

MACCLESFIELD TOWN COUNCIL

SERVICES COMMITTEE

Minutes of the meeting held on Monday, 11th September 2017 at 7pm at **Macclesfield Town Hall**.

In attendance: Cllr Philip Bolton
Cllr Beverley Dooley
Cllr Gareth Jones
Cllr Ainsley Arnold
Cllr Neil Puttick

Also in attendance was the Town Clerk

1. APOLOGIES FOR ABSENCE

Cllr Janet Jackson
Cllr Martin Hardy

2. DECLARATIONS OF INTEREST

None

PUBLIC QUESTIONS

The Chairman of the meeting adjourned the meeting to allow questions from members of the public.

Mr Peter Miles

Will Macclesfield Town Council be consulting the public regarding the Cheshire East "There's No Place Like Macclesfield" Strategy?

Members responded to point out the extensive consultation activities of Cheshire East Council relating to the town centre and that this would be duplication of the Cheshire East public consultation. The Town Clerk gave the answer that there is no plan at present to repeat the Cheshire East Consultation, although we will aim to spread the details through our network of contacts and digital media.

After the questions the Chairman reconvened the meeting.

3. MINUTES OF THE SERVICES COMMITTEE MEETING HELD ON 10TH JULY 2017

RESOLVED: The minutes are accepted as a true record of the meeting.

4. COMMUNITY ENGAGEMENT AND EVENTS

The report of the Community Engagement Officer was noted and members thanked officers for the successful delivery of the NERF Championships and Cycle Saturday.

5. FESTIVAL UPDATES

5.1 Macclesfield Garden Festival

Members expressed that they would welcome a detailed event plan from the organiser(s).

5.2 Macclesfield Festival

Members discussed the event, welcoming it in the town, but raised concern relating to traffic management, seeking that the organisers might be contacted to enhance future events' approach to this as well as ensuring all posters are taken down as a few remain around the town.

6. PROJECT UPDATES

6.1 Macc's Plaques

Members expressed support for the project outline plan, seeking to see the project delivered with a high degree of permanence.

6.2 Town Centre Wifi

Members discussed at length the risks and benefits of two models of delivery of Wifi in the town centre.

RESOLVED: That the self-managed proposal from Inkspot Wifi is the preferred delivery option.

6.3 Town Centre Tree Lights

RESOLVED: That LITE is approved as the chosen contractor for the delivery of this contract

6.4 E-Noticeboards

Members considered in detail the differences between LCD and LED displays.

RESOLVED: That LCD Screens are sourced from Digital Media Systems

6.5 Pocket Parks & Fruitful Communities

The update was noted.

6.6 Sparrow Park Interpretation

The update was noted.

7. ASSET & SERVICE PROVISION

7.1 Weston Community Centre

The update was noted

7.2 Public Realm

The update was noted

7.3 Town Entry Sign

RESOLVED: That the destroyed sign is replaced using the Capital Asset Maintenance budget

7.4 CAB Report

Noted

7.5 CCTV

Noted

8. WEBSITE & COMMUNICATIONS STRATEGY WORKING GROUP (WCSWG)

8.1 Update

Members noted the update, commenting that the website is becoming a little out of date. Members were informed of a Hackathon project being delivered by Cllr Puttick.

8.2 Strategy

Members discussed at length the opportunity to promote Macclesfield as well as the risks and complexities of gathering the information and presenting in an accessible form.

RESOLVED: That the following is recommended to Council:

- i. That the website is reviewed and redesigned to meet the changing needs and varied expectations of its users, with a proposed budget of £10,000
- ii. That the new website is supported with back-office resources (templates) to ensure consistency of branding.
- iii. That a project to deliver the promotion of Macclesfield as a destination for activity breaks is commissioned, initially through Marketing Cheshire
- iv. That the promotional project is committed to for 6 months and its value measured and reported for review of its success.

- v. That the proposed redesigned website and promotion of Macclesfield as a destination are linked in terms of branding and user recognition, such that the two projects are delivered in tandem.

9. PARKS & PLAY AREAS

9.1 Open Spaces review

RESOLVED: That, of the approved 2017/18 budget, £12,500 is awarded for works to improve James Street play area and £12,500 is awarded for works to improve Hall Grove play area.

10. MACCTIVITY – MOVE MORE MACCLESFIELD

10.1 Park Run

The update was noted and the delivery of the project welcomed

10.2 Street Sports

The update was noted and the scheme supported to continue

10.3 Supported Summer Schools

The update was noted and members expressed that the service is of value

11. PUBLIC REALM

11.1 Town Centre Vehicle Access

The committee was informed that Cheshire East Council is progressing this piece of work and the Town Clerk will contact Cheshire East to establish more details

11.2 Town Centre Ad Hoc Business and Charity Stalls

RESOLVED: That the Town Clerk explores the potential for regulations to aim to control proliferation of ad hoc business stalls and charity promotion in the public realm.

11.3 Public Realm Furniture

RESOLVED: That the scheme of repair and restoration continues on an as informed/identified basis.

12. SERVICE & PROJECT DELIVERY CAPACITY

RESOLVED:

- i. That this committee recommends the creation of a project support officer role to consolidate the service delivery capacity of the council
- ii. That this committee advises council of its recommendations

- iii. That, subject to council approval, the Personnel Committee is instructed to define the job description and scaling of the proposed support post and to progress the process of recruitment and appointment

13. BUDGET SETTING REVIEW

The committee reviewed the draft budget and identified amendments to be recommended to Finance Committee:

Youth Street Activity:	£25,000	£30,000
Town Crier:	£1,250	£1,000

14. JOINT THIRD SECTOR ACCOMMODATION

The committee reviewed the submitted report. The Town Clerk expressed that he could not identify clear need or ambition from the report on behalf of the third sector and therefore could not recommend the council to progress the project at this stage due to the significant risks attached.

It was agreed that no further action should be taken at this point until a clear commitment was expressed by third sector agencies and a strong business case demonstrated.

15. MEMBER ITEMS

None

16. CORRESPONDENCE

16.1 Royal British Legion

16.2 Floral Displays

The correspondence was noted.

17. DATE, TIME AND PLACE OF NEXT MEETING

The next meeting of the Services Committee will be held on 13th November 2017 at **Macclesfield Town Hall**.

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