



Congleton Town Council

Historic market town

Chief Officer: **David McGifford**

27 July 2023

Dear Councillor,

Community Committee – Thursday 3 August 2023

You are summoned to attend a meeting of the Communities Committee to be held at Congleton Town Hall on **Thursday 3 August 2023 at 7.00 pm**.

- **The Public and Press are welcome to attend the meeting, please note** - There will be 15 minutes at each meeting to receive any questions from Members of the Public, either verbally or at the meeting, including those which have been received in writing 7 days prior to 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 in accordance with Section 100 (B) (2) of the Local Government Act 1972.

Yours sincerely,

David McGifford
CHIEF OFFICER

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 Previous Meetings (enclosed)

To approve and sign the [minutes of the Community Committee held on the 29th June 2023](#) 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.

4. Questions from Members of the Public

There will be 15 minutes at each meeting to receive any questions from Members of the Public, either verbally at the meeting, including those which have been received in writing 7 days prior to the meeting.

5. Urgent Items

Members may raise urgent items related to this Committee, but no discussion or decisions May be taken at the meeting.

6. Safer Streets - Violence Against Women and Girls (VAWG) Update (Verbal Update)

To receive and consider a presentation from Superintendent Claire Jesson on the Cheshire East Safer Streets Strategy – this is delayed from the 27 June 2023.

7. Cheshire Police (enclosed)

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

8. Updates from Previous Community and Environment Committee (enclosed)

To receive updates from the Community Committee held on the 27 June and outstanding items.

9. Approve the Notes of the Community Safety Working Group (enclosed)

To receive and approve the notes of the Community Safety Working Group held on the 21st July 2023

10. White Ribbon group (verbal)

To receive a verbal update from the White Ribbon Ambassadors and Champions held on Thursday 3 August 2023.

11. Cheshire East Council Consultation on Criteria for Bus Support (enclosed)

To discuss Congleton Town Council's response to the Cheshire East Consultation

12. Engaging with Congleton Youth (enclosed)

To consider a paper on re-establishing and strengthening the voice of youth in the town.

13. Congleton Christmas Proposed Activities (enclosed)

To receive and approve a report on Congleton Christmas activities to date

14. Communications Update (enclosed)

To receive and note a report highlighting the Town Council's Communications Activities for April - July.

To: Members of the Community Committee
Cllrs: Kay Wesley (Chair), Emma Hall (Vice Chair)
David Brown, Mark Edwardson, Suzy Firkin, Arabella Holland, Sally Holland, Susan Mead, Shaun Radcliffe, Glen Williams.

Ex Officio: Cllr Rob Moreton (Mayor)
Other members of the Council for Information, Police, Honorary Burgess (5), Press (3), Congleton Library, Congleton Information Centre.

**MINUTES OF THE MEETING OF THE COMMUNITY COMMITTEE HELD ON
29 JUNE 2023**

**Please Note – These are draft minutes and will not be ratified until the next meeting of
this Committee**

CONGLETON TOWN COUNCIL

For the papers discussed at the meeting, please see the [Agenda and Papers of the Community Committee on 29 June 2023](#)

PRESENT:

Committee members

- **Cllr Kay Wesley (Chair)**
- **Cllr Emma Hall (Vice Chair)**
- Cllr Dave Brown
- Cllr Mark Edwardson
- Cllr Suzy Firkin
- Cllr Arabella Holland (from item 7)
- Cllr Sally Ann Holland
- Cllr Susan Mead
- Cllr Shaun Radcliffe
- Cllr Glen Williams

Ex Officio Members: Cllr Rob Moreton (Mayor)

Non-Committee Members: Cllr Amanda Martin, Cllr Richard Walton, Cllr Liz Wardlaw

Officers: David McGifford CO, Jackie MacArthur DCO & Communities & Marketing Manager

Also in attendance: one Police Office (until item 10), one Burgess, three members of the public

1. Apologies for Absence

None received.

2. Minutes of Previous Meetings

CO/01/2324 resolved to approve and sign the [minutes of the Community and Environment Committee held on the 16 February 2023](#) as a correct record.

The minutes will also be considered at the first Environment Committee on July 13 which was also formed from this previously combined committee.

3. Declarations of Interest

Cllr Dave Brown, Cllr Emma Hall, Cllr Sally Holland and Cllr Robert Moreton declared a non-pecuniary interest as Cheshire East members. Cllr Emma Hall and Cllr Mark Edwardson declared an interest in item 15.

4. Questions from Members of the Public

None – one question was submitted two weeks in advance as this was approved as a paper for discussion after conversations with the Committee Chair.

5. Urgent Items

None

6. Safer Streets - Violence Against Women and Girls (VAWG) Update

This item was postponed until the next meeting (3 August 2023)

7. Cheshire Police

Sergeant John Roberts updated members on the paper issued with the agenda.

Action: For the police to look at visiting nurseries as well as schools

Action: To assist with publicising the importance and ways to communicate with Congleton police

8. Updates from Previous Community and Environment Committee

CO02/2324 resolved to note the updates from the Community and Environment Committee held on 16 February.

9. Terms of Reference from Working Groups feeding into this Committee

CO03/2324 resolved to approve the Terms of Reference for the following:

- a) Community Safety Working Group
- b) Health and Wellbeing Working Group
- c) White Ribbon Working Group
- d) Integrated Transport Working Group

10. Request from Congleton Sustainable Travel Group

CO04/2324 resolved to approve the paper introduced by Congleton Sustainable Travel and to write to Cheshire East Council asking them to investigate and resolve the issue of the restricted access to the Biddulph Valley Way from Bromley Road and access to Bromley Play Park from Community Centre from Ayrshire Way.

Action: Write to Cheshire East Council regarding the two issues raised

Action: Write to Cheshire East to review barriers used across Congleton with the aim of making all areas accessible to all.

11. Understanding Town Centre Access Issues

CO05/2324 resolved to approve the report to organise practical awareness sessions allowing councillors to experience the Town Centre as faced by those with physical or visual challenges and to draw up a list of improvements needed.

Action: To liaise with councillors and organise a number of sessions.

12. Update on Potential Wellbeing Hub for Congleton

CO06/2324 resolved to support the idea of a Congleton Wellbeing Hub in Worrall Street and to continue to take an active part in the development of the project.

13. Congleton Town Council Website Update

CO07/2324 resolved to approve that Cllrs Brown, Edwardson and Wesley work with officers in a task and finish group to review the current website, make recommendations for a new site and develop a brief to create a site that will be good for the next 5 or more years.

14. Town Crier Role for Congleton

CO08/2324 resolved to appoint Cllr Suzy Firkin to be part of a small task and finish group with officers tasked with leading on the appointment of the Town Crier. A volunteer agreement was attached to the paper.

Action: To agree on a communication plan to make the process as inclusive as possible

Action: To ask Burgess Douglas Parker to be an advisor to the group.

15. Bear Necessities Newsletter

CO09/2324 Resolved to approve that Bear Necessities should continue as a stand-alone newsletter at least twice a year. For officers to investigate the best value within the budgets for print and design and the potential to use other ways to get the Council message to residents.

Action: Check print and distribution costs for Bear Necessities

Action: Consider alternative ways to publicise ensuring inclusivity.

16. Beer and Gin Festival

CO10/2324 Resolved to note the report and authorise the officers to take the project to the next stage of seeking sponsorship and testing the market for ticket sales.

Action: Build awareness of Health and well-being within the festival and consider offering a non-alcoholic beer and gin option.

Meeting closed 21.07

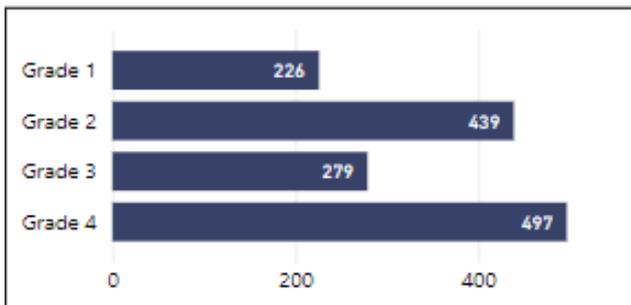
AGENDA ITEM 7 Community Committee 3/8/23

Congleton Crime Report – supplied by Congleton Policing Unit

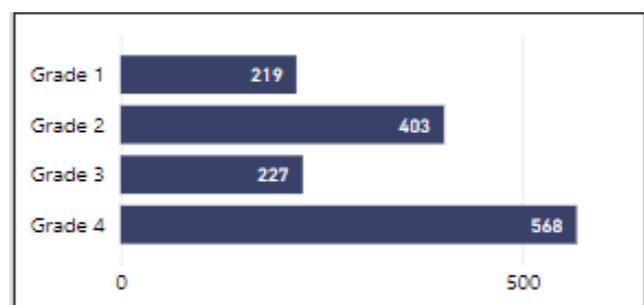
This report provides Congleton Town Council with key Crime figures for the period between 27/03/2023 – 17/07/2023. It will also provide a comparison for the same period in 2022.

Total Reported incidents

27 March – 17 July 2023 (THIS YEAR)



27 March – 17 July 2022 (LAST YEAR)



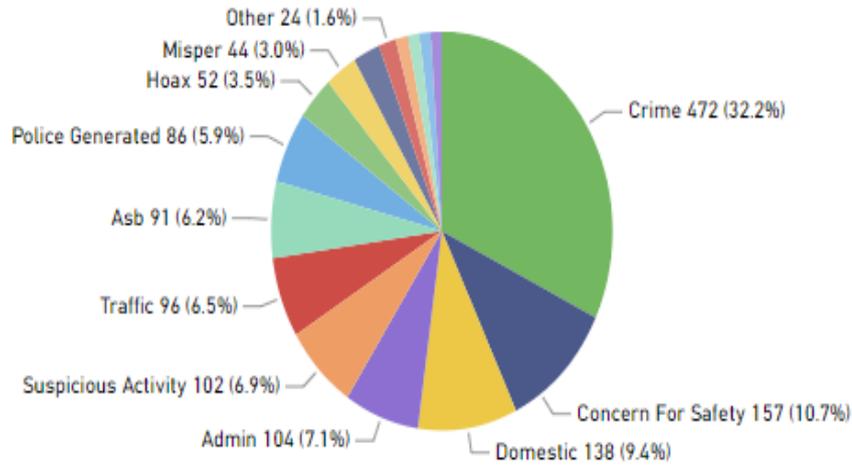
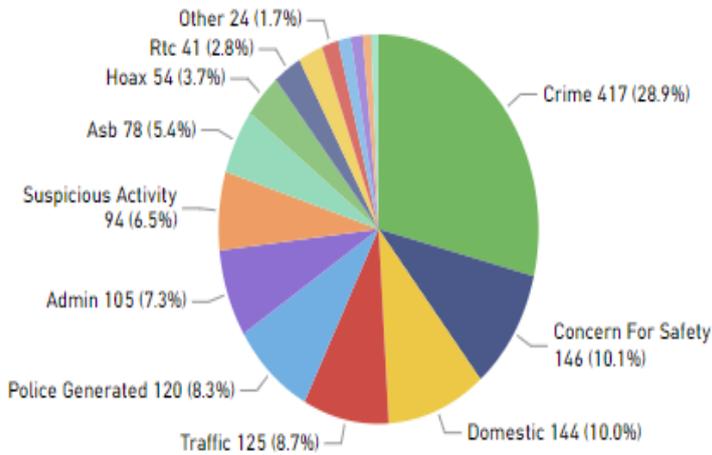
Opening Group	No. of Incidents
Admin	105
Advice	11
Alarms	17
Asb	78
Concern For Safety	146
Crime	417
Domestic	144
Hoax	54
Misper	36
Other	24
Police Generated	120
Public Order	19
Rtc	41
Sudden Death	12
Suspicious Activity	94
Traffic	125
Total	1443

Opening Group	No. of Incidents
Admin	104
Advice	16
Alarms	15
Asb	91
Concern For Safety	157
Crime	472
Domestic	138
Hoax	52
Misper	44
Other	24
Police Generated	86
Public Order	16
Rtc	38
Sudden Death	17
Suspicious Activity	102
Traffic	96
Total	1468

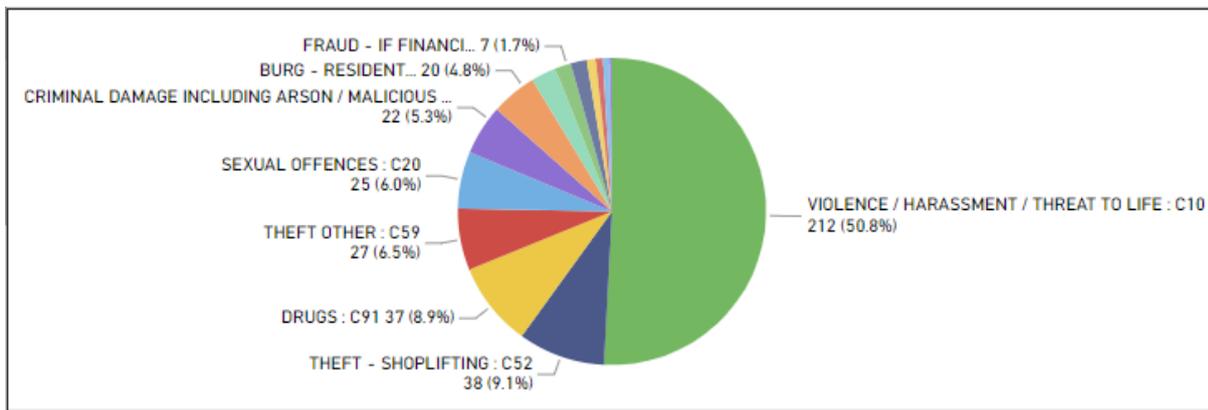
Incident reporting for the town remains consistent between the two years slight increase on Domestic Violence incidents reported. Decrease in ASB and recorded Crime.

27/03/2023 – 17/07/2023:-

Same period for 2022 Comparison:-

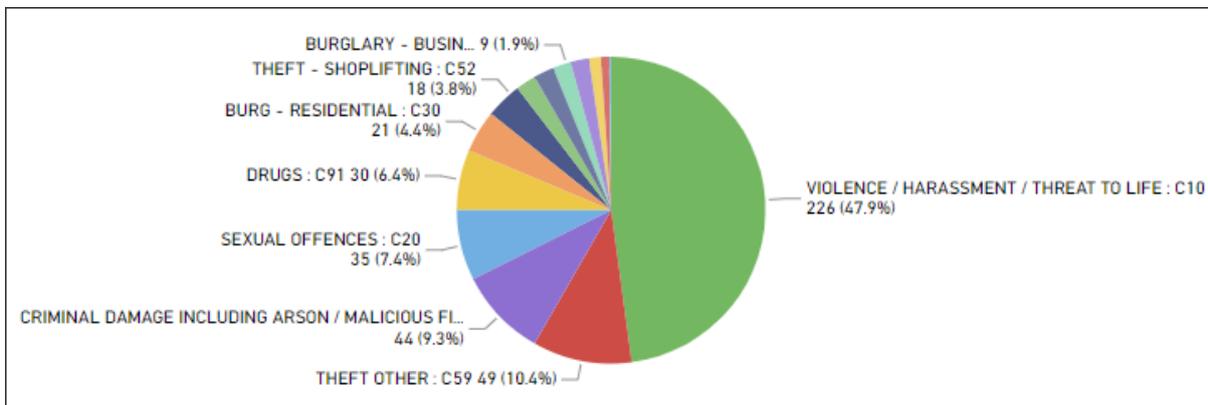


Crime Break Down 27/03/23 – 17/07/23



Violence = 212 Sexual Offences = 25 Burglary = 20

Crime Break Down 27/03/22 – 17/07/22



Violence = 226 Sexual Offences = 35 Burglary = 21

2023 Sexual Offences Break Down (March to July 2023)

Of the 25 offences reported during March – July 2023, 7 relate to reports from High Schools about a number of Indecent Exposure incidents around the town (A male has been arrested and charged in relation to these). No Sexual Offences incidents were logged around the Night Time Economy.

Domestic Incidents 27/03/23 – 17/07/23 - figures for same period in 2022 in brackets.

- Domestic incidents for the Policing Unit = **496 (409)**
- Domestic Incidents Congleton = **144 (138)**
- Total Domestic Arrests (for all the Policing unit) = **181 (11)**

ASB in Congleton

27/03/23 – 17/07/2023 - same period 2022 in brackets

ASB – 78 incidents (91)

Top Repeat Locations:-

- Morrisons (5 Calls)
- Astbury Lake (2 Calls)
- Congleton Park (2 Calls)

Roads Policing:-

March – July 2023 - 2022 figures in brackets)

- Highway Disruptions 49 Reports (29)
- Reported Traffic Offences 76 Reports (67)
- Road Traffic Collisions 41 Reports (38)

The increase in Highway Disruptions and Traffic offences is down to an increase in patrolling via our Roads Policing Team, where Congleton had been nominated for a Hot Spot patrolling, this meant that there was an increase in self-generated incidents created by the Roads Policing Team.

Overall:-

Congleton continues to perform well, the statistics for the town are stable with low crime figures, compared to other areas. Challenges remain around staffing and ensuring that my team are focusing on the right areas at the right time.

As always, I encourage reporting via 101 or 999, alternatively to report online or to give information via Crimestoppers.

My team's focus will be for the Summer: - Congleton Park, Morrisons, Traffic offences in and around the town centre and drug activity focusing on Biddulph Valley Way.

CONGLETON TOWN COUNCIL
COMMITTEE REPORTS AND UPDATES

COMMITTEE:	Community Committee		
MEETING DATE AND TIME	3 August 2023 7.00 pm	LOCATION	Town Hall, Bridestones
REPORT FROM	Jackie MacArthur, Communities and Marketing Manager & DCO		
AGENDA ITEM REPORT TITLE	8. Updates Paper		
Background	This paper gives members an update on actions from items discussed at the previous Community and Environment Committee. These items do not need a full paper and are either ongoing issues or confirmation of completion or resolution.		
Updates	<p><u>Previous</u></p> <p>CE45/2223 Resolved: This action is still pending awaiting further information from CEC on possible funding available for such a project.</p> <p>Community Safety Charter: Training still needs to be organised for the community safety charter. Information has been added to www.congleton-tc.gov.uk/discover-congleton/community-safety-charter/</p> <p>CE/51/2223 A White Ribbon public awareness session needs to be organised in the Town Hall</p> <p>CE/52/2223 Report about the Christmas lights will go to Council on the 10th August.</p> <p><u>From 27/6/23</u></p> <p>C004/2324 – A Frames and Barriers – in correspondence with Cheshire East Council and will give a verbal update at the meeting.</p> <p>C005/2324 – Accessibility in Town Centre – discussions have started with Cheshire Eye Society about an awareness session to help with the visually impaired, and also with Deborah Lawson about mobility issues in town. 10 councillors have expressed an interest in getting involved with the practical experiences – which is likely to be in September.</p> <p>C007/2324 – Website – the first meeting of the task and finish group will be on the 8th August –this will be a three-hour brain storm which will help inform the brief.</p> <p>C008/2324 – A teaser campaign is underway to get people thinking about if they would like to apply to be the Town Crier. We will open for nominations through September with the aim of appointing in early October and having a Town Crier in place for the Switch-on in November.</p> <p>C009/2324 – Quotes for printing and distributing Bear Necessities had not been done at the time of writing the update paper.</p>		

	<p>CO10/2324 – Gin and Beer Festival – this has now been cancelled as it was discovered that our Town Hall event clashed with an Octobearfest being organised by Bear Town Brewery for all day Saturday 7 October. The Beartown Brewery intends to make it an annual event. A Take That Tribute Band is being organised for Friday 6 October in the Town Hall– with proceeds going towards Congleton events. It is anticipated that this could be the start of regular tribute events in the Town Hall.</p>
<p>PROPOSALS</p>	<p>To Note this Report</p>

Minutes Community Safety Working Group

Virtual Meeting – Friday 21 July 2023

Present: Cllr Kay Wesley (elected Chair), Cllr Amanda Martin, Cllr Susan Mead, Cllr Robert Moreton, Cllr Shaun Radcliffe, Cllr Richard Walton, Cllr Glen Williams, Jackie MacArthur (CTC),

Agenda item	Subject /Issue	Action	By Whom	When
1.	Receive Apologies for meeting	Sgt John Roberts – on 999 cover for Congleton and Sandbach. (Cllr Dawn Allen and Cllr Robert Brittain)		
2.	Agree a Chair for 2023/24 plus vice if needed	Group appointed Cllr Kay Wesley as Chair Group agreed it would appoint temporary vice chair if Kay unable to make a meeting.		
3.	Approve notes of meeting 30/3/23	Noted - these minutes have already been agreed at the parent committee		
4.	Approve Draft Agenda – any changes needed	Added item to discuss non-councillors that would be good to invite to the meeting - took this item immediately.		Immediate
4a	Additions to the group	Jackie to invite Police and CEC ASB team as regular attendees CCTV and Ruth Burgess - agenda and minutes with options to come in for an item. Rachel McCarthy to next meeting to update on ShopWatch.	Jackie Mac	As part of Working Group admin
5.	Action Log Ongoing but not on the agenda	£680 from Police Commissioner ringfenced to promote and enhance the Neighbourhood Watch network – not spent any of the funds as struggling to find Neighbourhood Watch Co-ordinators Neighbourhood Watch Meeting in June – not successful despite press coverage. Need to approach different groups.	Jackie Mac	Before next meeting

Agenda item	Subject /Issue	Action	By Whom	When
6.	<p>Police Report Overall Crime - Police were not able to attend the meeting, but sent a copy of their report which compared figures from March to July 2022 with March to July 2023. A copy of the report can be downloaded at this link.</p> <p>Councillors talked around the items and asked the DCO to report a number of items outlined in the actions. These have each been reported to the Police on behalf of the group.</p>	<ul style="list-style-type: none"> a) Concerned raised about glass bottles being thrown in the park – Police, CCTV and Streetscape alerted. Asked for more patrols b) Incident at the benches by St Stephen’s church. Aware that police involved. Request more patrols to make people feel safer c) Thank the Police for their social media posts about zero tolerance in the park. d) Issue with a member of the public not clearing up after pets – request that Streetscape install a poo bag dispenser in the park and Streetscape staff in the park to carry poo bags to hand to members of the public to pick up the mess after their pet if they don’t have a bag. e) Moody Hall – chase up re the correspondence to the police and CEC re people accessing and abusing this building and inform the Community Safety Group of the progress f) Report concerns about a group of professional beggars operating in Congleton. g) Concerns raised for welfare of a rough sleeper in the former British Heart Foundation Shop doorway h) Concerns raised about gas canisters and electric cables in the open at the Meadows i) Report concerns to CEC and Police about the changes since the PSPO was lifted from the market and Bridestones area j) Group listed seven sites that the public has mentioned to various members where they are concerned about suspected drug dealing taking place. To list and send to the Police. k) Important to make sure that people know how to report Hate Crime. l) Contact the PCSOs about pushing to get the Volunteer Speed Watch groups back up and running. m) Find out what has happened to the Congleton SID (Speed Indication Device) n) Report five areas mentioned at the meeting where members are concerned about speeding. 	Jackie on behalf of the group	w/c 24 July 2023

Agenda item	Subject /Issue	Action	By Whom	When
7.	Police Priorities for the Beat Team - police not present	Cllr Kay Wesley reminded group members that Superintendent Claire Jesson from Cheshire Police will speak at the Community Committee on August 3 about the Cheshire Police £3m campaign to stop violence against Women and Girls.	Item at Community Committee	3 August
8.	CEC ASB Team updates	Invite to next meeting	Jackie	
9.	CEC – CCTV Updates	Invite to next meeting. Jackie to check and update on Lawton Street and West Street.	Jackie	July 2023
10.	Community Safety Charter - Kay gave a brief update on what the Charter is all about	Group to look at the information on the website https://www.congleton-tc.gov.uk/discover-congleton/community-safety-charter/ Develop a plan for how the Community Safety Charter work will be shared with groups, organisations and individuals. Training for councillors on Bystander Training to be arranged		
11.	ShopWatch - Rachel McCarthy, Town Centre and Events Officer has been working with some of the shops to set up a system for shops to support each other and do a fast alert when suspected shoplifting, fraudulent activity or worrying behaviour is being experienced in town.	This is a scheme being run by the shops for the shops to help alert each other to potential issues. Invite Rachel to the next meeting to discuss this further.		
10	Suggested Next Meeting	Thursday 12 October 3.30 – 5pm?		

**CONGLETON TOWN COUNCIL
COMMITTEE REPORTS AND UPDATES**

COMMITTEE:	Community Committee		
MEETING DATE AND TIME	3 August 2023 7.00pm	LOCATION	Town Hall, Bridestones
REPORT FROM	Jackie MacArthur, Communities and Marketing Manager & DCO		
AGENDA ITEM REPORT TITLE	11. CEC Bus Routes Criteria Consultation		
Background	<p>Cheshire East Council (CEC) is currently carrying out a consultation on its criteria for assessing bus routes. The current criteria were agreed in August 2011. Cheshire East is looking to update the criteria taking account of:</p> <ul style="list-style-type: none"> • Supporting the economy and environmental sustainability • Improving access and social inclusion • Bus performances <p>The CEC 2011 criteria can be downloaded HERE. The proposed CEC new criteria can be downloaded HERE with the changes in red.</p> <p>This consultation is not about funding or bus routes. Just the criteria for how CEC will judge which of the routes require financial support in order to operate. Bus routes that are commercially viable are not judged by this criteria.</p> <p>The consultation ends on the 6th of August.</p> <p>Below is an officer-suggested response to the consultation based on points that the council has previously made about buses in its responses to either bus consultation or the Local Transport Plan Consultation or comments that would appear to be in line with our current business plan.</p> <p>All the paragraphs are numbered, and the committee may choose to remove points or request that other points are added. This will then form a response from the committee.</p> <p>This does not stop councillors responding individually. There is also the option that CTC decides not to respond</p>		
Suggested CTC Response	<ol style="list-style-type: none"> 1. Thank you for giving Congleton Town Council the opportunity to comment on the Cheshire East criteria for deciding which bus routes receive financial support in order to operate. 2. Congleton Town Council appreciates that this is a difficult task with just £2.4m available for the whole borough and was disappointed that CEC 		

	<p>failed to receive any of the bus back better funding to improve services in the town.</p> <ol style="list-style-type: none"> 3. In the first section about journey purpose we were surprised that health/medical and welfare has been dropped from a 4 to a 3 and would like to see it retained as a 4. 4. We welcome the idea that the max score of 10 has been removed. 5. We believe that education and training should be seen as just as important as employment in terms of routes of buses. Many young people in our community have no option but to take the bus to college – especially when the schools are restricted to academic A level course. This means that aged 16-17, when they are unlikely to have access to a vehicle, they will need access to public transport to travel out of town for vocational education. 6. We welcome the encouragement of EV and Hydrogen buses on subsidised routes. 7. We welcome the need to serve areas of deprivation, but also believe it is important to have buses that link centres of population which largely travel through rural areas that are unlikely to meet this criteria 8. We are surprised that a bus that requires a subsidy of £10 or more per passenger is getting any points – and would have thought that there would be other more cost-effective ways of supporting travel. 9. It is disappointing to see that across Cheshire East the fee-paying patronage is only around 80- 85% of what it was pre-covid and concessionary passenger levels only at 65-70% of the rates across that they were pre-covid and Congleton Town Council would like to see more proactive promotion of the bus services. 10. That said, we are pleased to see that our own local bus services are bucking the trend and are in the top 3 performing services across the whole of Cheshire. 11. No consideration appears to be given to the ‘Transport for New Homes’ to encourage bus routes to serve new housing estates. 12. No consideration appears to be given to specific timings – such as getting people to railway stations at peak commuter times. 13. Leisure and Social are at the bottom of the list of priorities, but losing Sunday services has left many older people isolated on a day when they used to enjoy travelling to meet family. 14. Finally we would like to see Cheshire East take a much more proactive approach to applying for more funds to retain and expand bus and public transport options for Congleton.
Financial Implications	There is not a financial implication to CTC for this response – although it is noted that the new criteria is that CEC gives higher weighting to bus routes that may attract other investment.
Environmental Implications	The town council believes that successful bus services can offer considerable environmental benefits by reducing car journeys.
Inclusivity Implications	The town council believes that successful bus services lead to a more inclusive society where less more people can engage in activities and enjoy greater independence.

Recommendation	That the Community Committee responds to the Bus service criteria consultation using points 1 -14 above.
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**CONGLETON TOWN COUNCIL
COMMITTEE REPORTS AND UPDATES**

COMMITTEE:	Community Committee		
MEETING DATE AND TIME	3 August 2023 7.00 pm	LOCATION	Town Hall, Bridestones
REPORT FROM	Jackie MacArthur, Communities and Marketing Manager		
AGENDA ITEM REPORT TITLE	12. Engaging with Congleton Youth		
Background	<p>Congleton Town Council set up a Youth Committee in 2008, which ran for over a decade. The last set of minutes posted by the group was in February 2019. The Youth Council originally consisted of 12 young people aged 11 – 18 who were elected to the role. In later years members were co-opted onto the committee. The aim was to provide young people with a means to link closely with the town council, give a voice to young people, and provide young people insight into local government and its working.</p> <p>Cllr Arabella Holland was the last serving Chair of the Youth Committee.</p> <p>The Youth Committee enabled the Town Council and young people to have closer links but there may be better ways of ensuring wider engagement. With the new Council administration in place, restrictions relating to COVID-19 removed, a new school year beginning in September now is a good time for the Town Council to reconsider if and how it wishes to engage with young people.</p> <p>Town Hall staff are happy to support and help work with any such group or activities if councilors wish to see it happen.</p> <p>Cllr Arabella Holland has started researching ideas for closer links and has met with the Acting Head of Congleton High School and exchanged emails with the Head of Eaton Bank. Both are keen to forge closer links between young people and the town council and to give young people a voice on town issues. They have invited a councilor to attend the first school council meeting at each school in September to explore with the school representatives how best to work with the young people in the most productive way.</p> <p>Early suggestions are around organising a Youth Assembly or Youth conference to bring together a wide range of young people to discuss key subjects. Another was around forming specialist youth topic groups to focus on specific issues. There is already an emerging Green Youth Forum group. And discussions on mentoring projects.</p>		
Suggestion	To agree in principle whether or not the committee would like to establish a more formal channel for youth engagement. If this is positive then more work will be		

	<p>carried out with schools in September with the aim of bringing proposals to the committee in October.</p> <p>The main ambition would be to create a mechanism where young people can feed their ideas, priorities and thoughts on key issues to the council for consideration.</p>
Financial Implications	<p>Consideration will need to be given to creating a budget heading within the 2024/25 budget to service a youth group and some seed funding to enable any such group to deliver mutually beneficial projects.</p>
Environmental Implications	<p>All efforts will be made to ensure that activities developed as a result of this decision will have a neutral or positive impact on the environment.</p>
Inclusivity Implications	<p>This is about creating a means to increase inclusivity by capturing the views of young people who often feel that they don't have a voice in the policy making of the council.</p>
Recommendation	<p>That a paper comes to the next Community Committee, developed in consultation with young people, with proposals for how Congleton Town Council will engage with young people over the next four years.</p>

**CONGLETON TOWN COUNCIL
COMMITTEE REPORTS AND UPDATES**

COMMITTEE:	Community Committee		
MEETING DATE AND TIME	3 August 2023 7.00 pm	LOCATION	Congleton Town Hall
REPORT FROM	Rachel McCarthy, Town Centre and Events Officer		
AGENDA ITEM REPORT TITLE	13. Congleton Christmas Proposed Activities		
Background	<p>This paper has been written to give members an insight into the plans being developed for Christmas 2023 in Congleton.</p> <p>Congleton has enjoyed a Christmas Light Switch-on event for more than 20 years. Until 2008 this event was organised through Congleton Community Projects. As the town council expanded and the event and number of lights grew, it became a joint venture between Congleton Community Projects and the town council.</p> <p>Since 2013 the town council has taken responsibility for the Christmas lights and decorations, the health and safety of the event, most of the entertainment and infrastructure bookings and the publicity. We are also the main sponsor of the switch-on and take the lead on pulling together publicity about all the various Christmas-related activities occurring in Congleton.</p> <p>We still work closely with Congleton Community Projects on the event planning and CCP organises the lantern procession, running lantern-making workshops in the lead-up to the switch-on.</p>		
The Plan	<p>SCOPE OF THE PROJECT</p> <p>There are a number of elements to the Christmas in Congleton activities that the town council is involved with. The town council puts £6k into the events budget for Christmas. There is a separate budget of £16k for Christmas lights and £4k for the Christmas and Remembrance projections.</p> <p>1. Decorating the Town with Christmas Lights</p> <p>The town council owns Christmas lights to decorate the town. Some lights are no longer fit for purpose having served 10 years. This was discussed at Community and Environment Committee on 16th February where CE/52/2223 asked officers to produce a detailed plan for the council to consider.</p> <ul style="list-style-type: none"> • A replacement for the Merry Christmas Congleton sign at the bottom of Moody Street • Replacement for the two cross street banners used on Swan Bank • Replacements for the two lamp post banners on Mill Street • Replacements for the six lamp post banners on West Street 		

- Replacement for the Cross Street banner in Lawton Street
- Consider some festive lighting for the Market Area.

This was left for the new administration to discuss and a detailed paper has been prepared for Council on August 10.

We are in year three of a three-year contract to use PME to store, check, repair, install and remove the lights and will go back out to tender for a lights partner early next year.

The Christmas lights will be installed as soon as possible after Remembrance Sunday.

2. **Main Tree:** The main tree is purchased, installed and decorated by our lights contractor as part of the lights project. Congleton Town Council usually seeks sponsorship to cover these costs.
3. **Projections on the Town Hall:** - this has been very popular for the past three years and a separate budget of £4k has been created for Town Hall projections (Remembrance and Christmas).
4. **Small Christmas Trees** - local shops are encouraged to purchase 5-6 foot trees which are installed above the shop. This is managed in a similar way to the hanging baskets. The shops cover the cost of the tree, provide the lights and the electricity and they pay £12.50 for CTC to install and remove the trees. There are usually around 100 small trees above shops and the installation money goes towards the cost of the switch-on.
5. **Switch-on Event:** - In 2023 the plan is for the switch-on to take place on Friday 24th November from 4pm – 8pm with the lights being turned on at 6pm. This will give 5 shopping weekends with the Christmas lights on. The Road Closures and Event Safety Advisory Group forms have already been submitted due to time scales.

There have also been discussions with the new Congleton Market Quarter to see how they may wish to be included or incorporated into the event and the plan is to extend the road closures to Mill Street and Swan Bank to allow activities on the closed road and to benefit the evening economy in this area.

We are in the process of pricing up stages and PA systems and speaking to a range of entertainers and stallholders. The Town Hall has been booked and we will have stalls in the Town Hall as well as out on the street. The location of Santa's Grotto is still being arranged. The Cairngorm reindeers have been secured as these were really popular last year.

Community Projects will organise the Lantern Parade. The intention is to include as many town centre businesses as possible in the event. The switch-on usually attracts several thousand people. The town council has a

	<p>budget of £6k that it puts towards Christmas activities. The remainder is raised through the small trees project, sponsorship and stall fees.</p> <ol style="list-style-type: none"> 6. Window Dressing Competition - We are hoping to attract at least 24 shops into a window competition where we can highlight a window a day and create an advent trail. 7. Tree of Light - we will once again support Congleton Rotary with the Tree of Light Appeal – where they sell stars to go on a real tree planted in the Community Garden. The switch on for this tree will be Saturday 25 November. 8. Toy Appeal – Congleton Town Council will work with Plus Dane, Congleton Chronicle, NSPCC and Boots Barn Road on a toy appeal for local families – this will run through until the week before Christmas. 9. Christmas Town Centre Saturday - there will be a Markers Market on the 25th November and 16th December. We are looking for other activities to give a Christmas buzz in the town centre on the 2nd, 9th and 23rd December. 10. Christmas Guide - we are looking to produce a Guide to Christmas in Congleton to include activities that are open to the public, but also covering how to make your Christmas Greener and a Congleton Cares where to get support over Christmas. 11. East Cheshire Hospice Christmas Tree Recycling – we will be working with the hospice to help promote their Christmas Tree recycling system which raises funds for the hospice. 12. Town Hall Events – The Town Hall will be hosting a number of Christmas parties booked via Mark’s Events. <p>The Christmas activities are being led by the Town Council’s Communities and Marketing Team with support from Congleton Community, Congleton Rotary, Cheshire Marshals and other volunteers. The town council is the major sponsor and will be seeking more volunteers to help with the events.</p>
Recommendations	For councillors to note the report and for the officer team to take on board suggestions and recommendations from councillors.
Financial Implications	The town council has set a budget of £6k for Christmas activities. Boosted by sponsorship, stall fees, donations and tree installation the total spend, excluding decorations, will be closer to £10k.
Environmental Implications	There is a meeting on the 17 th August to explore avenues to ensure that the carbon footprint of events is as low as possible.
Inclusivity impact	Congleton organises events to help those living in Congleton feel part of their community and efforts are made to ensure that the events are accessible to all.

PROPOSALS	That councillors note this report.
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**CONGLETON TOWN COUNCIL
COMMITTEE REPORTS AND UPDATES**

COMMITTEE:	Community Committee		
MEETING DATE AND TIME	3 August 2023 7.00pm	LOCATION	Congleton Town Hall
REPORT FROM	Debbie Coxon, Marketing and Communications Officer		
AGENDA ITEM REPORT TITLE	14. Communications Update		
Background	<p>This paper has been prepared to give committee members an update on the communications activities which has taken place between 27 April and 25 July (90 days)</p> <p>It is intended to make this a regular item for information at this committee.</p>		
Details	<p>Social Media</p> <p>Facebook Stats for @Congletontown</p> <p>Page Followers: 4436 (79.3% women) & (20.7% men)</p> <p>Page Likes: 4.4K New Likes: 180 (avg.per day: 2)</p> <p>Total Original Posts: 360 (avg. per day: 4) Posts shared: 151</p> <p>(Original posts are ones CTC has created. Shared are created by others)</p> <p>Total Engagement: 3K (avg. per day: 29)</p> <p>Page Profile Views: 12K (avg. per day: 131) Page Clicks: 52K (avg.per day: 604)</p> <p>Page Impressions: 648K (avg.per day: 7203) Page Reach: 409K (avg.per day: 4,548)</p> <p><i>Engagement: e.g. likes, comments, shares, views, clicks</i></p> <p><i>Page Profile Views: the no of views the page received</i></p> <p><i>Page Impressions: the no of times people viewed the page</i></p> <p><i>Page Reach: the no of people who viewed the page</i></p> <p>Top 5 Facebook posts</p> <ol style="list-style-type: none"> 1. 7 June - Changes to Paddling Pool: 114,511 REACH, 14,143 ENG, 121,759 IMP, 287 LIKES/REACTIONS 280 COMMENTS / 58 Shares 2. 18 July - Green Flag: 9592 REACH, 505 ENG, 9741 IMP, 341 LIKES/REACTIONS 3. 11 June - Food and Drink: 6719 REACH, 423 ENG, 6870 IMP, 34 LIKES/REACTIONS 4. 24 July - Free family activities: 6361 REACH, 404 ENG, 6193 IMP, 51 LIKES/REACTIONS 5. 12 June – Mountbatten Way Flooded: 4307 REACH, ENG 3283, 4425 IMP, 22 LIKES/REACTIONS 		

Facebook Stats for Congleton Town Hall

Followers: 822 | 748 Likes

Facebook Stats for Congleton Information Centre

Followers: 181 | 125 Likes

Twitter Stats

Page Followers: 3,441 Total Tweets: 96

Total Engagement: 138 Page Profile Views 10k (+44.58%) (avg. per day: 121)

Instagram – figures not provided due to a technical error linking Instagram to Zoho. Working to rectify.

CTC social posts usually shared to:

Congleton Chat's Back	26.9K members
Congleton News & Views	13.2K members
Congleton Radio	1.1k followers

Website - Period 5 May until the 25 July 2023 www.congleton-tc.gov.uk

Key points:

- Total number of visits: 39,484
- 30% of all visits were connected to the paddling pool (12,148). The homepage had 3,576 by comparison
- 61% of visits are generated organically (via search engines such as google/bing etc), 12% direct (via the URL) and 27% through social links
- Average view times of 1:25 min and 1:15 min

Top 10 pages (largest numbers of visits)

Page	%total	% top 10
<u>/discover-congleton/town-attractions/congleton-paddling-pool/</u>	30.8	58.2
<u>/home-page</u>	9.1	17.1
<u>/your-council/elections-2023-2027/</u>	3.3	6.3
<u>/paddling-pool-open/</u>	3.0	5.7
<u>/your-council/meet-the-councillors/</u>	1.8	3.5
<u>/your-council/committee-meetings/</u>	1.0	2.0

<u>/events/category/whats-on/</u>	1.1	2.1
<u>/contact-us/</u>	0.8	1.5
<u>/your-council/committee-meetings/council-meetings/</u>	1.1	2.1
<u>/coronation-picnic-in-the-park/</u>	0.8	1.5

Paddling pool page has the most traffic. It is also responsible for 40% of entrances to the site, and approx. 72% of exits, and with an average page view time of 2:44 minutes it comes in third just behind the contact us page and the 23-27 election page (of the top 10).

Site visit time is much higher when accessed through a search engine or directly with average view times of 1:25 min and 1:15 min, social view times however are much lower at 0:17 on average.

Device used

Devices	%	#
Mobile	83.73	15,149
Desktop	13.17	2,383
Tablet	3.10	560
		18,092

New Website Development

The first meeting of the CTC web start and finish task group (comprising CTC officers and councillors) will take place on 8 August.

Press Releases

17 press releases were issued to the council's 'local' press database. Culminating in four radio interviews organised through the office:

- 15 June BBC Radio Stoke – Town Guide Launch (Town Mayor)
- 17 June BBC Radio Stoke - Bromley Farm Community Plant-Up (Cllr Mead)
- 27 June BBC Radio Stoke – Visit Congleton (Debbie Coxon)
- 13 July Moorlands Radio - Pride (Cllr Richard Walton)

Noticeboards

The six town noticeboards and the CIC What's on Window are updated weekly to promote town council events and activities organised by local organisations and community groups.

New publications printed

- Bear Necessities – Summer 2023 (13k). Next edition delivered from 2 October. (also used by Talking Newspapers)

	<ul style="list-style-type: none"> • Town Guide 2023/25 (circl. 13k) 15k printed • Food & Friendship leaflet • Congleton Event Days & Attractions 2023 • Congleton Town Council Annual Report 2022 - 2023 • Town Hall leaflet <p>Contributed to:</p> <ul style="list-style-type: none"> • Effective Directories (double page)– May, June, July (circl. 11k) • Beartown Voice features (circl. 12k) <p>Town Council Events</p> <ul style="list-style-type: none"> • 8 May Coronation Picnic • 18 May Annual Town Meeting • 25 May Mayor Making • 14 June Town Guide Launch • 2 July Mayor’s Civic Parade <p>Key events supported</p> <ul style="list-style-type: none"> • 4 May Elections • 11 June Food & Drink Festival • 17 June Bromley Farm Community Plant-Up • 7 July Wear red for Ruby • 9 July Lion’s Duck Race • 22 July Congleton Pride • Monthly In Bloom Community Tidies
Recommendations	For Councillors to note the report and for the officer team to take on board suggestions and recommendations from Councillors.
Financial Implications	Work is delivered within the annual budgets set by the Town Council
Environmental Implications	Considered as part of each piece of work. Carbon-neutral certificates are obtained for Bear Necessities and paper from sustainably managed sources used for other work.
Inclusivity Diversity Impact	The team uses different channels and communications tools to meet different audiences.
PROPOSALS	That Councillors note this report.