



# Congleton Town Council

Historic market town

Town Clerk: **BRIAN HOGAN**



18<sup>th</sup> June 2015

Dear Councillor,

## **Community, Environment and Services Committee – Thursday 25<sup>th</sup> June 2015**

You are requested to attend a meeting of the Community, Environment & Services Committee, to be held in the Town Hall, High Street, Congleton **on Thursday 25<sup>th</sup> June 2015 at 7.00pm.**

**The Public and Press are welcome to attend the meeting.** There may be confidential items towards the end of the meeting which the law requires the Council to make a resolution to exclude the public and press.

Yours sincerely,

TOWN CLERK

### **AGENDA**

1. Apologies for absence. (Members are reminded of the necessity to give apologies in Advance of the meeting and to give reasons for absence).

2. Minutes of Last Meeting (Enclosed)

To confirm the minutes of the meeting held on the 19<sup>th</sup> March 2015 as a correct.

3. Declarations of Interest

Members are requested to declare both "pecuniary" and "non pecuniary" interests as early in the meeting as they become known.

4. Outstanding Actions



Congleton  
**beartown**  
where friends are made

Congleton Town Council, Town Hall, High Street, Congleton, Cheshire CW12 1BN

Tel: 01260 270350 Fax: 01260 280357

Email: [info@congletontowncouncil.co.uk](mailto:info@congletontowncouncil.co.uk) [www.congleton-tc.gov.uk](http://www.congleton-tc.gov.uk)



5. Cheshire Police

To receive and consider a verbal report from a representative of Cheshire Police on Policing matters affecting Congleton.

6. Anti-Social Behaviour Working Group (Enclosed)

To receive the minutes of the Anti-Social Behaviour Working Group held on 23<sup>rd</sup> March and 19<sup>th</sup> May 2015.

7. Floral Arrangement Working Group (Enclosed)

To receive the minutes of the Floral Arrangement Working Group held on 9<sup>th</sup> March, 13<sup>th</sup> April, 5<sup>th</sup> May and 26<sup>th</sup> May 2015.

8. Pearl Izumi Tour Series Cycle Race (Enclosed)

To receive and consider a 10 minute presentation by Peter Akers Smith on a proposal for a Cycle Race.

9. Streetscape Report (Enclosed)

To receive and consider a report on the Streetscape operation.

10. Safety in Mill Green (Enclosed)

To receive and consider a request to install a pedestrian crossing at Mill Green.

11. Dirty Dogs (Enclosed)

To consider how other local authorities are dealing with issue of dog fouling.

12. GM Hilary Avenue Allotment Association (Enclosed)

To receive the minutes of the Hilary Avenue Allotment Association.

13. PFRA Agreement (Enclosed)

To consider an agreement produced by Cheshire East Council to limit the number of fund raisers in the Town.

14. Cheshire Fire Authority (Enclosed)

To receive a correspondence from Cheshire Fire Authority outlining the 5 year strategy

To	Members of the Community and Environment Committee
ccs.	Appointed Member Honorary Burgess Mr G Baxendale
	Other members of the Council and Honorary Burgesses (4) for Information; Press (3)

## CONGLETON TOWN COUNCIL

### MINUTES OF THE MEETING OF THE COMMUNITY, ENVIRONMENT AND SERVICES COMMITTEE HELD ON THURSDAY 19<sup>TH</sup> MARCH 2015

PRESENT:                      Councillors      Mrs D S Allen  
   P Bates (Vice Chairman)  
   G Baxendale  
   J S Crowther  
   G R Edwards  
   G P Hayes  
   S A Holland  
   Mrs A M Martin  
   D A Parker  
   Mrs J D Parry  
   N T Price  
   Mrs E Wardlaw  
   G S Williams (Chairman)

#### 1. APOLOGIES.

Apologies for absence were received from Miss R K Williams.

#### 2. MINUTES OF LAST MEETING

**CES/73/1415 RESOLVED** that the minutes of the meeting held on the 5<sup>th</sup> February 2015 were confirmed as a correct record and signed by the Chairman.

#### 3. DECLARATIONS OF INTEREST

Members are requested to declare both "pecuniary" and "non-pecuniary" interests as early in the meeting as they become known.

Cllr G Baxendale declared a non-pecuniary interest in any matters related to Cheshire East Council.

Cllr P Bates declared a non-pecuniary interest in item 15.

Cllr G P Hayes declared a non-pecuniary interest in item 10.

#### **4. OUTSTANDING ACTIONS**

##### **CES/41/1415 RESOLVED that:-**

1. The Committee support the notion of introducing a crossing immediately outside the High School.
2. Request the provision of this facility via "Safer Route to School" and Strategic Highways.

**CES/42/1415 RESOLVED** that the proposal by Cheshire East Council to undertake an initial assessment of need in the area be approved, but, it should be emphasised that such assessments should be extensive and undertaken at appropriate times.

#### **5. CHESHIRE POLICE**

There were no members of the Police present, but, they had sent their apologies.

#### **6. ANTI-SOCIAL BEHAVIOUR WORKING GROUP**

**CES/74/1415 RESOLVED** that the minutes of the meeting held of the Anti-Social Behaviour Working Group on 27<sup>th</sup> January 2015 be received.

#### **7. FLORAL RRANGEMENT WORKING GROUP**

**CES/75/1415 RESOLVED** that the minutes of the meeting held of the Floral Arrangement Working Group on 9<sup>th</sup> January 2015 be received.

#### **8. CHESHIRE POLICE CONSTABULARY**

A report from Cheshire Police and the Police and Crime Commissioner was considered.

**CES/76/1415 RESOLVED** that the report be received.

#### **9. PARISH FOOTPATH REPORT**

Correspondence from Cheshire East Council Public Rights of Way Team confirmed that the Borough were dealing with the remedial work outlined in the Ramblers report.

**CES/77/1415 RESOLVED** that the correspondence from Cheshire East Council be received.

#### **10. PARKING OUTSIDE SCHOOLS**

Cllr G P Hayes reported that a small working party had been set up to liaise with all of the schools in Congleton with the objective of producing one overall document to submit to Cheshire East Council on the problem of parking outside schools.

##### **CES/78/1415 RESOLVED that:-**

1. The verbal report be received.
2. Cllr G Baxendale to pursue the issue of parking with Cabinet Members.



#### **11. DROPPED CURBS**

Correspondence from Cheshire East Council's Civil Enforcement Supervisor concerning disabled drivers inadvertently parking adjacent to dropped curbs was considered.

**CES/79/1415 RESOLVED** to receive the correspondence from Cheshire East Council and note that this was an excellent response from the Enforcement Supervisor.

#### **12. TESCO EXPRESS**

Cllr N T Price apologised for making an incorrect statement concerning a vehicle reversing into the Tesco express car park, he stated it wasn't.

**CES/80/1415 RESOLVED** that the correspondence from Tesco be received and noted.

#### **13. TRAVELLERS ON STONEHOUSE GREEN CAR PARK**

There was a lengthy discussion concerning the problem of travellers in general and in particular when they park on the Stonehouse Green car park. It was noted that travellers ignore car parking charges, fly tip rubbish and often drive vehicles which are not necessarily road worthy.

**CES/81/1415 RESOLVED** that Cheshire East Council be requested to enforce the following regulations on travellers that residents and visitors to the town have to comply with:

1. i) Car Parking charges
- ii) No fly tipping
- iii) To install barriers where appropriate to prevent illegal entry.
2. Police to be requested to enforce the law if travellers are found to be driving vehicles which are not road worthy in any manner.
3. Cheshire East Council be requested to provide a legal site for travellers to use.

#### **14. BOAT ON THE RIVER DANE**

It was reported that the Boat owner has complied with most of the requirements of the S215 notice, but, some minor issues had to be addressed including removing the fencing.

**CES/82/1415 RESOLVED** that:-

1. Congleton Town Council support the notion that the S215 notice has been complied with subject to confirmation that any outstanding minor issues have been completed including the removal of the harris fencing.
2. To request the Enforcement Officer to keep a regular check on the condition of the boat bearing in mind its poor history.

## **15. VEHICLES IN PEDESTRIAN AREA**

A considerable debate took place concerning vehicles improperly using the pedestrian area outside of the hours of 10am to 4pm for access and egress.

It was noted that there are road traffic orders in place which prohibits any vehicles entering this area at any time with the exception of those vehicles loading and unloading between 4pm to midnight and midnight to 10am.

### **CES/83/1415 RESOLVED that:-**

1. The Police to be requested to enforce the access into the area except for loading and unloading.
2. The Public Realm Project Team to be asked to consider the notion of installing automatic bollards.

## **ADDITIONAL ITEM**

Cllr S A Holland requested that the Town Council consider making dog waste bags available. Ruth Boffey would be requested to investigate this. It was also agreed that the dog waste stencil would be included in the West Ward area.

G S Williams  
Chairman (In the Chair)

Anti-Social Behaviour Working Group Tuesday 23<sup>rd</sup> March 2015

Minutes of the Meeting

Present

Mrs S A Holland (Chairman)

P Bates

G Williams

Ruth Boffey

Denis Murphy

PCSO Carol Holmes

PCSO Amie Spurrier

Homechoice

1. Drug and alcohol abuse

The area around the Market and Princess Street had been subjected to the highest number of complaints in the Eastern Police Division, but, due to police action now appears to have called down.

Some elderly residents feel intimidated when cars are seen in certain areas of the park after hours especially on a Friday evening, no vehicles should be in the park except the council vehicles or authorised vehicles due to an event in the park. Need to ensure that the bollards remain locked and access to keys are given to a limited number of personnel

The police are also monitoring a few areas around Bromley Farm where drug taking and dealing is suspected. Streetscape to be informed if needles are found they have the equipment to collect such material

2. Anti-Social Behaviour

The current issue with ASB is quad bikes making a noise around the Town. The police have already issued a section 59 notice to seize offending vehicles

Stopping free Wi Fi around the Town Centre after shops have closed could prevent gathering of youths in certain areas. Shops to be contacted to consider this putting access to the internet onto a timer

### 3. Homechoice

Homechoice outlined how they operate on behalf of the Housing Associations, they pointed out that they are employed by CEC and made the following points:-

- Have a common allocation policy
- Open list that anyone can apply to go on, but, without a local connection they will not get priority on the housing list
- Those fleeing domestic violence will be given priority
- 7000 applicants currently on the list
- Statutory homeless have no priority without a local connection, but, homeless number is very low
- Very difficult to get into social housing which has strict criteria, there is no such criteria operated by private landlords
- There is a priority given to recently returning service personnel but again this provided with accommodation is very low

Homechoice agreed to provide statistics on how many have been housed in the last 12 months, how many of these are outside Cheshire East and how many ex service personnel have been housed in that period.

### 4. Date of next Meeting

10.00am Tuesday 19th May 2015

Mrs S A Holland  
Chairman

- Acts of antisocial behaviour that have caused or are likely to cause serious nuisance to neighbours
- Property damage
- Assaulting, abusing or harassing officers or elected members of the Homechoice partnership
- Households who have no local connection to Cheshire East
- 2 unreasonable refusals of written/verbal offers or wasting the time of partners
- Intentionally worsening housing circumstances with the intent of increasing priority
- Those applicants who wish to remain on the list but have no intention of bidding presently
- Withholding information that should have been provided to the partnership
- Providing false information to the partnership

This list is not exhaustive. More detail in relation to this matter can be found in the Procedures document.

Applicants who are given reduced preference will be placed in Band E of the Housing Register.

The case will be reviewed after a term no less than 6 months upon written request from the applicant. Each case will be considered on its own merits.

### **Local connection**

Applicants who fulfil any of the following will be considered as having a local connection:

- Currently live, or have lived, within Cheshire East and have done for at least 6 out of the last 12 months or 3 out of the last 5 years.
- Have immediate family (mother, father, brother, sister, son, daughter, adoptive parents) who are currently living in Cheshire East and have done for at least five years or more
- Have a permanent contract of employment within the partnership area
- Members of the armed forces:
  - (a) members of the Armed Forces and former Service personnel, where the application is made within five years of discharge
  - (b) bereaved spouses and civil partners of members of the Armed Forces leaving Services Family Accommodation following the death of their spouse or partner
  - (c) serving or former members of the Reserve Forces who need to move because of a serious injury, medical condition or disability sustained as a result
- Other significant reason

Applicants without a local connection will be placed in Band E.

### **Community connection**

The partners of Cheshire Homechoice are mindful of the concerns of residents for stability and sustainability within their communities, but also of the need to foster diversity within those communities and facilitate geographical mobility within the Cheshire East Borough.

In some rural areas we may require applicants to demonstrate a community connection to that particular settlement. The partnership will make any such requirement clear in the advertisement for the property. In these instances, any applicant currently registered with Cheshire Homechoice may bid, however, preference will be given to the household in the greatest housing need demonstrating the community connection. In the absence of a bid from any applicant with a community connection, the property will be let to an applicant with no community connection.

In these cases a person will be deemed to have a community connection if they fulfil one or more of the criteria below. If there is more than one applicant with a connection they will be considered in the order of their priority Banding and effective date.

- Currently live, or have lived, within the boundaries of the parish or adjoining parish and have done for at least 1 out of the last 2 years or 3 out of the last 5 years
- Have immediate family (sibling, son, daughter, parent, step-parent or adoptive parents) who are currently living within the boundaries of the parish or adjoining parish and have done for at least five years
- Have a permanent contract of employment within the parish or adjoining parish

An adjoining parish is defined by another rural parish with an adjoining boundary to the parish in which the vacant property is located. The adjoining parish must also fall within the boundaries of Cheshire East Borough.

Allocations will be conducted considering all reasons in their own merit, not comparing against people who can demonstrate a stronger connection. The connections are not tiered.

All applicants will be required to have evidence of their connection to a parish on file before the close of the bidding cycle in which a property is advertised.

## Anti-Social Behaviour Working Group Tuesday 19<sup>th</sup> May2015

### Minutes of the Meeting

#### Present

Mrs S A Holland (Chairman)  
G Williams  
A Martin

#### Apologies

Apologies were received from P Bates

#### 1. Drug and alcohol abuse

##### Hotspot Areas

There re no particular problem areas at the moments, perhaps sue to the increased police presence in the town, 7 PCSO's are obviously having an effect

The police are promoting a function called "crime alert" via email

It was noted that Tommy's Lane is to be redeveloped by CEC which should reduce the impact of youths hanging around the area as a greater number of people use it as a thoroughfare. It should also become a safer route to school

There are some problems of youths congregating around the bowling green hut

##### Other actions

- Give new councillors in particular the opportunity to go out with the police
- Street Pastors to invite a Chronicle reporter to go out with them

#### 2. Anti-Social Behaviour

Some concern expressed at the criteria used for housing someone who has been transferred into Congleton originally in a hostel, this to be identified

Identify what facilities exist in the town in terms of hostels and other support facilities and what there purpose is

The nuisance previously experienced with quad bikes appears to have abated

The police have tackled a number of cyclists and motorists who have used the pedestrian area as a shortcut. Suggested BH contact CCTV monitoring to seek assistance in identifying motorists licences plates that use the area as a shortcut.

Priesty Fields is becoming an area where youths are gathering, possibly using drugs

Bridgewater Close near to Morley's factory is another area where youths are gathering, but, only a couple of incidents have been reported to the police in the past 9 months or so

Wolston Avenue is another area that needs keeping an eye on

3. Original membership

Mrs S A Holland  
Mrs D Allen  
L Barker  
D Fletcher  
G S Williams  
G P Hayes  
Mrs J D Parry  
Mrs L Wardlaw

4. Date of next meeting

10am Tuesday 7<sup>th</sup> July



# MINUTES OF THE FLORAL ARRANGEMENT WORKING GROUP

9am Monday 9<sup>th</sup> March 2015

## Present

D Brown (Chairman)  
B Edwards  
P Pinto  
B Hogan  
J MacArthur  
E Clarke  
G Williams

1. Apologies for absence (Members are respectfully reminded of the necessity to submit any apology for absence in advance and to give a reason for non attendance)

Apologies were received from Cllrs N Price and D Parker

## 2. Minutes of the Last Meeting

The Notes of the meeting held on the 9<sup>th</sup> February 2015 were approved as a correct record.

## 3. Declarations of Interest

Members are requested to declare both "pecuniary" and "non pecuniary" interests as early in the meeting as they become known.

There were no declarations of interest

## 4. Preparation for 2015

- I. Community Pride and NWIB
  - include Heath View and New Life Church
  - Direct judges on where to go via updated map
  - Include write up on Queens Pub and the Canal
  - Commitment of CEC to refurbish the Leisure Centre
  - Extra time with judges for each It's Your Neighborhood entrant
- II. Queens Head, Church House and New Life Church contacted to see if they would like to enter NWIB, entrance cost paid by CTC
- III. Consideration of adding planting at Paddling Pool and Leisure Centre is being undertaken

- IV. New 3 year planting schemes being determined for Park and roundabouts
  - Waggon and Horses can only have low grasses because of highway safety
  - Can we include interesting features such as rockery at the Fire Station roundabout
  - Need to see updated design scheme for the Park
- V. Discuss what to do about businesses who don't get involved in NWIB
  - All shops will be approached to take hanging baskets
  - Banks to be contacted about staff helping in the community
  - CTC will pay for brackets for new businesses that want to get involved
  - Siemens will plant children's garden again
  - Discuss with DMc any rate charge issues to do with sponsoring roundabouts
  - Request SAS Daniels and Gladman to sponsor planters at the bus station
  - Involve MacDonald's and Weatherspoon's in community day
- VI. Front Garden competition
  - Mentioned in leaflet
  - Needs to be promoted via an article in the Chronicle just before Easter
- VII. Eco schools
  - ongoing progress in the schools
- VIII. Replacement for back to back gardens
  - Space Odyssey theme all in hand
  - Grant from William Dean Trust to start work on the project
  - Use the same theme in the Rotary Art Competition
- IX. Other issues
  - Examine scoring sheet and identify where we can improve
  - Canal should be a key item in the portfolio
  - Keep video in
  - Select a date for a cleanup day at the end of March
  - Select a big dig day 28<sup>th</sup> March

## 5. Date of Next meeting

9am Monday 13<sup>th</sup> April 2015

## FLORAL ARRANGEMENT WORKING GROUP

9.00am Monday 13<sup>th</sup> April 2015

### Minutes

1. Apologies for absence (Members are respectfully reminded of the necessity to submit any apology for absence in advance and to give a reason for non attendance)

Apologies for absence from Cllrs G R Edwards, D Parker and E Clarke

2. Minutes of the Last Meeting

The Notes of the meeting held on the 9<sup>th</sup> March 2015 were approved as a correct record.

3. Declarations of Interest

Members are requested to declare both "pecuniary" and "non pecuniary" interests as early in the meeting as they become known.

There were no declarations of interest

- 4 Preparation for 2015

- Queens Head, Churchouse and New Life Church to enter NWIB  
The organizations concerned have been contacted and requested to enter NWIB
- Add planting at Paddling Pool and Leisure Centre  
Hanging baskets and troughs will be installed at the paddling pool. Visyon will be asked to place some troughs etc. at the front of the building.
- Need to build on the theme of Greener Street Better Lives
- Determine new planting schemes for Park, design scheme for roundabouts  
New designs have been produced for the Park and roundabouts. Suggested planting lupins and verbena in the border near to the play area
- 240 Hanging baskets ordered and businesses so far have taken 223. Chase banks to buy the baskets
- Sponsorship of roundabouts still needs to be sorted out with CEC in respect of whether sponsors have to pay rates
- Front Garden competition promotion

The completion has been promoted in Bear Necessities and the Chronicle; need to continue to promote the idea via the Chronicle. Gardens who are nominated will receive a certificate and suggested there will be one overall winner

- Eco schools  
4 or 5 schools need to re-apply for this award
- Space Odyssey Gardens  
Schools have been sent entry forms and the Electric Picture House will help groups to produce the background material. Will also include Team Congleton's Every Step Counts in some way in the theme.
- Request Chronicle to run the Grass Roots Article featuring Patti
- SAS and Gladman to sponsor bus station  
Letters sent out to Gladman's and SAS Daniels, request they be asked to sponsor some new multi-tier troughs and the planting around the bus station
- Involve McDonald and Weatherspoon's in community day  
MacDonald's and Weatherspoon's to be contacted, noted that Tesco employees are litter picking today
- Consider entering Tatton Flower show again
- Railway Station and Canal  
Some money available to plant up some areas around the station and canal
- Moody Street and Herbert Street  
Need before and after photos of areas cleared up for the portfolio. Herbert Street improvement may require a small grant to complete work

## 5. Date of Next meeting

9am Tuesday 5<sup>th</sup> May 2015

## FLORAL ARRANGEMENT WORKING GROUP

9.00am Tuesday 5<sup>th</sup> May 2015

### Minutes

#### Present

#### Present

D Brown (Chairman)  
R Bothey  
E Clarke  
B Edwards  
P Pinto  
B Hogan  
J MacArthur  
G Williams

1. Apologies for absence (Members are respectfully reminded of the necessity to submit any apology for absence in advance and to give a reason for non attendance)

Apologies for absence were received from Cllr. D Parker

2. Minutes of the Last Meeting

The notes of the meeting held on the 13<sup>th</sup> April 2015 were approved as a correct record.

3. Declarations of Interest

Members are requested to declare both "pecuniary" and "non pecuniary" interests as early in the meeting as they become known.

There were no declarations of interest

- 4 Preparation for 2015

- Queens Head, Churchouse and New Life Church to enter NWIB  
The organizations concerned have been contacted, but, no progress so far. **DB** will contact the Queens Head again
- Sponsorship of roundabouts still needs to be sorted out with CEC in respect of whether sponsors have to pay rates, but decided to go ahead with this anyway - **BH**
- Front Garden competition needs to continue to promote the idea via the Chronicle. - **PP**
- Eco schools, 4 or 5 schools need to re-apply for this award - **PP**

- SAS and Gladman to sponsor bus station  
Letters sent out to Gladman's and SAS Daniels, request they are asked to sponsor some new multi-tier troughs and the planting around the bus station, no response so far. Ask Hammond McNulty if they would like to sponsor the bus station
- Request Chronicle to run the Grass Roots Article featuring Patti - **PP**
- McDonald and Tesco are involved in community activities, request Weatherspoon's to do the same – **JMc**
- Route to be similar to last year, areas in the route are:-  
Bath House, St Mary's School, Jubilee Club, Community Garden, Paddling Pool and Antrobus Street.  
Areas out include: - Hilary Avenue and the Community Orchard
- Calendar of events to include all the volunteer hours which need to be collated via groups
- Identify candidates for the front garden competition and promote in the Chronicle - **All**
- Carryout a survey of grot areas in the Town – **All**
- LOL producing a trench garden and shelter need about £750 for plants etc. Suggest they request CTC for a grant – **PP**. Circulate grant forms – **BH**
- Need to undertake route walkabout in early June

##### 5. Date of Next meeting

9am Tuesday 5<sup>th</sup> May 2016



## FLORAL ARRANGEMENT WORKING GROUP

9.00am Tuesday 26<sup>th</sup> May 2015

### Minutes

#### Present

#### Present

D Brown (Chairman)  
B Edwards  
P Pinto  
B Hogan  
J MacArthur  
G Williams

1. Apologies for absence (Members are respectfully reminded of the necessity to submit any apology for absence in advance and to give a reason for non attendance)

2. Minutes of the Last Meeting

The notes of the meeting held on the 5<sup>th</sup> May 2015 were approved as a correct record.

3. Declarations of Interest

Members are requested to declare both "pecuniary" and "non pecuniary" interests as early in the meeting as they become known.

There were no declarations of interest

- 4 Preparation for 2015

- PP has prepared the route which requires some revision to fit in with the judge's itinerary for the 20<sup>th</sup> July judging day. Arrange to walk the route. Consider including Priesty Court and the Cemetery –**PP**
- Ensure all volunteer hours are captured – **All**
- Examine past portfolios to emphasize what has gone well has been sustained and is improving – feature social inclusion via LOL – **JMc/BH**
- Painting to be completed by the 17<sup>th</sup> July, new quotes to be provided, railway bridge arch needs painting - **BE**
- Queens Head, Hillary Avenue, St Mary's PC and New Life Church have entered NWIB, the Churchouse may

- Sponsorship of roundabouts will go ahead with Victoria Beds, but, need to sort out the value of sponsorship first with John Angus - **BH**
- Front Garden competition needs further promotion as there are only 6 so far. – **PP**
- Bath House wall may need some cleaning up
- Garden to the side of the river in Congleton park needs planting by scouts – **RB/DB**
- Landing stage in the Park has been cleaned up and should be featured
- Walk judges via the Play area to the wild flower meadow in the Park
- Need list of trees painted recently in the Park - **RB**
- Eco schools need to be pushed to re-apply for this award - **PP**
- Doug to be dressed as Town Crier when we go into the Town Hall
- Provisionally book mini bus via Doug and Glen
- SAS and Gladman to sponsor bus station  
Letters have been sent, but, with no response so far. **DB** to write to David Gladman
- McDonald and Tesco are involved in community activities, request Weatherspoon's to do the same – **JMc**
- Calendar of events to include all the volunteer hours which need to be collated via groups
- Lunch to be booked at the Pavilion, invite volunteers
- Produce leaflets for Hillary Ave, Quuens Head, Jubilee Club, Bromley Farm, Railway Stn and Heathview – **GW/PP/JMc**
- Need to undertake route walkabout in early June

## 5. Date of Next meeting

9am Tuesday 16<sup>th</sup> June 2015



## Brian Hogan

---

**From:** Suzie Akers Smith  
**Sent:** 11 June 2015 15:53  
**To:** Brian Hogan  
**Cc:** Jackie MacArthur; 'Elizabeth Wardlaw'; Peter Smith  
**Subject:** Pearl Izumi Tour Series CYCLING RACE  
**Attachments:** Pearl Izumi Tour Series venue proposal 2016.pdf

Dear Brian,

Would it be possible to add an item to the agenda for the Communities, Environment and Services Committee meeting scheduled for Thursday 25<sup>th</sup> June. My husband Pete, would also like to give a ten minute presentation regarding the benefits to the town should this event be something the Town Council are interested in supporting. I have also spoken with Liz Wardlaw about the possibility of an event such as this for Congleton and she said she would be interested in hearing more about it.

An event like this attracts national and international television coverage and further information is available on the following website:

<http://www.tourseries.co.uk/home.php>

In the meantime, attached is a useful document detailing the event in further detail and providing more information for potential host venues and the benefits a host venue could gain.

I do believe an event such as a cycle race will fit in very nicely with our town's attempts to promote healthier living and more active lifestyles and given that it is a cycling event could you forward the information onto Peter Hall. Also the Congleton Partnership may be interested in hearing about it as well.

Thank you in anticipation of your assistance,

With kind regards,

Suzie

**PEARL iZUMi**

**TOUR SERIES**





# Introduction

## The Pearl Izumi Tour Series



The Pearl Izumi Tour Series is the UK's premier professional cycle race series, drawing crowds of tens of thousands to venues across Britain each year, attracting national and international television coverage and providing its host venues with major benefits including the promotion of tourism attractions or local regeneration and extensive economic impact through organiser and spectator spend.

2015 is the seventh year of The Tour Series, which was incepted in 2009.

The event provides media exposure for a host venue to promote inbound tourism and cycling holidays to the city and surrounding region, whilst providing a unique platform to promote inward investment, a venue's capability to host major events and community sports development programmes.

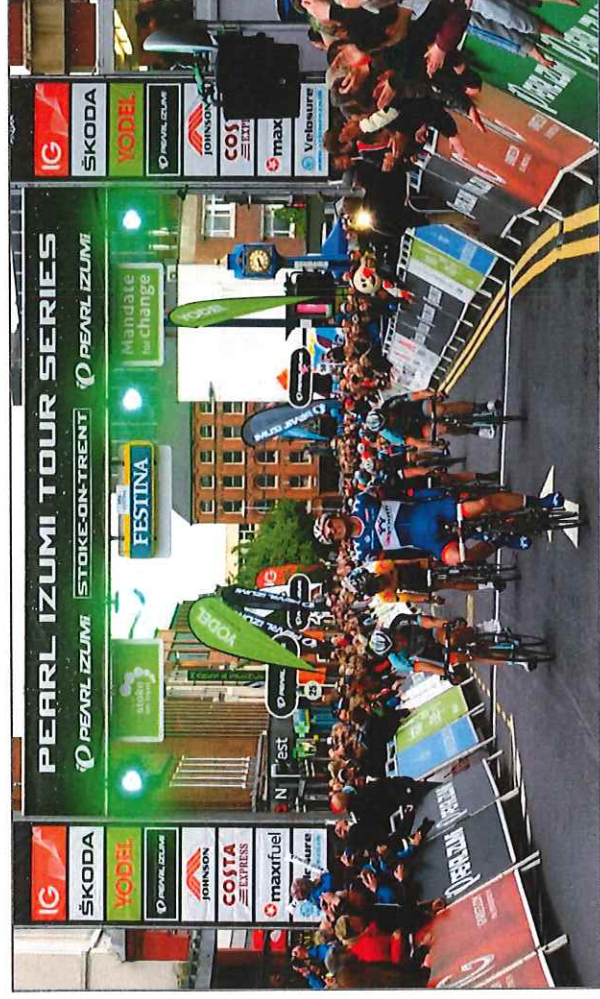




# Spectators

The Pearl Izumi Tour Series attracts large crowds to each of its annual venues, with Woking and Edinburgh drawing in the largest amount of spectators across the 2014 series.

Spectators both young and old, cycling fanatics and newcomers to the sport, line the streets to witness the fast paced action of Britain's best elite cycle racing. In 2014 an estimated total of 117,000 saw the series live .



Venue	No. of Spectators
Stoke-on-Trent	12,500
Barrow	12,000
Peterborough	12,500
Aberystwyth	10,000
Durham	12,500
Edinburgh	13,000
Redditch	12,500
Canary Wharf	12,000
Woking	13,000
Jersey	7,500
Total	117,000



# The Racing

## Pearl Izumi Tour Series

The Tour Series showcases the best athletes in Britain's finest domestic cycling discipline – criterium or city centre circuit racing.

Ten teams of Britain's best male and female riders compete in circa hour long races across short, sharp town and city centre circuits, providing excitement, colour and aggressive, gladiatorial racing to be crowned the 'Fastest Team' in the country.

The Tour Series team based format is unique and highly engaging with spectators, bringing World, Olympic and Commonwealth Champions to the streets and providing free-of-charge entertainment direct to the community.









# ITV 4 Highlights

The highlights of each round of **The Pearl Izumi Tour Series** are broadcast on ITV4 and Eurosport in the UK and across 60 international TV markets, providing an invaluable platform for the promotion of tourism and the 'postcard effect', or the promotion of regeneration in city centres.

The highlight shows run the evening after every round and each hour long programme follows the events of the day with detailed coverage of both the Women's and Men's races, as well as a pre-planned local tourism 'magazine' piece.

The highlight shows are also available to stream online through ITV.com, with additional 'catch up' service through ITV Player.

The average viewing for the series in 2014 was **259,000\***, with the repeat show averaging 43,000.

\*Reach figures do not include online audiences streaming highlights or those viewing via 'catch up'.



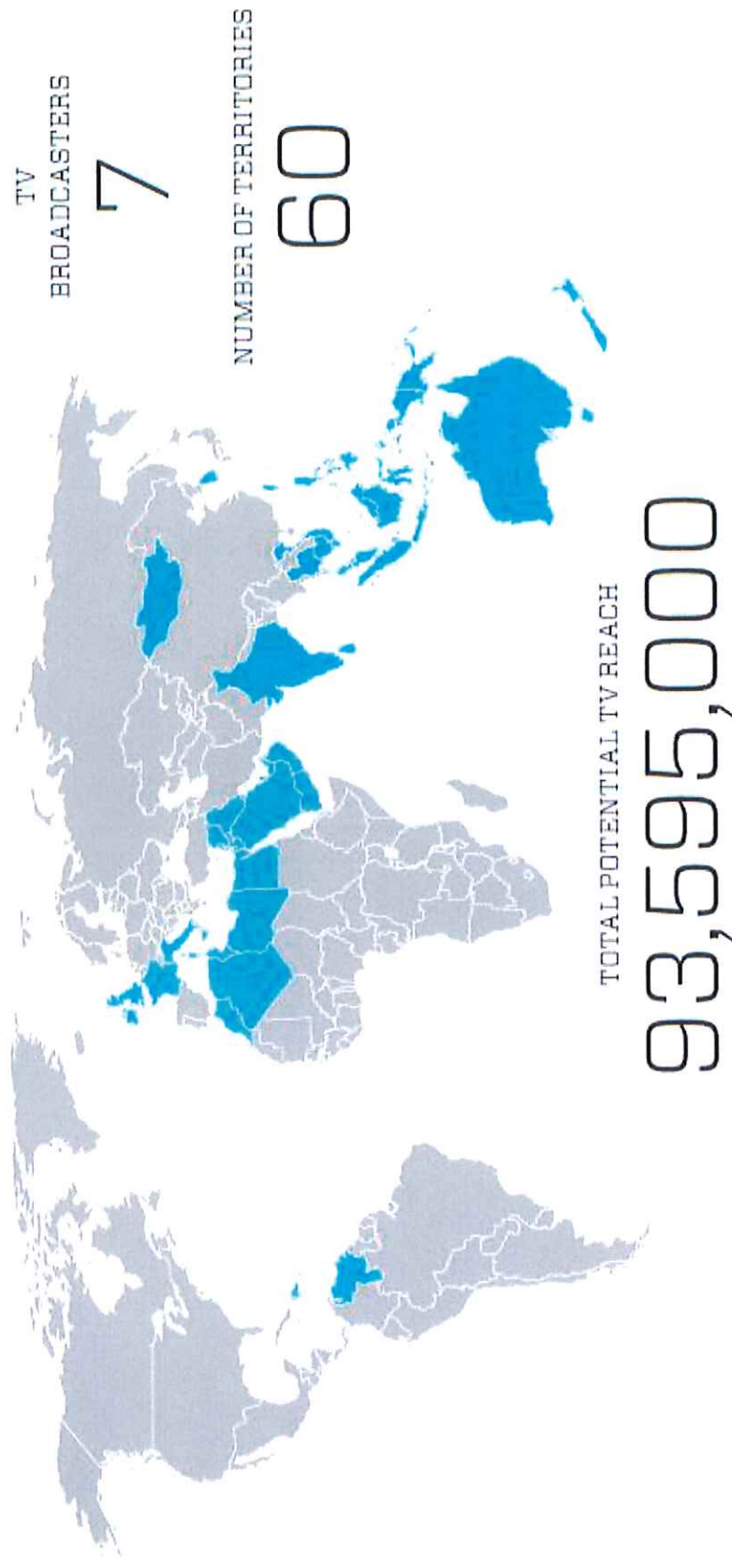
Average reach for the Pearl Izumi Tour Series on ITV4		
Venue	Premier	Repeat
Stoke-on-Trent	349	70
Barrow	195	35
Peterborough	211	41
Aberystwyth	219	30
Durham	229	25
Edinburgh	271	34
Redditch	379	17
Canary Wharf	312	116
Woking	173	22
Jersey	255	41
Total Average	2,593	431

# International TV – broadcast summary

TOUR SERIES 2014

BROADCAST DISTRIBUTION SUMMARY

## Broadcast distribution summary





# Media Coverage

The **Pearl Izumi Tour Series** and Matrix Grand Prix Series guarantee the attendance of the top British cycling teams, making it one of the highlights of the UK Cycling calendar.

## Print

Media with accreditation are granted access to circuit technical areas throughout the Series, this, combined with media reports made outside the circuit, add to the depth and breadth of print coverage **The Pearl Izumi Tour Series** receives each year.

## Regional Television

Coverage from regional television stations is excellent good. Activities and events throughout the day provide footage for pre-recorded material, whilst the afternoon and evening racing fits the 18:00-19:00 news slots, particularly those of BBC and ITV. Several stations report live from the venues each year, for evening news slots, capturing the atmosphere and reporting on the event.

## Radio

The presence of local and regional radio stations, often as Media Partners, ensures that **The Pearl Izumi Tour Series** gains maximum exposure each year. Pre and post round interviews and race previews and reaction pieces are recorded, providing extended coverage before and after each event.





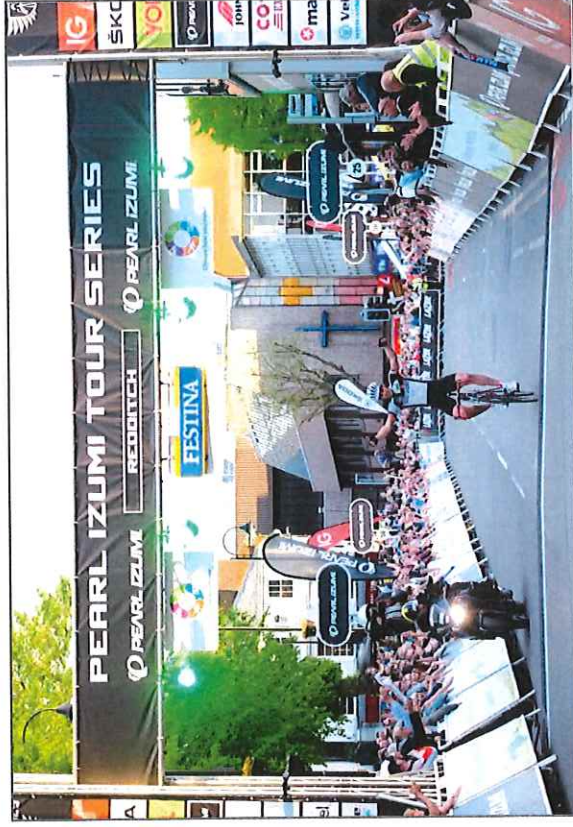








# Event evaluation



- The Tour Series commissions an independent evaluation survey for each edition of the Series and the event overall
- Individual reports are produced for each round of the event, evaluating the impact of the race round by round and as a whole
- Host venues sign off on report methodology in advance and can add questions to influence the structure of their report

The post-event report also indicated that visiting The Tour Series has inspired attendees to cycle more regularly in each year as follows:

- **2012 60%**
- **2013 64%**
- **2014 58%**

# Event Evaluation

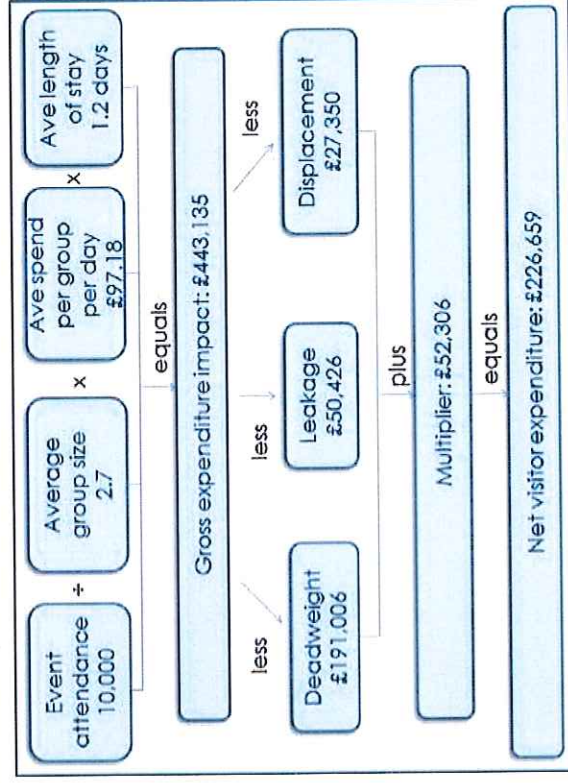
The hosting of a Tour Series round creates direct economic benefit through organiser and spectator spend as evidenced by the below excerpts from 2014 economic impact reports for the Edinburgh and Woking rounds.



frontline

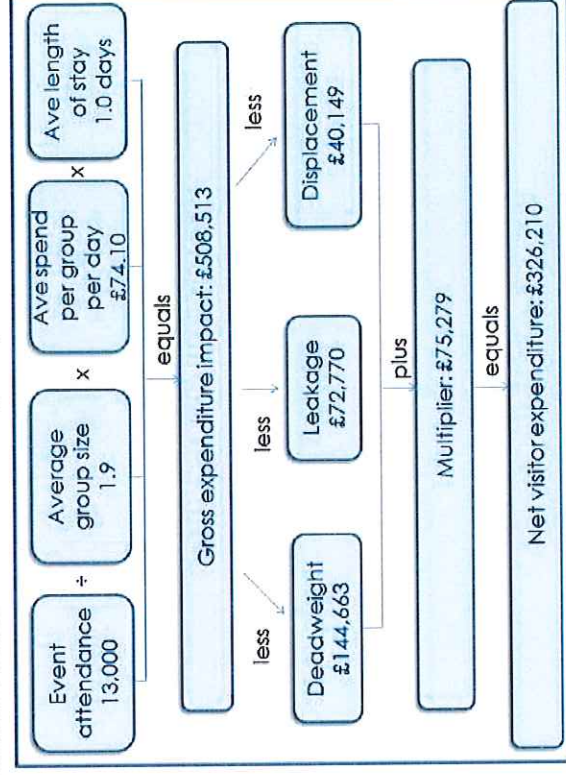
Appendix 2: Local area economic impacts

The figure below shows the net visitor expenditure of the event on the Edinburgh economy.



Appendix 2: Local area economic impacts

The figure below shows the net visitor expenditure of the event on the Woking economy.



Source: Frontline report – Edinburgh 2014

Source: Frontline report – Woking round 2014





# Support Events

The Tour Series is not just about elite cycling, but a celebration of cycling, encouraging spectator and community participation.

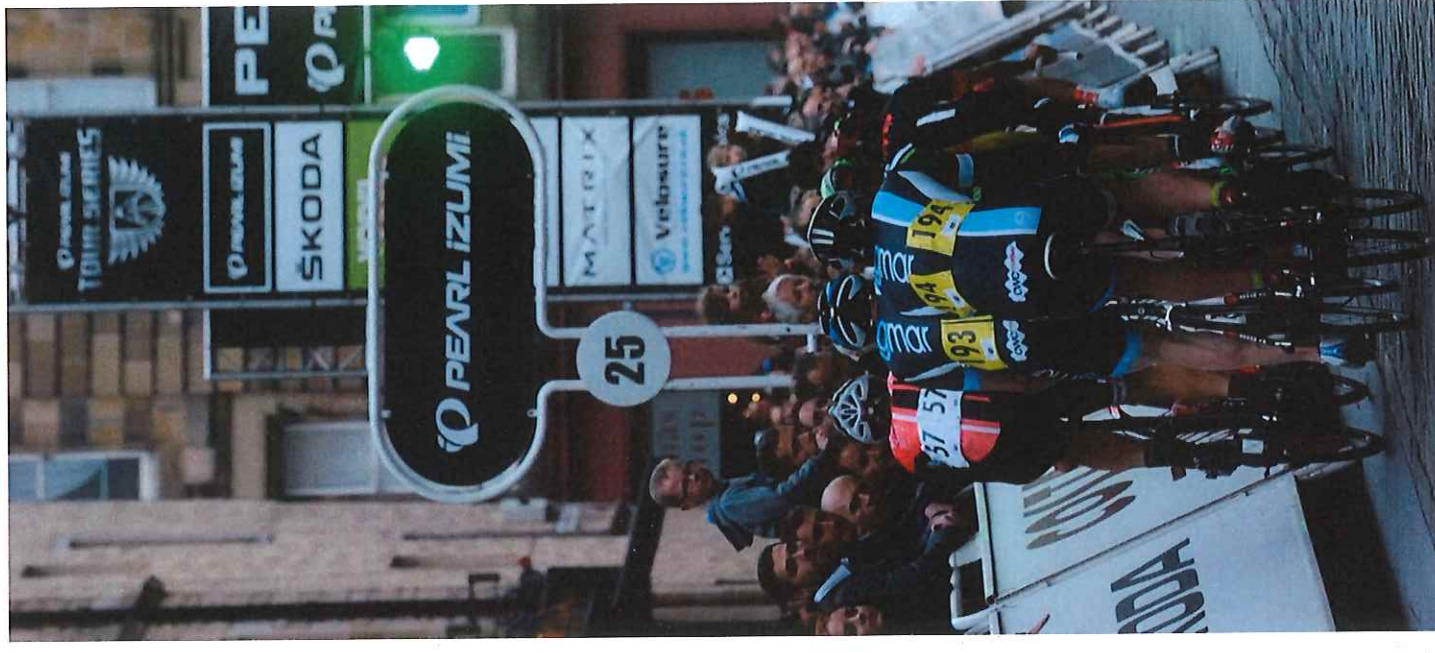
Extensive support races and activities can be delivered on race day, providing a festival of cycling engaging the local community and providing a unique platform for commercial sponsors of the event to engage with their local community. Examples of support activities can include:

- Corporate races and time trials
- Schools activities and 'Go-Ride' demonstrations
- Amateur races
- Demonstrations and cycling showcases



# Requirements from host venues:

- 1-1.5 Km Circuit (Minimum 6 metres wide)
- Changing and shower facilities, with at least 8 shower heads.
- Public Order Policing.
- Road Closures.
- Traffic Management.
- Sweeping and Pothole Filling (if required)
- First Aid Cover
- Advertising Sites for one month prior to the event.
- 30 Stewards / Marshals (4 SIA Accredited)
- Water supply for Finish Gantry and Hospitality.
- 10 Flower Troughs for Podium and bouquets for winners.
- Permissions to erect temporary structures over the highway.
- Permissions to merchandise and any other relevant licences applicable to the event.







# Event Delivery

## TECHNICAL ASPECTS:

- The Pearl Izumi Tour Series is delivered as a 'packaged event', with SweetSpot acting as a 'one stop shop' for the entire event—this includes;
- A series of full technical meetings to iron out all event logistics and planning with the host venue team.
- Nominated Project Manager at SweetSpot.
- All Risk Assessments and Health and Safety.
- Security Management
- Full Event Management Delivery (On The Day).
- All barriers, hospitality, signage, structures, logistics, infrastructure and branding for The Pearl Izumi Tour Series race.
- Photo Finish facilities.
- Placement of Television Coverage, TV Production and Broadcasting.
- Contracting of Riders.
- Prize Money.



Production of each Pearl Izumi Tour Series race follows a schedule similar to below:

0700hrs	Road Closures and build up commences of the finish straight and Technical Zone areas.
1300hrs	Circuit Road Closures take place and circuit is barriered and branded.
1500hrs	Support Activity begins; Go Ride, Cheerleaders, amateur races, Trials Demonstrations etc.
1800hrs	Circuit Cleared and <b>The Pearl Izumi Tour Series</b> teams arrive, sign on, and warm up on the circuit.
1900hrs	Race Start
2015hrs	Race Finish
2030hrs	Podium Presentations
2100hrs	Road Closures begin lifting on circuit after barrier collection
2359hrs	Road Closures all lifted after derig completed

The Pearl Izumi Tour Series will work with local host venues to help coordinate and run support events utilising the race infrastructure put in place for the main event.



# Event Delivery

## MARKETING ASPECTS:

- Website production and management.
- Marketing and Media;
- Posters
- Pre-publicity banners
- Leaflets
- Race Programme
- National 'Public Relations' Campaign
- Co-Liaison with key regional stake holders;
- Schools
- Businesses and Employers
- Cycling Clubs and Organisations
- Retailers
- Liaison with Governing Body and teams
- Venue Pearl Izumi Tour Series Launch
- In venue promotion ahead of event




stoke.gov.uk/thetour

Stoke-on-Trent  
Make it Staffordshire

**PEARL izumi**

**TOUR SERIES**

**STOKE-ON-TRENT**

BRITAIN'S TOP CYCLING TEAMS  
BATTLE IT OUT ON YOUR STREETS

**TUESDAY 13 MAY 19:00**

WATCH ON **btv4** AT 22:00 ON WEDNESDAY 15 MAY

**WWW.THETOUR.CO.UK**

TOURSERIES #TOURSERIES  TOURSERIES

**FREE EVENT**







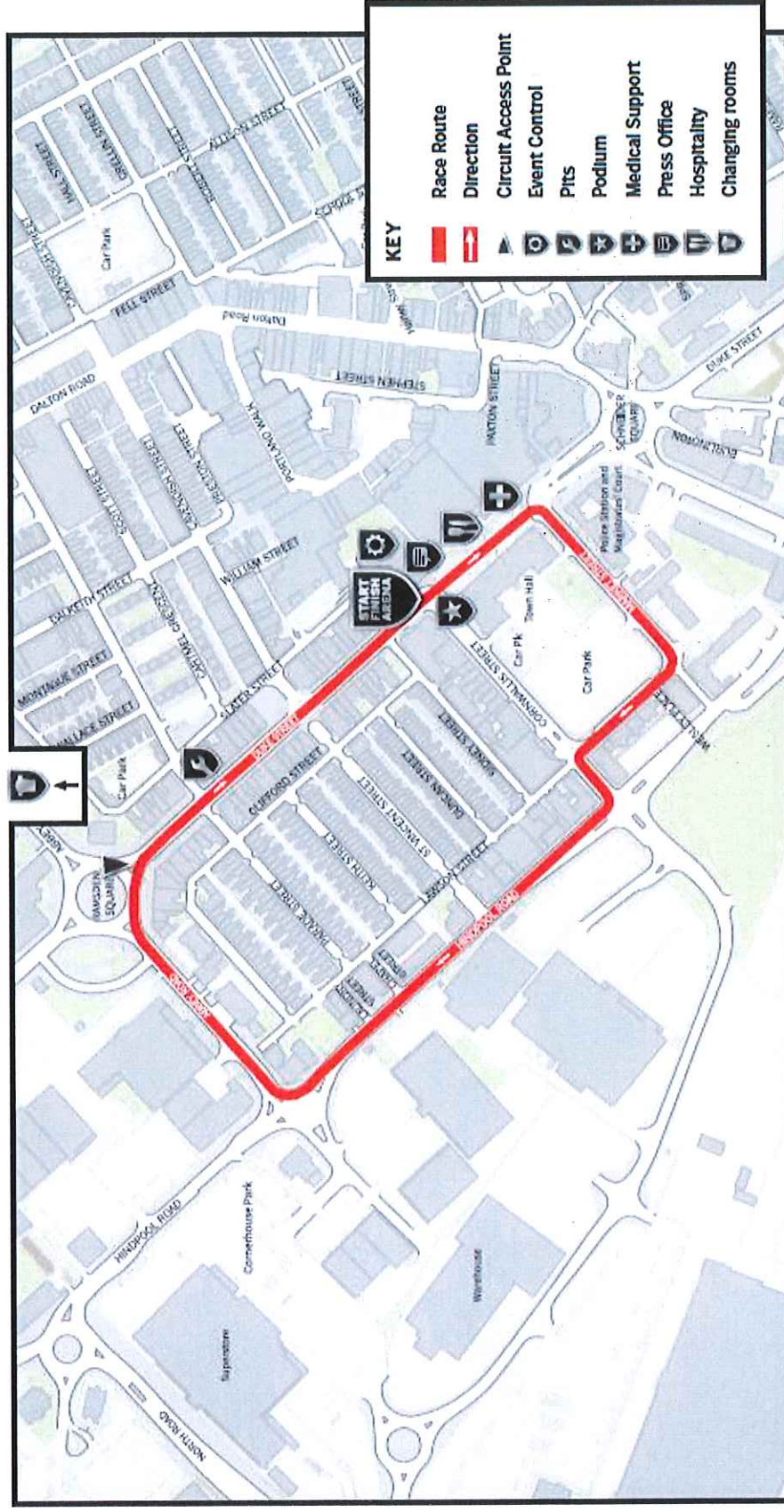








# CIRCUIT MAP



© Crown copyright Ordnance Survey 2014



Technical delivery – circuit map example

# PROPOSAL FOR 2016

- To work with SweetSpot to create a community based 'festival of cycling' in your town in the summer of 2016 and thereafter.
- To provide a catalyst for healthy living initiatives and to stimulate cycling as a mode of transport particularly with families, children and students.
- To use The Tour Series event to serve as a centrepiece to promote the host venue as a cycling destination.
- To promote a day of cycling with schools races and demonstrations (ideal for local CSR), providing local schools and businesses with the opportunity to take part in events and meet elite athletes.
- To create support events to extend the event and community engagement on the day of /in advance of the Tour Series race.
- To make a financial contribution of £60,000 plus VAT to underwrite the cost of staging the event.





# SweetSpot

**PEARL izumi**  
**TOUR SERIES**



## The Pearl Izumi Tour Series – a SweetSpot event

Rathbone House, 4a Heath Road, Weybridge, Surrey, KT13 8TD

Tel: 01932 831 485

[www.tourseries.co.uk](http://www.tourseries.co.uk)

Alastair Grant – Commercial Director – 07968 324 913

[a.grant@thetour.co.uk](mailto:a.grant@thetour.co.uk)

## Report to Community and Environment services Committee

Thursday 25<sup>th</sup> June 2015

### Streetscape

#### **Street Cleansing**

- 415 bins emptied each week.
- Litter pick 14 car parks each week.
- 16.57km litter picking within Congleton each week.
- Rural Litter ( Astbury, Alsager, Middlewich, Sandbach, Holmes Chapel, Goostrey). On a weekly basis each town's Rural Roads are litter picked over a four week rota equating to 78.53km.
- Cleared 24 fly tips in last 3 months.
- Cleared 5 lots of graffiti in the last 3 months.
- Weekly Fly poster removal from Aldi Roundabout, Tesco Roundabout, Mountbatten way and the Town Centre.

#### **Grounds Maintenance**

- Area of Flower Beds planted out with summer bedding in June throughout Congleton: 844 sq.m
- Congleton Park mowed weekly: 10 hectares.
- Area of Playing Fields grass cut weekly: 120,732 sq.m
- Amenity Area/ Public Open Space in Congleton grass cut fortnightly: 179,016 sq.m

#### **Ad-Hoc Work**

- Deep Clean power wash of Public Toilets beginning of June.
- Landscaping and planting out of Moody Street Gardens.
- Watering of all Hanging Baskets, Roundabouts, Mountbatten Way Troughs and Park Plants – Weather Dependant but 3 times per week.
- Initial Cut at St Peters Closed Yard - Team of 8, full day.
- New planting of Herb, Fruit and vegetables at Congleton Park – Allotment.
- New and extra planting up at Antrobus Street Garden Development Site.

## Vehicles

We have 9 Vehicles / Machines which have the newly installed tracking system,

In June, so far, the details below show the amount of miles our vehicles have driven. Trips are the amount of times a vehicle stops and starts (Ignition off), this includes each time an operative travels to a bin and empties it and each time an operative travels to different open spaces to carry out any grassing cutting or maintenance.

1. Total Trips so far in June - 1081
2. Total Miles - 1410.2
3. Fuel Purchased Since 1<sup>st</sup> June 2015 – 548.6 litres

## Expenditure

	Actual to date	budget	%
Staff costs	52016	374297	13.9
Temporary & casual staff	400	0	0.0
Protective clothing & safety	203	2500	8.1
Rent payable	256	3067	8.3
Janitorial	544	4000	13.6
Telephone/fax/internet	0	1200	0.0
Insurance	4817	5500	87.6
Property maintenance	171	500	34.2
Horticultural supplies	1937	16000	12.1
Vehicle maintenance/service	274	5000	5.5
Vehicle fuel& oil	2193	19500	11.2
Vehicle rental charges	5936	37676	15.8
General expenditure	300	1000	30.0
Central overheads reallocated	9501	34632	27.4
Total	78548	504872	15.6

Expenditure after two months of operation in the financial year should be about 16.7% in each cost category and with overall expenditure totalling 15.6% we are operating below budget.

There are of course some exceptions to costs incurred as there will be certain spikes in some expenditure categories, depending upon what time of year it is. For example:-

1. The insurance cost is paid in full at the start of the year.
2. Horticultural supplies will be front end loaded in the first 4 months of the year, although the recent purchase of hanging baskets, troughs and plants have not yet been entered into the system.
3. Small items such as property maintenance and general expenditure, which are relatively small budgets, only have to result in a couple of items needing replacement to appear over budget, in most cases this evens itself out by the year end.
4. Overheads which is an internal transfer cost is allocated quarterly.

Brian Hogan

18.06.15



## Brian Hogan

---

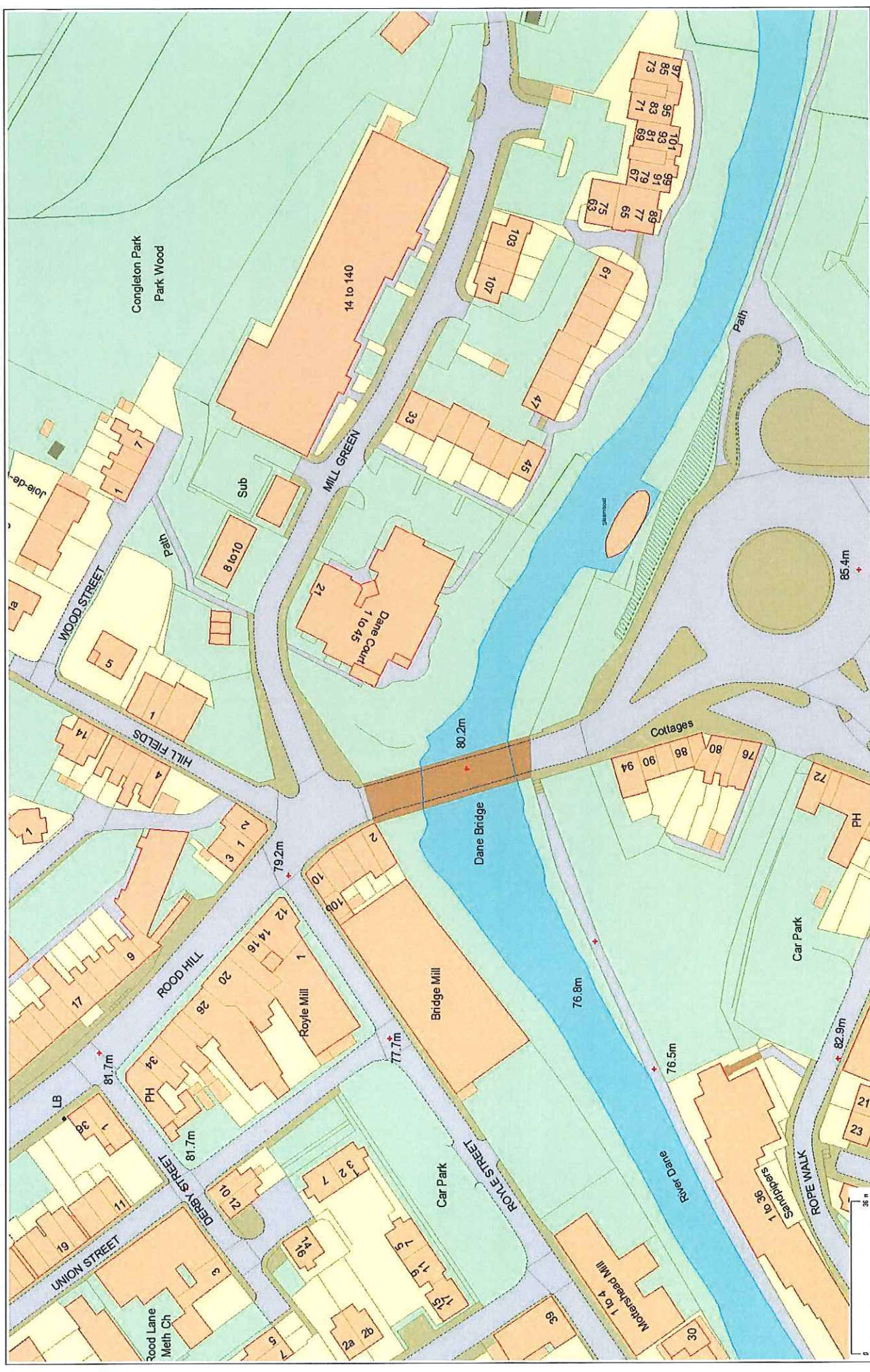
**From:** Denis Murphy [REDACTED]  
**Sent:** 07 May 2015 14:07  
**To:** Brian Hogan  
**Subject:** Pedestrian crossing on Rood Hill

Hello Brian

Can you please put this matter on the agenda for the appropriate sub committee. Request for CE Highways to consider pedestrian traffic from Mill Green to Royal street crossing Rood Hill?  
Regards Denis



This email has been checked for viruses by Avast antivirus software.  
[www.avast.com](http://www.avast.com)





# Who's leading war on dirty dogs? It has to be Barking

Ben Webster Environment Editor

It sounds like an appropriate place to start a revolution that could rid streets and parks of the mess left behind by selfish dog owners.

Barking in east London is to pioneer DNA testing of dog faeces to identify people who fail to clear up after their pets and fine them £80.

The council is creating a DNA database of local dogs by encouraging owners to take them to a vet to have cells swabbed from each animal's cheek.

Dogs not registered will be banned from the 27 parks owned by Barking and Dagenham council, starting this

summer with Barking Park. Council tenants will also be required to have their dogs DNA tested as a condition of tenancy agreements.

Darren Rodwell, the council leader, said he had decided to introduce DNA testing of dog faeces after reading *The Times* that the service, called PooPrints, was being offered in Britain.

PooPrints is used in many apartment blocks in the US, with few penalties being imposed because owners, realising that they will be unable to deny the offence, clean up after their pets.

Mr Rodwell said: "We are the first council to get really tough on dog mess and pet owners who do not act in a

socially responsible way. The vast majority of dog owners in Barking and Dagenham are socially responsible but unfortunately a selfish few think it's OK not to clean up after their pet."

Mr Rodwell said anyone wanting to exercise a dog in a local park would need to have their pet's DNA registered or face a fine. Local enforcement officers equipped with microchip scanners will carry out spot checks. Compulsory microchipping of dogs is being introduced in England in April next year.

Mr Rodwell said the council was working with local vets to offer a combined DNA swabbing and microchipping service. "I describe it as a dog



**DNA testers to catch dogs' foul deeds**

**The Times reports last December on successful DNA schemes in America**

be spent on more enforcement. The scheme is being introduced under a public spaces protection order, a new power in the Antisocial Behaviour, Crime and Policing Act 2014.

Mr Rodwell, a Labour councillor, said the scheme would be piloted this summer in Barking Park. The council is holding a "Dog Fouling Forum" today to discuss the pilot scheme, which it hopes to introduce across the borough by September next year.

Streetscene, a biotechnology company in north Wales offering PooPrints in Britain, said that 15 councils, including Kingston upon Thames, Aberdeen and Cheshire East, had shown interest.



**A. G. M. 2012**  
**MINUTES OF MEETING 13th April 2015**

Committee Members Present:

Sue Madden  
Lorraine Powell  
Mike O'Connor  
Glen William  
Ruth Peak

Allotment holders present

Brenda Johnson  
Val Booth  
Linda  
John and Beth  
Liz Calder,

Allotment holders not present

Janet, Terry

**1** The Chairman welcomed all committee and allotment holders present to our AGM

Welcoming The evening was introduced with the Agenda for the night

**2. Apologies**

Rebecca Nuttall , Frances Moore, June Hilditch , Mike Ethell , Craig and Barbara,  
John Evans, Diana Tame,

**3. Matters arising from previous AGM**

None outstanding

**4. Minutes from previous AGM meeting signed off. 13/04/15**

**5. Chairman's Report – was accepted please see notice board. Approved and accepted**

**6. Treasurer Report - see notice board. Approved and accepted**

We have applied for Britain in Bloom again

There are 15 names on the waiting list.

Cost of the mower is now increasing in repairs and maintenance should consider a new one.

**7 Committee stood down.**

All committee members were willing to stand again and then were duly re elected.

Val Booth was accepted as an additional committee member.

Re-election took place

Glen will continue as Bromley Trust representative.

Ruth Peak for the Stroke ass.

It was pointed out that the Town Council recognises what we do here at the HAAA and believes we are an asset to the community.

Agreement was made to replace the mower

Fees were to remain at £30 due in December annually

We will do the Food festival again this year ( it is not on Fathers Day ) on the 14th June 2015

Please can Bark deliveries be advised

A big sorry to John and Beth for the disruption to their plot by the manure

We welcomed new members Liz and Rebecca.

The Stroke Ass. will now tend the 2 raised beds .

HAAA is to have a Face book page care of Beth check it out and sign up (' HILLARY AVENUE ALLOTMENT ASSN' on Face book)

Members with long holidays planned or periods of illness where they cannot tend their plots can contact the committee or their plot neighbour for help.

The results of last years marking for Britain in Bloom was analysed the following noted :-

We only needed 1 more mark on last years grades to reach the top group and achieve the 'Outstanding' category.

Thoughts to achieve this:-

- Each plot to have a feature ie. an unusual plant or vegetable or a piece of interest to grow a plant on or in can be something ingenious.
- Steps and entrance path to be dug out and have a fresh layer of gravel and rail to be painted again
- Weeds killed around communal areas and fencing.
- Approach Men in Sheds to construct a couple of features
- A Scarecrow
- Mural on the wall at the bottom entrance
- A wild flower area
- Submit an article in the Town Council news letter
- An Interpretation Board with photos and information
- Tree ornaments
- Signage to wild life area

Next meeting will be 26th May at the Young Pretender ( Food Festival and BB judging planning )

## Brian Hogan

---

**From:** Jackie MacArthur  
**Sent:** 27 April 2015 13:00  
**To:** Brian Hogan  
**Cc:** Martha Hayes; Retro Shop  
**Subject:** FW: Site Management Agreement  
**Attachments:** Signed - PFRA Agreement.pdf

The agreement from the PFRA has been signed off by Cheshire East. Around the end of May we'll get more instructions – the new agreement will be in force by the 22 June – which means through the summer we will have a max of one set of collectors in per week – and we'll know who to expect on which days. Anyone coming outside of those times can be told to leave!

We finally got there!!!

Jackie

---

**From:** CHRISTOPHERSON, Richard [<mailto:Richard.Christopherson@cheshireeast.gov.uk>]  
**Sent:** 27 April 2015 11:48  
**To:** Adam Kepel-Garner; ANTROBUS, Suzanne; Chris Hopkins; CHRISTOPHERSON, Richard; EVANS, Kim; GOLD, Sally; Hilary shepherd; Ian Hope; Jackie MacArthur; MENLOVE, Rod (Councillor); Rob Mackenzie; SMITH, Diane (Town Centre Manager Macclesfield)  
**Cc:** Stephen Service; CORDON, Steph; GILBERT, Les (Councillor)  
**Subject:** Site Management Agreement

Good morning all,

I can confirm a public meeting took place this morning at Cheshire East Council and The Portfolio Holder for Localism and Enforcement approved the Site Management Agreement between the PFRA and Cheshire East Council.

A copy of the agreement has also been signed by Steph Cordon Head of Communities at Cheshire East Council and Peter Hills-Jones the Chief Executive Officer at the PFRA.

I have spoken to Stephen Service at the PFRA and he has advised future diary dates for 'Paid Fundraisers' will be provided at the end of May, with a start date for 22<sup>nd</sup> June 2015 across Cheshire East Council.

The meeting this morning also agreed a formal report be provided to Cheshire East Council capturing details of the initial 6 months monitoring period of the scheme across the 6 Cheshire East towns.

I will contact you again shortly to provide suggestions as to how 'gatekeepers' can monitor consistently across Cheshire East to populate the report and arrange a further meeting of the group ahead of the report being drafted.

There has been press interest on this matter today and Trevor Green of the CEC Communications Team is handling all enquiries – Tel: 01270 686624

Please find attached a copy of the signed 'PFRA Site Agreement'

Many regards

*Richard Christopherson*



Partnerships Manager  
Cheshire East Partnerships Team  
2nd floor  
Macclesfield Town Hall  
Macclesfield  
Cheshire

Tel 01270 685881 / [REDACTED]  
[richard.christopherson@cheshireeast.gov.uk](mailto:richard.christopherson@cheshireeast.gov.uk)  
[www.cheshireeast.gov.uk](http://www.cheshireeast.gov.uk)

\*\*\*\*\*  
Confidentiality: This email and its contents and any attachments are intended only for the above named. As the email may contain confidential or legally privileged information, if you are not the above named person or responsible for delivery to the above named, or suspect that you are not an intended recipient please delete or destroy the email and any attachments immediately.

Security and Viruses: This note confirms that this email message has been swept for the presence of computer viruses. We cannot accept any responsibility for any damage or loss caused by software viruses.

Monitoring: The Council undertakes monitoring of both incoming and outgoing emails. You should therefore be aware that if you send an email to a person within the Council it may be subject to any monitoring deemed necessary by the organisation from time to time. The views of the author may not necessarily reflect those of the Council.

Access as a public body: The Council may be required to disclose this email (or any response to it) under the Freedom of Information Act, 2000, unless the information in it is covered by one of the exemptions in the Act.

Legal documents: The Council does not accept service of legal documents by email.

\*\*\*\*\*

# Site Management Agreement

---

Between PFRA and Cheshire East Council



# 1 Purpose

---

The purpose and spirit of this voluntary Site Management Agreement (SMA) is to facilitate responsible face-to-face fundraising in Cheshire East and provide a balance between the duty of charities and not-for-profit organisations to fundraise and the rights of the public to go about their business without the impression of undue inconvenience. For the avoidance of doubt, this document does not constitute a legal contract.

Once this agreement is in place it should minimise the administration for the council, providing just one channel for information and support regarding face-to-face fundraisers, as nominated 'gatekeepers' only have to deal with one organisation, the PFRA, instead of dealing with each individual charity and fundraising organisation separately.

## 2 Statement of Conformity

---

All fundraisers will abide at all times by the relevant elements of the Institute of Fundraising's [Code of Fundraising Practice](#), and the PFRA's [Rule Book](#), or face the appropriate penalties.

If local authority officers note fundraisers contravening the PFRA's Rule Book or any local clause within the SMA, they will inform the PFRA's Head of Standards by contacting them on 020 7401 8452, providing details of the incident.

## 3 Access Details

---

### 3.1 Sites, team sizes, positioning, and frequency

Sites may be used as follows, as shown in the map at Appendix 1:

#### Crewe

##### **Zone 1:**

Market Street, between Market Square and Victoria Street

##### **Zone 2:**

Victoria Street, between Queensway and Charles Street

Capacity: maximum of 4 fundraisers in total.

Positioning: Fundraisers to be spread out along the length of the site. No more than 2 fundraisers in either of the above zones.

Frequency: Tuesdays, Wednesdays and Thursdays only.

#### Macclesfield

Pedestrianised area of Mill Street between Exchange Street and Church Street.

Capacity: maximum of 4 fundraisers

Positioning: fundraisers to be spread out along the length of the site.

Frequency: Mondays, Wednesdays and Thursdays only.

### **Wilmslow**

Pedestrianised area of Grove Street between Green Lane and junction of Alderley Road/ Water Lane

Capacity: maximum of 2 fundraisers

Positioning: fundraisers to be spread out along the length of the site.

Frequency: 2 visits a week.

### **Nantwich**

Pedestrianised area of High Street between Hospital Street, Oatmarket and Churchyardside / Pepper Street.

Capacity: maximum of 2 fundraisers

Positioning: fundraisers to be spread out along the length of the site.

Frequency: 2 visits a week.

### **Knutsford**

Princess Street, between Church Hill Street and Tatton Street.

Capacity: maximum of 2 fundraisers

Positioning: fundraisers to be spread out along the length of the site.

Frequency: 2 visits a week.

### **Congleton**

Pedestrianised area of Duke Street, Bridge Street and High Street between Swan Bank and Market Street/Moody Street.

Capacity: maximum of 3 fundraisers

Positioning: fundraisers should be spread out along the length of the site, avoiding the bottle-neck by the planters.

Frequency: 1 visit a week.

Where fundraisers are found to be working outside of the agreed locations, they must comply with requests made by Local Authority Officials and reposition themselves correctly or as directed on-site.

Only one charity will be present on any one site on any one day.

Fundraising will only be permitted between the hours of 9am and 7pm, unless otherwise specified.

Any exclusion dates (e.g specific event days) are to be announced by the Council to the PFRA to be booked into the PFRA's diary management system, giving a minimum of 4 weeks' notice to the PFRA from date of diary delivery.

## **3.2 Other Conditions**

Fundraisers should be positioned in such a way as to offer an adequate 'comfort zone' to those users of the public highway who do not wish to engage. In furtherance of this, it is

desirable that a minimum footway channel of 1 metre be maintained between fundraisers and the kerb / shop frontage where it is reasonable to do so.

Fundraisers should maintain a reasonable distance (of approximately 3 metres) apart from one another and any other legitimate street activities (e.g. street traders, Big Issue sellers, buskers, newspaper stands, promotional activities and market researching).

## 4 Information Required

---

### 4.1 Nominated Gatekeeper

The nominated gatekeeper for Cheshire East Council is Mr Richard Christopherson and his contact details are Partnership Manager, [Richard.christopherson@cheshireeast.gov.uk](mailto:Richard.christopherson@cheshireeast.gov.uk) (01270 685881). In his absence all enquiries should be made to [dawn.clark@cheshireeast.gov.uk](mailto:dawn.clark@cheshireeast.gov.uk) (01270) 686663

### 4.2 Required Information

The PFRA will maintain and manage the diary schedule. Diary/Schedule information will include: contact details for the agency (if applicable); and charity being fundraised for.

Copies of the diary are to be made available to:

#### **Crewe Town Council:-**

Steve McQuade, Town Clerk, Crewe Town Council,  
[steve.mcquade@crewetowncouncil.gov.uk](mailto:steve.mcquade@crewetowncouncil.gov.uk)

Tel: 01270 756975.

If not available, Rob MacKenzie, Deputy Town Clerk,  
[rob.mackenzie@crewetowncouncil.gov.uk](mailto:rob.mackenzie@crewetowncouncil.gov.uk) ,

Tel: 01270 756977.

#### **Macclesfield:-**

Diane Smith, Town Centre Manager, Macclesfield Town Hall, Macclesfield, Cheshire.  
SK10 1HR

[Diane.smith@cheshireeast.gov.uk](mailto:Diane.smith@cheshireeast.gov.uk)

Tel: 01625 383771

#### **Wilmslow Town Council:-**

Matthew Jackson, Town Clerk, Wilmslow Town Council, Cliff Road, Wilmslow. SK9 4AA  
[townclerk@wilmslow-tc.org.uk](mailto:townclerk@wilmslow-tc.org.uk)

Tel: 01625 402907

#### **Nantwich Town Council:-**

Ian Hope, Town Clerk, Nantwich Town Council, Nantwich Civic Hall, Market Street,  
Nantwich. CW5 5DG

Tel: 01270 619224

[ian.hope@nantwichtowncouncil.gov.uk](mailto:ian.hope@nantwichtowncouncil.gov.uk)  
[www.nantwichtowncouncil.gov.uk](http://www.nantwichtowncouncil.gov.uk)

**Knutsford Town Council:-**

Adam Keppel-Garner, *Town Clerk & Town Centre Manager*  
Knutsford Town Council, Knutsford Council Offices,  
Toft Road, Knutsford, WA16 6TA

[townclerk@knutsfordtowncouncil.gov.uk](mailto:townclerk@knutsfordtowncouncil.gov.uk)

Tel: 01565 653929

[www.knutsfordtowncouncil.gov.uk](http://www.knutsfordtowncouncil.gov.uk)

**Congleton Town Council:-**

Jackie MacArthur, Town Centre and Marketing Manager, Congleton Town Council email  
[jm@congletontowncouncil.co.uk](mailto:jm@congletontowncouncil.co.uk)

Secondary e-mail:- Ruth Boffey, Streetscape Supervisor, [rb@congletontowncouncil.co.uk](mailto:rb@congletontowncouncil.co.uk)

These contact details shall be updated as and when necessary.

### **4.3 Transition and continuity**

Should the nominated gatekeeper move on or responsibilities otherwise change, the gatekeeper will inform his/her successor of the detail of this agreement, the relationship with the PFRA, arrangements for the regulation of face-to-face fundraising, and provide the PFRA with contact details for the successor.

## **5 Complaint Management**

---

PFRA will respond to and seek to resolve all complaints received, and issue penalties according to its rules. The Council will provide real time notification of any complaints it wishes to be resolved immediately and provide sufficient detail for any retrospective complaints to be investigated. Where the collection agencies or the charities themselves receive complaints it is expected that they will provide information to the PFRA including information about the identity of any individual collector who is subject of a complaint and of the action taken (if any).

Members of the public are encouraged to direct complaints about charity fundraising to the Fundraising Standards Board ([FRSB](http://www.frsb.org.uk)).



## 6 Working Together

Cheshire East Council agrees to work with the PFRA to raise awareness regarding this site management scheme, including explaining what face-to-face fundraising is, the PFRA, the Code of Fundraising Practice, and facts about Direct Debit.

The PFRA monitors member organisations, through a programme of random spot-checks, responding to complaints, and other mechanisms, to ensure fundraisers' adherence to the Code of Fundraising Practice, PFRA Rules, and Site Management Agreements. The PFRA can give appropriate penalties or sanctions to those not abiding by the rules.

This SMA will be reviewed 6 months after it is signed, and then once every 12 months, if necessary, or earlier if there is just cause to do so. All amendments will be agreed in writing before becoming effective. Either party can withdraw from this agreement, giving 3 months' notice in writing.


Depending on when this agreement is signed, in relation to the PFRA's bidding/allocation cycle, there will be a lead-time of up to 8 weeks before the agreement can be fully implemented.

Signed For and On Behalf Of PFRA:

Print name:

Job title:

Date:


  
PETER HILLS-JONES  
CEO  
27.4.15


Signed For and On Behalf Of Cheshire East Council:

Print name:

Job title:

Date:

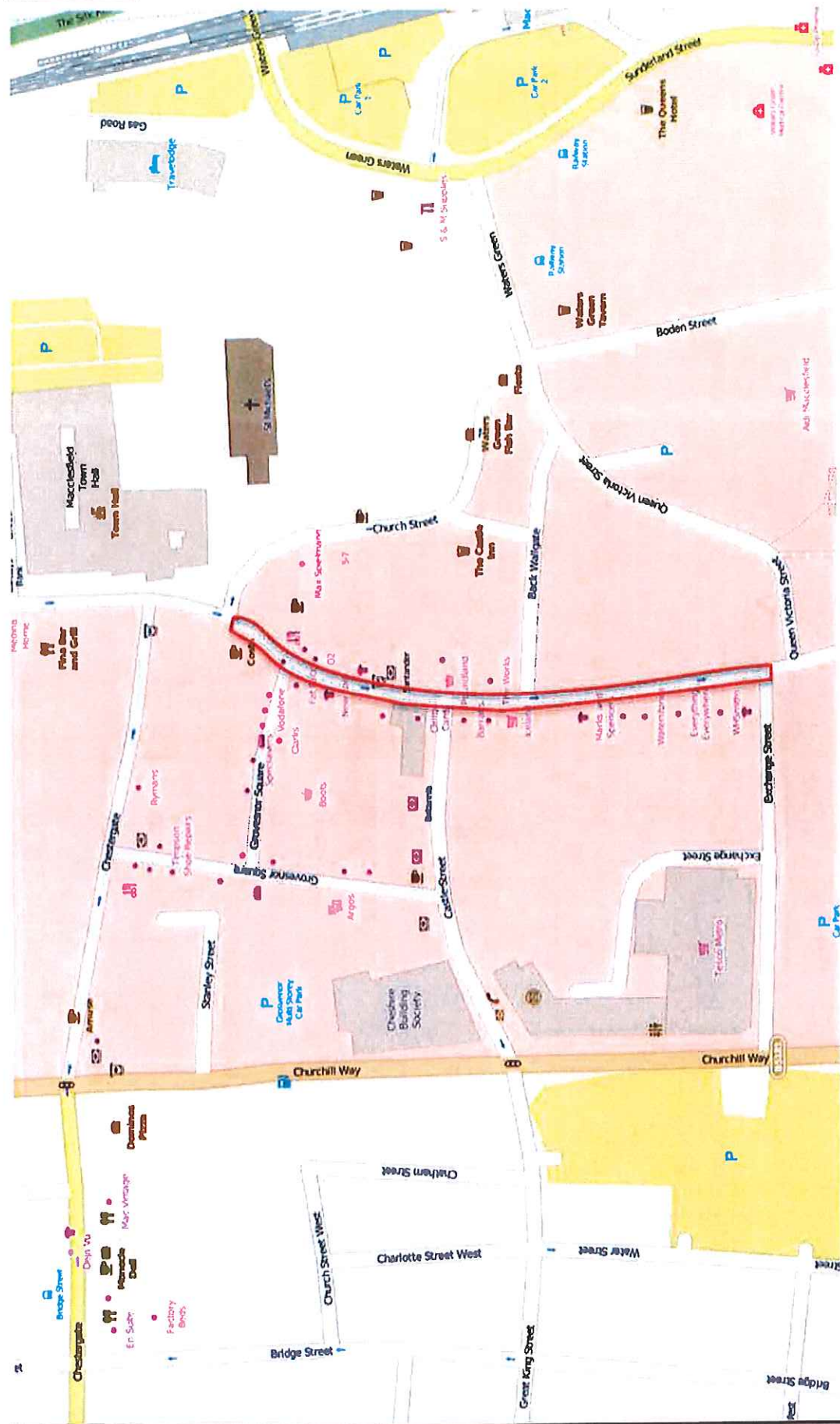
  
S GORDON  
HEAD OF COMMUNITIES  
27/4/15

  
L. GILBERT  
Portfolio Holder  
Localism & Engagement  
27.4.15

Plan showing the area(s) where fundraising is to be permitted:

A detailed street map of the Market Square area in York. The map shows a network of streets including Market Street, Victoria Street, and various side streets like Ebor Street and Ebor Street. Key landmarks such as the Market Square Bus Station, the Market Square Library, and the Market Square Police Station are marked. The map also shows the location of the Market Square Bus Station and the Market Square Library. The map is oriented with North at the top.

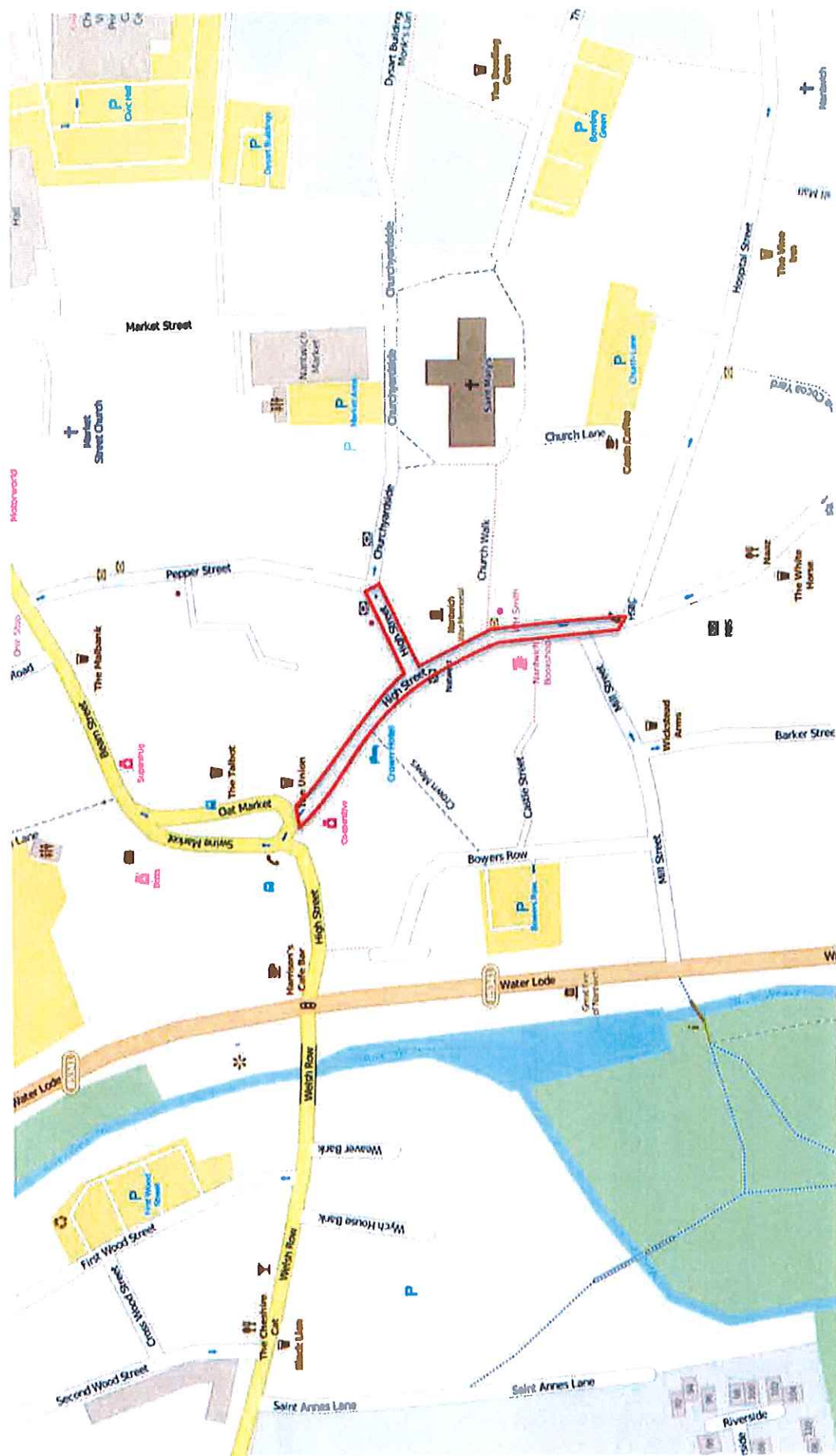
## Macclesfield







## Nantwich







## Congleton



## Appendix 2 - Direct Debit Guarantee

---

### Know your rights - The Direct Debit Guarantee

Direct Debit is one of the safest ways of making charitable donations. Organisations using the Direct Debit Scheme go through a careful vetting process before they're authorised, and are closely monitored by the banking industry. The efficiency and security of the Scheme is monitored and protected by your own bank or building society.

The Direct Debit Scheme applies to all Direct Debits. It protects you in the rare event that anything goes wrong.

### The Direct Debit Guarantee

- The Guarantee is offered by all banks and building societies that accept instructions to pay Direct Debits.
- If there are any changes to the amount, date or frequency of your Direct Debit the organisation will notify you (normally 10 working days) in advance of your account being debited or as otherwise agreed. If you request the organisation to collect a payment, confirmation of the amount and date will be given to you at the time of the request.
- If an error is made in the payment of your Direct Debit, by the organisation or your bank or building society, you are entitled to a full and immediate refund of the amount paid from your bank or building society.
  - If you receive a refund you are not entitled to, you must pay it back when the organisation asks you to.
- You can cancel a Direct Debit at any time by simply contacting your bank or building society. Written confirmation may be required. Please also notify the organisation.



# Planning for a Safer Cheshire

Cheshire Fire Authority is the democratically accountable body responsible for delivering a fire and rescue service to the residents and businesses of Cheshire East, Cheshire West and Chester, Halton and Warrington.

Ensuring the community continues to be protected by a first class fire and rescue service during the most significant cuts in its history is the biggest challenge the Authority has ever faced.

The previous four year strategy, published in 2011, enabled the Service to make savings of nearly £7m while maintaining a reduction in the number of fires and emergency incidents. The total number of incidents attended has fallen by 43% over the last decade.

The challenge over the next five years will be even harder, as it becomes more difficult to maintain improvements in community safety as the need to make financial savings increases.

The new draft strategy clarifies some of the choices facing the Authority and outlines the principles and approach it will adopt to ensure it does not compromise on its commitment to protecting local

communities, reducing risk and maintaining firefighters' safety.

### Consultation and feedback

This summary highlights the key areas covered by the draft strategy and links into the consultation, which will capture feedback around these important themes.

Individuals and partners who want to share their views should visit [www.cheshirefire.gov.uk](http://www.cheshirefire.gov.uk) where they can access the survey, or email [consultation@cheshirefire.gov.uk](mailto:consultation@cheshirefire.gov.uk).

The consultation period will run until 27th March 2015, with a revised strategy to be considered by the Fire Authority on 17th June 2015.

### Focusing on Cheshire

The strategy proposes that the Authority's frontline services should continue to be provided on its current Cheshire footprint rather than exploring options to merge with other fire and rescue services.

This means that the organisation will retain its strong and recognisable brand and reputation, which enables us to access vulnerable people or establish relationships and



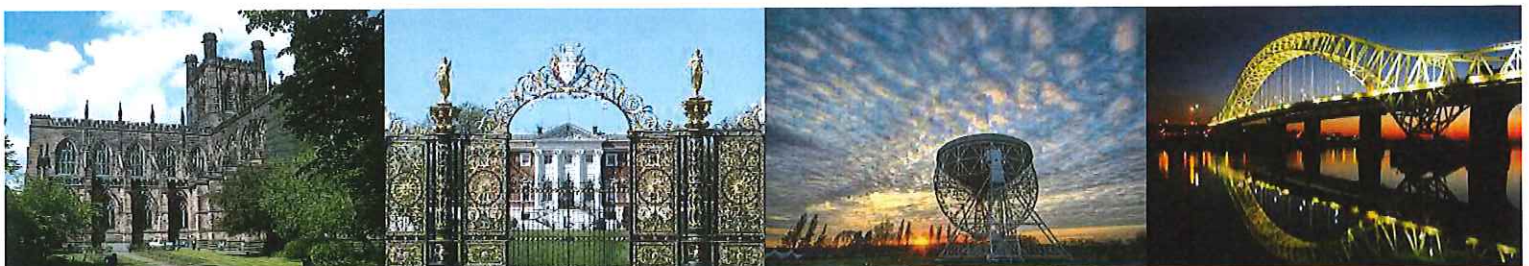
partnerships with other local agencies.

The Authority also believes that this footprint provides the best way of engaging with communities and providing local accountability.

### Working with partners

While the strategy reaffirms the Cheshire 'footprint' for delivering frontline services, it outlines a number of options for delivering back-office services in collaboration with others.

In particular, it highlights the potential for the Authority to deliver and integrate many of its support services with Cheshire Police.





While the programme will initially focus on transactional services, it will also explore the potential to share other services, as well the development of more shared sites, like the joint police, fire and ambulance station at Poynton.

The Authority will also consider extending the current co-responding arrangements with the North West Ambulance Service, at Nantwich Fire Station, into other areas. The aim of the scheme is to cut the time taken for a patient to receive initial treatment when firefighters may be closer to an incident than an ambulance.

## Protecting communities

The Authority uses its hugely successful programme of Home Safety Assessments (HSAs) to target its safety messages to those households which are most vulnerable.



In the future this approach will be supplemented by the building of a dedicated safety and life skills centre at Lymm, which will provide a base for the Authority's preventative services.

The centre provides a foundation for demonstrating the added value the fire and rescue service can bring to reducing the future demand on public services. The organisation will also look to be commissioned to deliver programmes that will improve the safety of vulnerable residents, including promoting key health messages, youth engagement initiatives and working with partners to improve road safety.

## Reviewing our Service

A key element of the previous strategy involved a fundamental review of emergency response services. That was completed and work is well underway on the subsequent programme, which includes building four new fire stations.

As part of this new strategy, a further detailed review will be undertaken to consider a range of issues to ensure emergency response arrangements remain fit for purpose, including changes in risk levels, the sustainability of low-activity stations and matching resources to meet variations in demand i.e. between daytime and night time.

## Future funding

The Authority continues to model its medium term financial plan on ongoing annual reductions of 8% in its Government funding and a maximum 1.99% annual increase in its Council Tax. To achieve a balanced budget, this requires savings of £2m a year up to 2020.

The Authority is confident that the strategy provides a sound basis to deliver these savings. However, if financial pressures increase more than expected the Authority will consider asking residents for an additional Council Tax increase if it feels the alternatives would increase local risk to unacceptable levels.

