 The Facebook and Twitter accounts are progressing well with increased interaction and growing numbers of Followers/Likes. These social media platforms continue to be a successful way to quickly get information out to the public, and they have become an established part of the Council's events marketing campaign.

- 8.2
- | | |
|--|-------------|
| Dunstable Town Council Facebook | 6,570 likes |
| Creasey Park Community Football Centre | 497 likes |
| Grove Corner Facebook page | 505 likes |
| Town Ranger Services | 888 likes |

- 8.3 The Twitter account followers are:

DTC	2,210
Creasey Park CFC	674
Dunstable Town Centre	2,055
Dunstable Events	2,021
Priory House	461

- 8.4 Grove Corner Instagram account has 173 followers and the Events Instagram has 184 followers

8.5 **Poised Magazine**

Poised magazine was delivered to surrounding towns and villages, 21,000 copies were sent, with some kept back to give out to local retailers in Dunstable. Feedback has been really positive from the retailers, and officers have received enquiries from businesses wanting to advertise in the next edition.

Poised was funded by the Town Council's central marketing budget, however Poised was a trial to see if there was a market for this type of magazine for Dunstable. Currently, it is not planned to produce Poised again from the 2020 marketing budget. If members wish for the magazine to happen in 2020, officers can investigate options for funding raised by advertising, sponsorship, Dunstable Joint Committee, or members could increase the corporate marketing budget to allocate additional funds for the magazine. Again, a steer from the committee at this time regarding any future editions would be useful for officers at this stage.

9. FINANCIAL IMPLICATIONS

- 9.1 This report has suggested that members consider a range of issues relating to the Council's events programme during the 2020/21 revenue budget setting process. In summary they are:

VE Celebrations 2020 -	£1,000 street party grants scheme
Torchlight and carols event -	£5,000 for light show
Weird and Wonderful -	£10,000 for additional town centre / Ashton Square large-scale event
Party in the Park 10-year anniversary -	£5,000 for 'special additions/attractions
Equalities and diversity -	£1,000 PitP viewing platform
Poised magazine -	<u>£3,500</u>
TOTAL	£25,500

- 9.2 Clearly this would have an impact on the 2020/21 budget setting process and as a result whilst officers can include all these costs at the draft budget setting stage, ways of funding these additions without simply increasing the DTC council tax charge will also be explored.

10. AUTHOR

- 10.1 Lisa Vincent - Events and Marketing Officer
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DUNSTABLE TOWN COUNCIL

COMMUNITY SERVICES COMMITTEE

MONDAY 2 SEPTEMBER 2019

GROVE CORNER AND COMMUNITY ENGAGEMENT

Purpose of Report: For information only.

1. GROVE CORNER FIGURES

- 1.1 Grove Corner has received 232 visits from young people with 3 new sign ups since the last report up to and including Thursday 15 August 2019. Numbers are recorded through a head count by officers and staff.
- 1.2 Junior youth club numbers have dropped off during the school holidays (which is usual) with an average of 15 attending the Friday evening sessions.
- 1.3 There have been 11 Junior sessions and 22 Senior drop-in sessions since the last report to this Committee.
- 1.4 Grove Corner now has 520 Facebook 'Likes' and Grove Corner's Instagram now has 178 followers.
- 1.5 The Pokémon Club has been closed for the summer holidays but is due to re-open mid-September.
- 1.6 SORTED Counselling Services
Please see below for figures from 17 May to 16 August:

Hours Offered - 286
Hours Cancelled/DNA - 99
Hours Attended - 187

New clients - 23
Clients started counselling before above date - 26
Totalling - 49 clients seen

The counselling rooms are being advertised via social media to attract possible hirers for the times they are not being used by SORTED. So far this has resulted in one booking.

- 1.7 The daytime hire of Grove Corner is at present 4 days a week.
Monday – YAWN Life 9.45 am to 12.45 pm
Tuesday – Sight Concern 12.00 noon to 3.00 pm
Wednesday – Available
Thursday – YAWN Life 9.45 am to 12.45 pm
Friday – Minds2gether 9.45 am to 1.00 pm

2. GROUNDWORK UPDATE

- 2.1 Groundwork have been commissioned to undertake Dunstable Town Council's youth provision for 12 months until the end of March 2020. As part of this commission Groundwork have been tasked with direct delivery and also wider youth engagement and consultation to understand what the needs are for youth services in Dunstable.
- 2.2 During the school summer holidays, Groundwork delivered a programme of themed events for the Thursday evening sessions. This included a film night, electronic games night, open mic night and an end of summer BBQ.
- 2.3 The Tuesday evening sessions have continued in Bennett Memorial Recreation Ground, with the workers staying in the vicinity for the first hour. As there has been no uptake in this, the workers have engaged in outreach in various locations around the town. Katherine Drive was one of the locations visited. Although the workers only engaged with one young person, they did get some useful information from local shop workers and will attend this area again at a time suggested by them.
- 2.4 From September a transition session will take place on Friday evenings for those Juniors turning 13 in the next six months. The Friday evening session will be extended from 8.00 pm to 9.00 pm for this group. The aim will be to enable to attend the Tuesday and Thursday sessions.
- 2.5 A media project was launched over the summer aimed at the 13 to 18 age range. Once established, this group will look at developing the Instagram account and creating a blog to engage with other young people and direct future DTC services for this age group.
- 2.6 Two survey-based consultations have now been developed. One aimed at parents/carers and one aimed at young people 13 to 18. The surveys will take place over the next 6 weeks to better understand the needs and interests of young people from the area. Workers will take the survey into schools and engage with young people and their parents online and at the Weird and Wonderful event.
- 2.7 Youth workers have participated in all of the summer activities programme to engage with young people and parents/carers to promote the town's youth provision.

3. SUMMER ACTIVITIES

- 3.1 Inflatable Day was very busy. Towards the end the queues were quite long, but officers worked well with the inflatable company used and the event was well managed.
- 3.2 National Play Day attendance was in excess of 1700. Those attending were not put off by the few heavy showers and the day was trouble free and enjoyed by all.
- 3.3 'It's a Knockout' was fully booked with 20 teams taking part on the day. Bennett Memorial Recreation Ground is an ideal location for this event and many families just set themselves up to watch the fun.

3.4 B-Fest attracted over 900 attendees who enjoyed this family orientated event. Unfortunately, high winds meant the inflatables could not be used but this did not deter from the fun.

3.5 Art Attack theme for this year was Sea related and there were more activities for families to take part in and enjoy.

4. NATIONAL YOUTH WORK WEEK

4.1 This year's National Youth Work week takes place 4 to 10 November. DTC Officers are part of a Central Beds wide youth forum and to recognise the 2019 theme of Youth Work in Action, members of the forum have organised a Youth Awards ceremony. This will take place at the Rufus Centre in Flitwick on Monday 4 November. The awards will acknowledge a range of achievements young people have made to; overcome barriers, assist their peer group or played an active role in their communities.

5. HALF TERM FAMILY FUN

5.1 A free family fun Halloween themed event will take place on 25 October during half term at Creasey Park Community Football Centre.

6. COMMUNITY ENGAGEMENT

6.1 Beecroft Residents Association (BRA)

Beecroft Residents Association will be holding an over 55's fundraiser coffee morning on Tuesday 10 September 10.00 am to 12.00 noon to raise money for Alzheimer's. DTC officers will be supporting the event as part of the series of coffee mornings organised throughout the year.

6.2 Downside Residents Association

Downside Residents Association with support from DTC, organised a Downside Fun Day as part of the Love Parks Week programme. This took place on Sunday 14 July 2.00 pm to 4.00 pm on Downside Recreation Ground. Over 100 children and families attended.

6.3 Dunstable Men in Sheds

Now have the full shed and are busy filling up the space. This will enable them to take on more members and more community-based projects.

6.4 St. Augustine's Junior Wardens

Have been nominated for the Central Bedfordshire Youth Awards under the Junior youth section.

The group have recently created a short video with Meaningful Education outlining what the group is and how it benefits the local community. This can be found on Meaningful Educations social media pages.

6.5 Friends of Dunstable Cemetery

Members are in the process of forming into an unincorporated group. They are preparing a constitution, bank account and insurance. The group will then look to meet with DTC staff to discuss their priorities going forward. They have been invited to the Green Flag Presentation as being an important element of retaining the award for the cemetery.

7. COMMUNITY SAFETY PARTNERSHIP WORKING

7.1 The Head of Community Services attended, at the request of Houghton Regis Councillors, the Houghton Regis Town Council, Combatting Crime working to understand how they would like to see the two council's working together to tackle crime.

7.2 It was suggested that after the quarterly priority setting meetings the Police would be asked to consider any correlation between the two sets of priorities e.g. same priorities, perpetrators residing in one town with victims in the other etc. and if appropriate, the Police would recommend a joint Problem Solving Group. Houghton Regis Town Council are to liaise with Inspector Gurr to discuss further.

8. AUTHORS

8.1 Jack Adams-Rimmer – Neighbourhood Development Officer
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8.2 Sandy Coyle – Community and Young Peoples Service Manager
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DUNSTABLE TOWN COUNCIL
COMMUNITY SERVICES COMMITTEE
MONDAY 2 SEPTEMBER 2019
OLDER PEOPLE'S DAY CARE SERVICES

Purpose of report: For information only.

1. PROJECT MEMBERSHIP UPDATE

1.1 The Good Companions Club (GCC) has 23 members.

2. GENERAL UPDATE – Good Companions Club

2.1 Improved Quality of Life

One gentleman who joined earlier this year has spoken to officers about how much joining the Good Companions Club has meant to him. He spoke about how isolated he was previously and how he now looks forward to his day at the club. He said he has gained a lot more confidence in himself which both he and his family are very pleased about.

2.2 Dignity & Respect

Officers have been able to support two members who have recently been the victims of a financial scam. Those concerned were keen to share their experiences with the group in the hope that it will prevent anybody else becoming a victim.

2.3 Health & Emotional Wellbeing

Officers have been able to continue good relationships with the families of three members who suffer from Early Onset Dementia. This has enabled the members concerned to continue coming to the Good Companions Club by understanding their needs and sign posting to other agencies where appropriate.

2.4 Making a Positive Contribution

Following on from a visit from a representative from the Red Cross, members requested that they carry out a collection which raised £44.00. The group will also be donating unwanted clothing and linen to the charity which will be collected in August.

3. CREASEY PARK COMMUNITY FOOTBALL CENTRE OVER 55's LUNCH CLUB

3.1 Creasey Park Community Football Centre Lunch Club now has 36 members with an average of 30 members attending each week. A short waiting list remains in place.

3.2 Improved Quality of Life

As a result of a visit by Central Bedfordshire Waste team, officers have been able to arrange for assisted refuse collections for three members which has benefitted them greatly.

3.3 Dignity & Respect

One member's hearing has deteriorated significantly since starting the club. He became increasingly embarrassed when a speaker visited. Staff and volunteers now discreetly support him by offering him a different seat where he can hear better and feel included in the group.

3.4 Health & Emotional Wellbeing

Officers were recently able to contact the family of a member who was feeling unwell whilst at the club. It transpired that the member required medical treatment. The family were very grateful for the call as they do not live locally and would not have known.

3.5 Volunteers

We have been very fortunate to recruit two new volunteers for the lunch club after advertising the opportunity in Talk of the Town. This brings the total number up to five.

4. COFFEE MORNINGS

- 4.1 The coffee mornings are growing in popularity. It is nice to see some familiar faces but also good to see some new residents attending. As a result of the recent coffee morning, which was supported by SSAFA, Age UK, the Red Cross and Beds Fire & Rescue, five people are now waiting to have smoke detectors and carbon monoxide detectors fitted. Four other people were also able to gain much needed advice.

5. BIG LUNCH

- 5.1 This year's Big Lunch was a great success with 125 people attending on the day. Officers have received some very positive feedback. Caddington Grove kindly donated an extra £200 enabling us to offer an extra 30 places.

6. ROCK & A ROLL - AFTERNOON TEA DANCE

- 6.1 Many of those attending this year's Big Lunch, expressed interest in attending a more regular afternoon session of entertainment and light refreshments. Officers have explored this idea with Creasey Park Community Football Centre and are planning to run a pilot on 15 October.

7. SEATED PILATES

- 7.1 At Pamper in the Park, part of Love Parks week, there was an expression of interest for a regular seated Pilates session for over 50's. There will now be a 6-week trial of this activity at Creasey Park Community Football Centre on Thursday's 2.30 pm to 3.30 pm starting 5 September.

8. AUTHORS

- 8.1 Elaine McGarrigle, Older People's Services Officer
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- 8.2 Sandy Coyle, Community and Young People's Services Manager
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DUNSTABLE TOWN COUNCIL
COMMUNITY SERVICES COMMITTEE

MONDAY 2 SEPTEMBER 2019

PRIORY HOUSE

Purpose of Report: For Information only.

1. OPERATIONAL ISSUES

- 1.1 The 24-hour vacancy created by the appointment of Julie Garner as Duty Manager has been filled with Hallie Kenny starting on 8 July 2019.
- 1.2 Two additional Casual Agreements for the Tea Rooms have been offered and accepted.
- 1.3 A three-month Maternity Cover for one of the 16 hour posts in the Tea Rooms has been appointed.

2. TOURIST INFORMATION CENTRE AND RETAIL OUTLET

- 2.1 Stock is now being sourced and purchased for Christmas with the aim of it being on display late October/early November.
- 2.2 Facebook advertising continues to be a good way to promote the gift shop and staff are looking at other ways to boost sales as they are lower than expected at this stage in the year.
- 2.3 Showcase shelving continues to have three or four traders each month.

3. THE JACOBAN ROOM

- 3.1 There are several provisional wedding bookings for 2020 and five confirmed by the Registrar.
- 3.2 The two weddings which have taken place have been very successful and one of the weddings for 2020 is by recommendation to friends by one of the couples.
- 3.3 There are an increasing number of larger bookings making use of the Jacobean Room and one booking, requested for Christmas, for a two-course meal.
- 3.4 Christmas gatherings will be marketed for Afternoon Teas, Pudding Nights and Buffets to families and local businesses.

4. EVENTS

- 4.1 Shop staff will be selling appropriately themed souvenirs during Proms in the Park once again this year.
- 4.2 For the first time the Christmas event at Priory House will be over two days, Saturday 7 December and Sunday 8 December. There will be a Santa's Grotto and Festive Donkey Rides on the Saturday and a Snow Globe and Festive Donkey Rides on the Sunday.

- 4.3 Breakfast with Santa will take place again on the morning of Christmas Eve, but the Tea with Santa will become Santa's Cinema, showing a Christmas film instead of having a story. The youngsters will get popcorn and gingerbread men to have during the film and Ice Cream and a present at the end.
- 4.4 Festive Film Friday will be another new venture on Friday 13 December. This will be Afternoon Tea in the Jacobean Room with a traditional Christmas film aimed more at adults.

5. PRIORY HOUSE TEA ROOMS

- 5.1 The Team at Priory House will be supporting the Weird and Wonderful event and will be open from 10.00 am until 4.00 pm on Sunday 8 September.
- 5.2 The Tea and Tots initiative has been discontinued due to lack of support.
- 5.3 Summer Afternoon Teas are going well and the sandcastle dessert has been quite a talking point.
- 5.4 Christmas Afternoon Teas will start at the end of November, but may not be offered on Sundays this year due to staffing restrictions and opening on the Sunday of the Christmas Event
- 5.5 Pudding Nights will run again throughout December on Thursday evenings, sticking to the formula of pre booking tables and not relying on walk in customers.

6. FINANCE

- 6.1 Priory House Profiled Income and Expenditure Report as at end of July 2019.

	April	May	June	July
Budgeted Expenditure	£51,876	£30,876	£32,125	£30,376
Actual Expenditure	£51,012	£29,259	£29,871	£34,719
Variance	£864	£1,617	£2,254	£-4,343
Budgeted Income	£12,508	£12,508	£14,048	£12,508
Actual Income	£11,997	£14,388	£14,630	£13,896
Variance	£-511	£1,880	£582	£1,388
Total Variance	£353	£3,497	£2,836	£-2,955
Overall Variance	£3,731			

7. AUTHOR

- 7.1 **Helen Walker-Sygrove, Priory House Manager**
Email: helen.sygrove@dunstable.gov.uk

DUNSTABLE TOWN COUNCIL**COMMUNITY SERVICES COMMITTEE****MONDAY 2 SEPTEMBER 2019****DUNSTABLE TOWN CENTRE SERVICES**

Purpose of Report:	For information only.
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1. MARKETS**1.1 Themed Markets**

The themed markets have been positive this year with stall numbers averaging 10 and above at each market. This is an improvement on last year and hopefully this will only improve each year.

Lifestyle and craft - July	13 stalls booked
Children's Market- Aug	10 stalls booked
Charity Day - Sep	11 stalls booked so far
Street Food - Oct	6 stalls booked so far

1.2 Farmers and Craft Market

This market has a regular base of traders that come each month. As the Christmas season starts there is an increase in stalls booked.

July	12 stalls
August	14 stalls
September	12 stalls booked so far
October	12 stalls booked so far

1.3 Porters

Unfortunately, one porter did not pass their probationary period. Agency will be used to top up the shortage in the team when needed.

2. ASHTON SQUARE TOILETS

2.1 The Market Town Regeneration Fund has agreed to spend £70,000 on the Ashton square toilets after the stock condition survey was undertaken. A schedule of works has been agreed, dates for the works to start 16 September and should be finished mid-November. The water tank issues have been completed by Central Bedfordshire contractors.

3. TOWN CENTRE VACANCY RATES

3.1 The vacancy rates to the end of July 2019 are provided below. The count will be undertaken again at the start October 2019.

3.2 The town centre area used for the survey includes properties in High Street North up to Regent Street, High Street South to Friars Walk (excluding Thames Industrial

Estate), Church Street up to and including Aldi and West Street up to the Police Station/St Mary's Gate.

- 3.3 Eleanor's Cross, Ashton Square, Albion Street, The Quadrant and Grove Park (including Asda) have been included, but rates can be calculated with or without these properties.

These figures have been shared with Central Bedfordshire Council officers.

No. Units	No. Vacant Units	% Vacant Units	Previous %
253	33 vacant	13.04%	13.43% from end of April 19.

- 3.4 The following figures relate to the High Street (including Grove Park, Albion Street, Eleanor's Cross and Ashton Square but excluding the Quadrant Shopping Centre).

No. Units	No. Vacant Units	% Vacant Units	Previous %
210	26 vacant	12.38%	12.85% last count end of April 19.

- 3.5 The following figures relate to the Quadrant Shopping Centre only.

No. Units	No. Vacant Units	% Vacant Units	Previous %
43	7	16.27%	16.27 % Count from April 19

4 TOWN CENTRE EVENTS

4.1 The Square

Three events have taken place on The Square this summer this will show how the space can be used for future events for Community groups. Maypole dancing and arts and craft took place on Saturday 25 May. The Children really enjoyed the liquorish jewellery making and had great fun learning the Maypole dance with the Jester.

The Table Football on 13 July had a big presence on The Square which was enjoyed by both adults and the children. Comments from the public were very positive, people were asking why it was free but thought it was a great idea as a new event. Twenty balls were given away on the day and to the two winners, t-shirts.

Seaside Day - a very positive and well attended event which was aimed at families with small children. Seaside day had more money spent on the event than the other two smaller events on The Square. The Town Centre Officer believes this is why the event was more successful. The event was shared and had plenty of likes and positive comments on Facebook. The feedback from the shops in Ashton Square and the town were very positive, all had a good day with plenty of people in the town.

4.2 **Weird and Wonderful – Lottery Funded Event**

The Town Centre Services Officer and the events team have been working together to organise this two-day event. Nine Community groups will be performing over the two-day event. Local artists working alongside The Workhouse will be offering free workshops in model making from broken toys. The Model shop in West Street has donated a large box of broken models for this event. The Library will be attending on Saturday 7 and Grove Theatre will be closing the event with a piece from their production Whistle Down the Wind. After suggestions from Facebook, a palm and tarot reader has been booked for the Sunday. Priory House will be open over the weekend and Grove Corner team will be supporting the event during both days.

4.3 **Christmas Magic**

The Town Centre Services Officer is planning a Christmas Magic event on The Square and Middle Row on the 14 and 15 December from 10.00 am to 6.00 pm. The event will have a free ferris wheel for the public to use, as well a small carousel for the younger children. Live music and Christmas stalls will be set around The Square as well as in Middle Row. This will be advertised in a Christmas leaflet that will also include Priory House Christmas offers and other DTC Christmas events. Facebook, posters and the website will also be used to promote the event.

5. **SHOP FRONT IMPROVEMENT SCHEME**

- 5.1 Five applications have been received so far for the shop front improvement scheme. All five applications have asked for the £500 match funding towards their shop fronts and signage. The scheme will continue to the end of November with the Town Centre Services Officer working within the town to support and encourage other applications for the scheme.

6. **SHOP FRONT ACCREDITATION SCHEME**

- 6.1 The purpose of the scheme is to recognise those businesses whose shop fronts contribute positively to the town centre. This year the Town Centre Services Officer has asked shops, businesses, cafes, charity shops, restaurants and pubs to enter in different categories for first, second and third place in each category. A Mayor's award has been added this year for those shops who have tried to keep the appearance of the shop but have had factors out of their control affect the shop fronts. The judges also picked the best window display and a judge's favourite.

7. **CHRISTMAS WINDOW DISPLAY COMPETITION**

- 7.1 The Town Centre Service Officer will be inviting all the shops and restaurants to join the Christmas Window Competition again. This was a huge success last year with a sense of competition around the town. Each entry received a small gift for entering with a first, second and third prize given to the best three entries in the shop and business window and the café and restaurant category. Judging will take place the first week in December.

8. **AUTHOR**

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