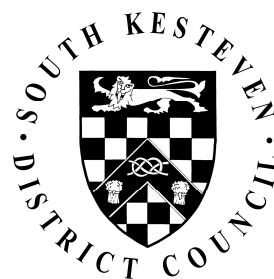


# MEETING OF THE COMMUNITIES POLICY DEVELOPMENT GROUP

THURSDAY, 4 JULY 2013 2.30 PM



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## GROUP MEMBERS PRESENT

Councillor Bob Adams  
Councillor Charmaine Morgan  
Councillor John Nicholson (Chairman)  
Councillor John Smith

Councillor Mrs Jean Taylor  
Councillor Jeff Thompson (Vice-  
Chairman)  
Councillor Rosemary H Woolley  
Councillor Raymond Wootten

## PORTFOLIO HOLDER

Councillor John Smith (Portfolio: Healthy Environment)  
Councillor Bob Adams (Portfolio: Arts and Leisure)

## OFFICERS

Operations Manager (Ian Yates)  
Economic Development and Investment Service Manager (David Mather)  
Economic Development and Regeneration Lead (Corinne Garbett)  
Community Engagement and Policy Development Officer (Carol Drury)  
Admin Assistant – Legal and Democratic Services (Alexandra Jarvis)

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## 12. MEMBERSHIP

The PDG was notified that Councillor Woolley would be substituting for Councillor Cooke for this meeting only.

## 13. APOLOGIES

An apology for absence was received from Councillor Breda Griffin.

## 14. DISCLOSURE OF INTERESTS

No disclosable pecuniary interests were declared.

**15. ACTION NOTES FROM THE MEETING HELD ON 16 MAY 2013**

The action notes of the previous meeting were noted. Members referred to page 5 of the previous action notes which make reference to a workshop and it was agreed that the notes from the workshop would be emailed to members.

**16. UPDATES FROM PREVIOUS MEETING**

Ian Yates (Operations Director) spoke to the group with regards to the private sector renewal. He confirmed that the Portfolio Holder for Good Housing was happy with the recommendations the group had put forward. The policy was currently out for consultation with a decision to be made in August.

**17. FEEDBACK FROM THE EXECUTIVE**

The Portfolio Holder for Healthy Environment addressed the group with regards to the missed bin policy. He agreed the recommendations made on March 7<sup>th</sup> and 13<sup>th</sup> 2013 that were put forward by the group and confirmed a non-key decision would be made in the coming weeks. It was confirmed that this would be subject to review and in the event of dry recycling contract changes and round optimisation it would be brought back to the PDG. The Portfolio Holder for Healthy Environment thanked the group and working party for their assistance in creating the new policy.

The Portfolio Holder for Healthy Environment accepted the PDG's recommendations made on March 13<sup>th</sup> and 16<sup>th</sup> 2013 with relation to the amendment to the education campaign that would be delivered as part of the Council's new waste contract. He confirmed that the recommendations would be affected by the dry recycling contract.

**ACTION:**

**The Operations Director to investigate the legality of the Council fining residents for putting waste into the incorrect bins.**

**18. CULTURAL STRATEGY: EVENTS AND FESTIVALS PROGRAMME**

Members of the Economic and Development team presented to the meeting with regards to the cultural events happening in the district over the next 18 months. The group was informed that there were three core themes incorporated into the strategy: providing, promoting and participation. The group were told the aim was to build on events nationally, regionally and locally as part of the growth strategy.

The Stamford Georgian Festival was discussed. The festival aimed to highlight Stamford's Georgian heritage and architecture and build on the accolade Stamford was recorded in The Sunday Times newspaper as the best place to live in Britain. The group was informed of the events that would happen as part

of the festival including pop-up shops, market stalls, speakers, food, face painting, Georgian-themed fairground rides, tours, shows and sport. Economic Development was working in partnership with Stamford Town Council.

The group queried if there would be a finale as part of the festival similar to the Gravity Fields festival and were informed that there would be a finale event on Stamford Meadows as the climax to the Stamford Bull event. There would also be pyrotechnic and flags as a finale on the Sunday which would finish earlier than the Gravity Fields finale to allow visitors to make the most of their visit to Stamford. The festival was to take place on 27-29<sup>th</sup> September 2013.

The meeting was informed that the traffic model used for a market closure would be employed to deal with the expected traffic increase. Additional car parking would be available to visitors such as Burghley and college car parks with promotion to encourage local people to walk or car share to make room for visitors.

The Communications team was looking at marketing the event. Marketing strategies included using Primary Times magazines, radio, town council and Lincolnshire County Council to engage and encourage people across Lincolnshire, Rutland and Peterborough to support the event. It would also be promoted at a national level. The Sunday Times was cited as a media outlet that the Communications team would talk with to promote the festival. The group congratulated the Economic Development team on their work.

The Economic Development officers would measure the success of event by customer surveys and consulting with traders.

The Head of Community Assets was speaking to local bus companies and looking at buses that would go further afield for visitors to come to the town.

The Mallard Story of Speed event, taking place in Grantham from 7-9<sup>th</sup> September 2013, was discussed. The group was informed that developers and agents from London would be encouraged to come to Grantham to see investment opportunities in the town as part of the festival. As well as the Mallard event, presentations and walking tours would be taking place. Members asked how the press would be informed of the event and were told that radio coverage would be employed; advertisement in the National Rail magazine and possibly papers such as the Metro or Standard would generate interest.

Members expressed concern about whether this event would benefit the town financially and allow visitors to see more of Grantham beyond the railway station. The group was reassured that there would be exhibits by the station to point people into the town and pop-up shops in the centre to encourage tourists to eat in the town to generate a broader positive impact. There would be exhibitions in the centre to encourage visitors to branch out past the railway station. It was raised that promoting this event in schools may be a useful way to involve residents. The Economic Development officers informed the group

that an educational pack was being put together for schools to help promote the event.

Enterprise Week was referred to which was to take place in March 2014 which would allow the promotion of employment opportunities, companies and business ideas. Members suggested that allowing access for the members of the public to the event and being made aware of when it was taking place would be useful.

Gravity Fields would take place on the 24<sup>th</sup>-28<sup>th</sup> September 2014. The group was informed the theme of this event that is being discussed is "Giants of Science". The Economic Development officers informed the group that a bid had been submitted to the Heritage Lottery Fund in support of Gravity Fields as a Lincolnshire heritage project.

#### **19. WORK PROGRAMME**

A written work programme would be available to the group at its meeting of 5 September. Suggestions for work programme items were encouraged from the group

#### **20. CLOSE OF MEETING**

The meeting closed at 4.20pm.