



Congleton Town Council

Historic market town

Chief Officer: **David McGifford**

19 October 2023

Dear Councillor,

Community Committee – Thursday 26 October 2023

You are summoned to attend a meeting of the Communities Committee to be held at Congleton Town Hall on **Thursday 26 October 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 3 August](#) 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. Cheshire Police (enclosed)

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

7. Cherubs (CHeshire Really Useful Breastfeeding Support) (enclosed)

To receive a short presentation on how Congleton Town Council can support the work of this group and a request for non-financial support.

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

To receive updates from the Community Committee held on the 3 August and note of outstanding items.

9. Community Safety Working Group (enclosed)

To receive the notes from the Community Safety Working Group held on the 12 October 2023 and receive a short update from the Chair.

10. Health and Wellbeing Working Group (enclosed)

To receive the notes of the Health and Wellbeing Working Group meetings held on the 10 August and 10 October 2023 and receive a short report from the Chair.

11. Congleton War Memorial Hospital (enclosed)

To discuss a paper from the Health and Wellbeing Group on potential actions to support Congleton War Memorial Hospital.

12. Disability Positive Congleton (enclosed)

To discuss a paper from the Health and Wellbeing Group on projects on disability-positive Congleton.

13. Integrated Transport Working Group (enclosed)

To receive the notes of the Integrated Transport Working Group held on 31st August 2023 and receive a short report from the Chair

14. White Ribbon Working Group (enclosed)

To receive the notes of the White Ribbon Ambassadors group on the 3 August 2023 and 19 September and receive a short update from the Chair on the plans for White Ribbon's 16 days of Action.

15. Communications Update (enclosed)

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

16. Totally Locally Congleton Update (enclosed)

To receive and note a report on aspirations for Totally Locally Congleton.

17. Change of Date for the next Community Committee (enclosed)

To consider a request to change the date of the next Community Committee

To: Members of the Community Committee
Clrs: 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
3 August 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 3 August 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 (left item 10)
- Cllr Sally Ann Holland
- Cllr Susan Mead
- Cllr Glen Williams

Non-Committee Members: Cllr Amanda Martin, Cllr Richard Walton, Cllr Suzie Akers Smith

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

Also in attendance: Two Police Office (until item 10), one press.

1. Apologies for Absence

Cllr Shaun Radcliffe, Cllr Rob Moreton (ex-officio)

2. Minutes of Previous Meetings

CO/11/2324 resolved to approve and sign the Community and Environment Committee minutes held on 29 June 2023 as a correct record.

3. Declarations of Interest

Cllr Dave Brown, Cllr Emma Hall, Cllr Sally Holland declared a non-pecuniary interest as Cheshire East Councillors.

4. Questions from Members of the Public

None

5. Urgent Items

None

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

Superintendent Claire Jesson from Cheshire Police gave a verbal presentation about the work that Cheshire Police is carrying out to prevent Violence Against Women and Girls. (VAWG) Cheshire Police has secured £1.5m for this initiative. From November to March Cheshire Police had more than 2,000 meaningful engagements between 12 midnight and 3am via the safety bus. The Safety Bus is used from midnight to 3am in high-footfall nighttime economy destinations to support getting people home safely.

Action: To arrange a visit for councillors to view the safety bus

Action: To find out about safety training in Congleton – article for Bear Necessities

Action: Promote the Holly Guard App via Bear Necessities.

Action: Add Community Safety Funding for parks to next Community Safety WG agenda

7. Cheshire Police

Sergeant John Roberts updated members on the paper issued with the agenda. Noted that Speedwatch is on hold whilst a potential revamp is considered by PCSOs.

Action: Councillor Martin asked for the Violence category of Crime Stats to be more detailed for future meetings.

8. Updates from Previous Community and Environment Committee

CO12/2324 resolved to note the updates from the Community and Environment Committee held on 29 June 2023. This included information on A Frames and Barriers, Accessibility action for the town centre, town crier recruitment, bear necessities and the Beer and Gin Festival

In line with item 11a vi in the Constitution, the committee took a vote to move agenda item 12 to be discussed before item 9.

CO/13/2324 resolved to approve a change in the agenda to take item 12 as the next agenda item.

12. Engaging with Congleton Youth

The Committee considered a paper on creating a stronger voice for young people in the town.

CO13/2324 resolved to approve that Councillor Arabella Holland works with the two high schools to start to develop a new scheme for greater youth engagement. Scheme to come back to a future Committee.

9. Approve the Notes of the Community Safety Working Group

CO14/2324 resolved to accept the notes of the Community Safety Working group held on 21 July 2023

10. White Ribbon group

There was nothing to discuss on this item.

11. Cheshire East Council Consultation on Criteria for Bus Support

CO15/2324 resolved to respond to the Cheshire East Council Bus Service Criteria consultation by the closing date of the 6 August 2023 using the 14 points in the paper and plus additional comments on the need for new routes to be considered to link housing with key centres and noting that that the current criteria would discriminate against bus services without current patronage.

13 Congleton Christmas Proposed Activities

The committee noted the plans for Christmas 2023

Action: Investigate safe areas for vulnerable attendees

Action: Contact Leek Town Council about their event set up.

14 Communications Update (enclosed)

The committee noted a report highlighting key performance figures for the Town Council's Communications Activities

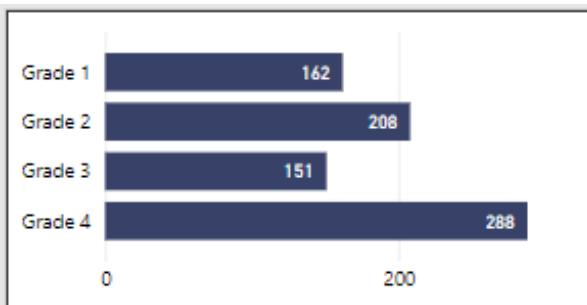
Action: To make this a regular agenda item for this committee

Meeting closed 8.35pm

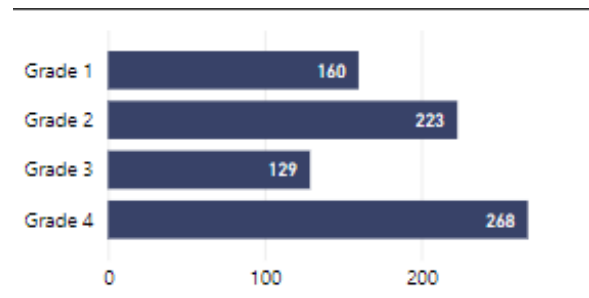
Congleton ASB Stats

This report will provide the Town Council with key Crime figures for the Period between 01/08/2023 – 30/09/2023. It will also provide a comparison for the same period in 2022.

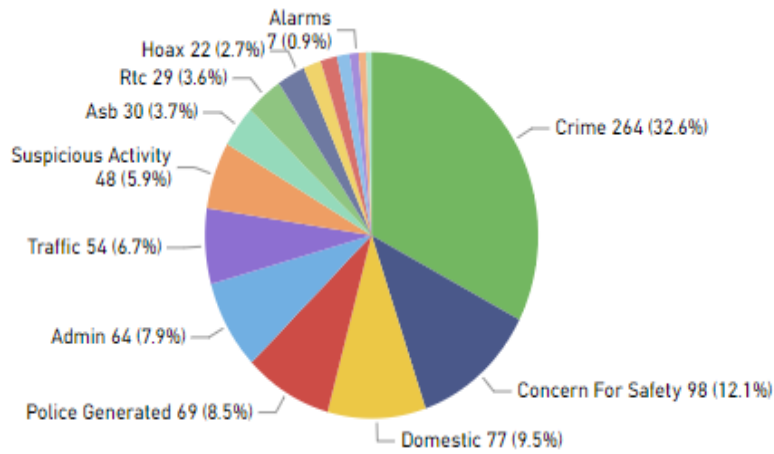
Total Reported incidents 01/08/2023 – 30/09/2023:- Incidents for same period in 2022



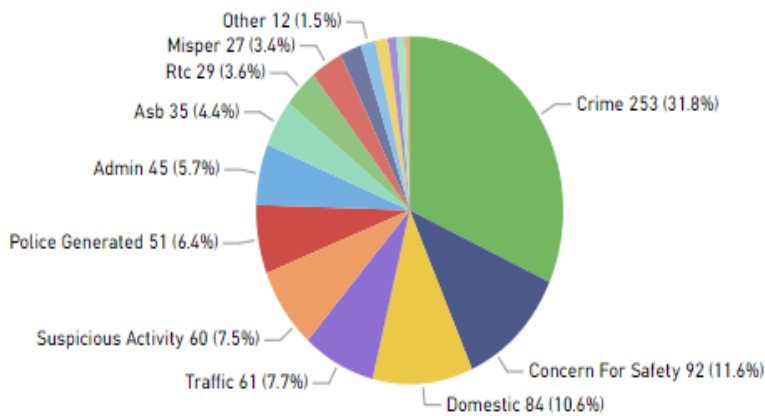
Opening Group	No. of Incidents
Admin	64
Advice	6
Alarms	7
Asb	30
Concern For Safety	98
Crime	264
Domestic	77
Hoax	22
Misper	13
Other	10
Police Generated	69
Public Order	14
Rtc	29
Sudden Death	4
Suspicious Activity	48
Traffic	54
Total	809



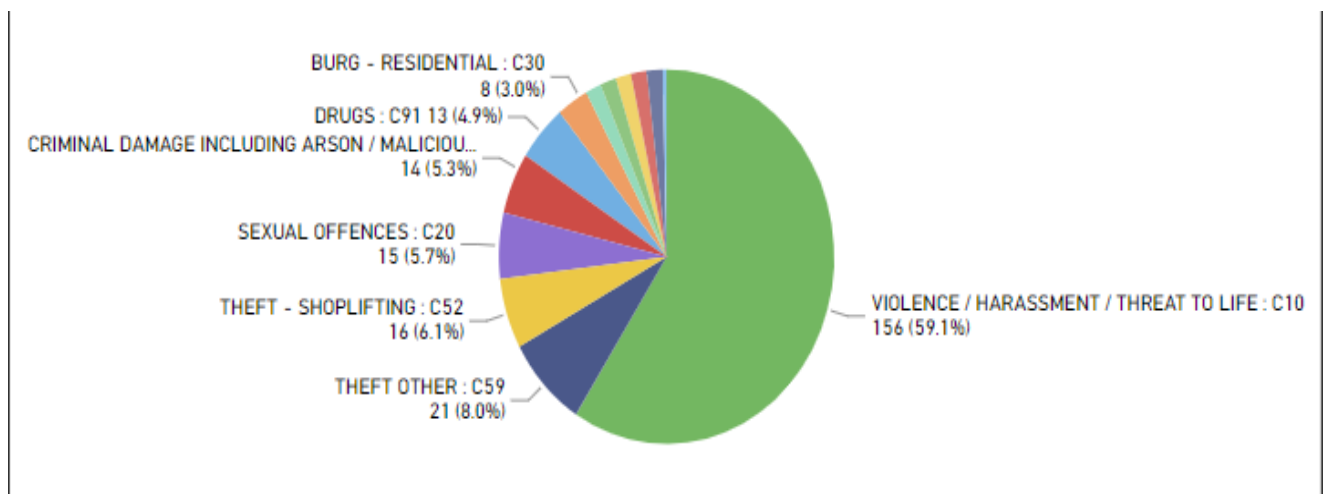
Opening Group	No. of Incidents
Admin	45
Advice	4
Alarms	7
Asb	35
Concern For Safety	92
Crime	253
Domestic	84
Hoax	18
Misper	27
Other	12
Police Generated	51
Public Order	11
Rtc	29
Sudden Death	7
Suspicious Activity	60
Traffic	61
Total	796



Overall, the crime reporting for the town remains consistent with last year. Slight increase in incidents and overall crime.

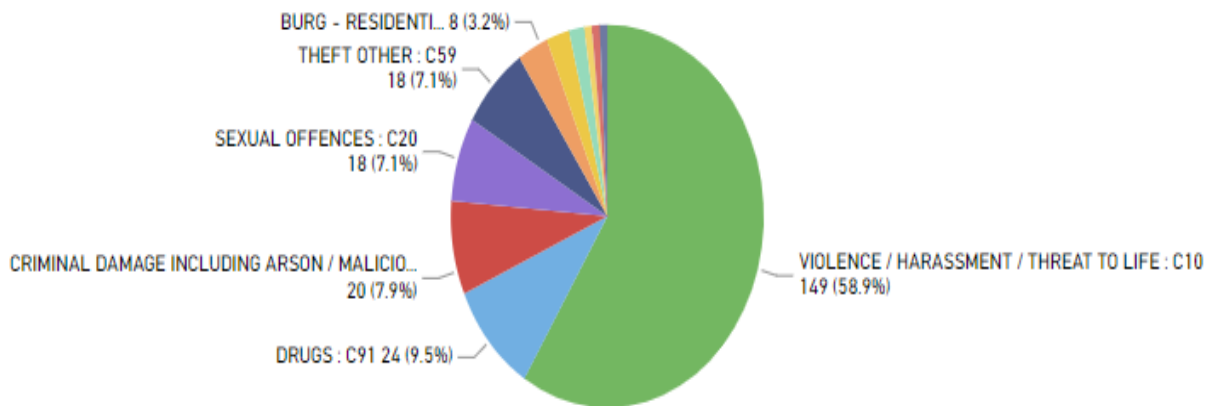


Crime Break Down 01/08/23 – 30/09/23



Violence = 156 Sexual Offences = 1 Burglary = 8 Residential Theft Shoplifting = 16

Crime Break Down 01/08/22 – 30/09/22



Violence = **149** Sexual Offences = **18** Burglary = **8 Residential** Theft (Shoplifting) = **6**

Slight increase on violence offences and slight decrease on Sexual Offences, I have added the figures for shoplifting which shows a significant increase during the same period last year. We have dealing with a prolific offender who recently moved to the area where we have experienced some significant challenges in bringing him to justice. The team and I are attending court next week in the hope of securing a conviction and along with it a Criminal Behaviour Order which will ban him from the Town Centre

2023 Sexual Offences Break Down

Of the 15 offences reported during August – September 2023 several reports made by the high schools – No emerging patterns found, and no incidents logged around Nighttime Economy.

Domestic Incidents 01/08/23 – 30/09/23

Domestic Incidents Congleton = **77** Total Domestic Arrests in Congleton = **38**

2022 Incidents

Domestic Incidents Congleton = **84** Total Domestic Arrests = **43**

ASB in Congleton

01/08/23 – 30/09/2023 **ASB – 30 incidents**

Top Repeat Location:- Congleton Park (3 Incidents)

2022 ASB:- **ASB – 35 Incidents**

Roads Policing:-

August – Sept 2023

Highway Disruptions (17 Reports)

Reported Traffic Offences (37 Reports)

2022

Highway Disruptions (21 Reports)

Reported Traffic Offences (40 Reports)

Overall:-

Congleton continues to perform well, the statistics for the Town are stable with low crime figures, with only the concern with the significant increase in Shoplifting, I believe that we will get these reduced with our continued work with businesses in the town.

Challenges remain around staffing and ensuring that my team are focusing on the right areas at the right time.

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

My Teams focus will be for the Autumn Period is Congleton Town Centre and Congleton Park, with a robust focus on several addresses and persons who continue to cause issues for our town.

**CONGLETON TOWN COUNCIL
COMMITTEE REPORTS AND UPDATES**

COMMITTEE:	Community		
MEETING DATE AND TIME	26th October 2023	LOCATION	Town Hall
REPORT FROM	Jackie MacArthur, Deputy Chief Officer and Emma Evans, Cherubs		
AGENDA ITEM REPORT TITLE	Item 7 - Supporting Cherubs to make Congleton a Breastfeeding-Welcome Town		
Background	<p>The benefits of breastfeeding babies is well-researched and documented, to the extent that the World Health Organisation recommends exclusive breastfeeding up to 6 months. The benefits of breastfeeding include:</p> <p>For the baby: reduces the risk of gastroenteritis, respiratory infections, allergies, obesity, diabetes and Sudden Infant Death Syndrome.</p> <p>For the mother: reduces the risk of breast or ovarian cancer, heart disease and osteoporotic bone fractures in later life, as well as mental health benefits.</p> <p>In addition, breastfeeding is cheap, convenient and good for the environment, with no waste, no need for sterilisation and no use of plastics.</p> <p>In the UK we have some of the lowest breastfeeding rates in the world, with eight out of ten women stopping breastfeeding before they want to, only 1% of babies still fully breast-fed at 6 months, and only a third of babies getting any breast-milk at this age (compared to >70% for Norway, for example).</p> <p>This has been recognised by the NHS as a public health issue which is not only the responsibility of individual parents.</p> <p>To increase breastfeeding levels requires two things:</p> <ul style="list-style-type: none"> • Individual support for mothers to help them get established and continue feeding. • Public support for breastfeeding in general. The goal is to ‘normalise’ breastfeeding anywhere that babies and mothers are welcome. <p>Cherubs (CHEshire Really Useful Breastfeeding Support) is a service that provides both of these. It offers education and runs support groups for mothers who are learning to breastfeed. In addition, Cherubs can designate a venue or business to be ‘Breastfeeding Welcome’ based on how it treats mums with babies who may be employed there or who may visit as part of an event.</p>		

	<p>Cherubs has helped to increase breastfeeding rates at 6 weeks from 38% to 55% in the last five years in Cheshire East, but there is much more still to be done.</p> <p>As a town with a large number of young families, there is an opportunity for Congleton to increase the likelihood they will come into our town centre venues and spend time there if they know that they can feed their baby comfortably. Further normalisation of breastfeeding should help to improve rates further and benefit the long-term health of our community.</p> <p>Congleton Town Hall has just been awarded 'Breastfeeding Welcome' status by Cherubs, working with Mark Worthington and team, and we will display the certificate and a window sticker, so that people know when they are in the Town Hall as part of a meeting, event or function, they are welcome to feed their babies as usual.</p> <p>Cherubs would like to extend this to other venues and businesses in Congleton, and is asking for the help of the Town Council.</p>
Recommendation	The Town Council support Cherubs' work in making Congleton a Breastfeeding Welcome Town.
Financial Implications	None, except a small amount of Officer time to include in promotional activities. Cherubs is already NHS-funded and can provide the questionnaires, certificates, stickers and expertise required to make venues Breastfeeding Welcome.
Environmental Implications	Increased breastfeeding will reduce plastic and energy use by Congleton families, as bottles will not need to be washed and sterilised, and formula milk in disposable plastic containers will not be bought.
Equality and Diversity Impact	Breastfeeding rates are higher amongst high-income families than low-income families, which leads to more health inequalities in later life. More support in our town will lead to increased uptake of breastfeeding to give more babies in Congleton the healthiest possible start in life. In addition, feeding mothers are often excluded from, or made to feel unwelcome in, some venues, which is unacceptable when everyone should have an equal right to participate in our town.
PROPOSALS	<p>Promote the Cherubs 'Breastfeeding Welcome Award' through CTC channels such as Bear Necessities, the press, the website and our social media.</p> <p>Encourage other public buildings like the library, leisure centre, schools, and Connected Community Centres to become Breastfeeding Welcome venues.</p> <p>Inform businesses like cafés, pubs, nurseries, soft play centres, as well as employers, of the opportunity to become Breastfeeding Welcome to increase their customer numbers and support their employees.</p>

CONGLETON TOWN COUNCIL
COMMITTEE REPORTS AND UPDATES

COMMITTEE:	Community Committee		
MEETING DATE AND TIME	26 October 2023 7.00 pm	LOCATION	Town Hall, Bridestones
REPORT FROM	Jackie MacArthur, Communities and Marketing Manager & DCO		
AGENDA ITEM REPORT TITLE	Item 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: Dog agility. 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 this</p> <p>CE/51/2223 A White Ribbon awareness session was held in the Town Hall for staff.</p> <p>CE/52/2223 Report about the Christmas lights will be discussed at Council on the 10th August - this was discussed, approved and the new lights have been ordered and are due to be delivered by the 1st November.</p> <p><u>From 27/6/23</u></p> <p>C004/2324 – A Frames and Barriers –still working with Cheshire East on this area. ONGOING</p> <p>C005/2324 – A training session was held around visual impairment, with more sessions to follow. A date is still to be set for the physical impairment training. ONGOING</p> <p>C007/2324 – Website – the first meeting of the task and finish group was held on the 8th August –from this a brief was created which has been sent out to a number of organisations to express an interest and prepare a proposal brief. CLOSED</p> <p>C009/2324 – The Autumn edition of Bear Necessities has been delivered. After going out for quotes we have changed our printers and designers, but kept with the same distribution company. CLOSED.</p> <p>C010/2324 –The Take That Tribute Band organised for Friday 6 October in the Town Hall was deemed a great success. The tickets sold out and the event raised more than £600 which will be used to help subsidise other community events in the town. Another event is being promoted for the 1 December and a Medium in February. The Town Hall team is looking to put on 6 ticketed paid for events per year with all proceeds used towards free town events. CLOSED</p>		

	<p>Safer Streets Presentation Actions Holly Guard was promoted in Bear Necessities. No information was given for the safety training article in the autumn but will contact for the January edition. The Safety bus has been secured for the lights switch on and was in town on Monday 16th October. ONGOING.</p> <p>CO13/2324 – Engaging with Congleton Youth – ONGOING</p> <p>CO15/2324 – Bus Consultation – responded to as per committee – CLOSED.</p>
PROPOSALS	To Note this Report

Minutes Community Safety Working Group

Hybrid Meeting –Thursday 12 October 2023

Present: Cllr Kay Wesley (Chair), Cllr Robert Brittian Cllr Amanda Martin, Cllr Robert Moreton, Cllr Shaun Radcliffe, Cllr Richard Walton, Cllr Glen Williams , Sgt John Roberts (Cheshire Police), Julia Hassell Pestall (CEC) Jackie MacArthur (CTC).

Agenda item	Subject /Issue	Action	By Whom	When
1.	Receive Apologies for meeting	Cllr Susan Mead, Cllr Sally Holland		
2.	Approved notes of meeting 21/7/23	Approved notes. Most items back on the agenda. Noted that not all of the Police Commissioner funds spent. Pleased that the Police and Cheshire East ASB team able to join the meeting		
3.	Approve Draft Agenda – any changes needed	Agreed to take the AOB item on the Meadows first as all keen to discuss rather than waiting for AOB		
10	The Meadows - ASB, mental health, health and safety, public health, hazard, issues. Worthy of a multi agency approach. Cllr Wesley updated the group with information from CEC and actions they are looking to take against the ASB and structure created on the meadows. Cllr Walton updated the group on his discussions with Plus Dane who is the landlord of the person at the centre of the issue. All the group added knowledge.	Lead action must be by Plus Dane and Cheshire East Council – both of which have legal powers to take action. CTC to continue to chase for action. Lots of contact from the public who are concerned or angry about the noise, nuisance and safety. All agreed that action is needed and the situation has got out of hand. Agreed to keep up pressure on those who can act. Agreed to write to the fire brigade to express concern at their lack of action or concern about the gas cannisters.	Jackie	October
4.	Action Log Ongoing but not on the agenda	Not all the £680 from the Police Commissioner ringfenced to promote and enhance the Neighbourhood Watch network and Co-ordinators has been spent. Some purchases for the Scam awareness meeting.		

Agenda item	Subject /Issue	Action	By Whom	When
5.	<p>Police Report - John Roberts talked the group through the report for August and September. In the 2 month period dealt with 809 crimes compared to 796 in the same period last year. Slight increase in violence offences and slight decrease in Sexual Offences, a significant increase in shoplifting during the same period last year, headed by a prolific offender who recently moved to the area, has been arrested several times but significant challenges in bringing him to justice. Dealing with drug dealing in the town – want to see a zero tolerance. Should have 2 PCs and 2 PCSO, currently only one of each on the beat team. Seeking to get them replaced. Continue to work. with PubWatch on the night-time economy Continue to focus on domestic abuse, with a high rate of arrests (77 incidents, 38 resulted in an arrest) ASB slightly down on last year, No particular areas or patterns.</p>	<ul style="list-style-type: none"> • Police report to be added to the Community Agenda • Give consideration to introducing an anti-drug campaign • Look up details of an anti-drug young people campaign raised with the Town Council a couple of years ago. • Alert Town Councillors to the Police Safety Bus visiting the town on Monday 16th October. Note also secured for the Christmas Lights. • Thanked the police for organising for the Wildlife Rural team to visit Astbury Mere – good to hear no issues. • Anti-Spiking posters will be distributed by Cllr Walton at the next PubWatch meeting. 	<p>Jackie</p> <p>Jackie</p> <p>Jackie</p> <p>Cllr Walton</p>	<p>Oct 19</p> <p>Before next meeting</p> <p>Friday 13 and Monday 16</p> <p>End of Oct</p>
6.	Police Priorities for the Beat Team - police not present	<p>Drug dealing</p> <p>Shop Lifting</p> <p>Congleton Park and Morrisons area</p> <p>Seeking more staff</p>		
7.	CEC ASB Team updates - No updates to add. Has been a few months since the team received a request for a letter to be written for a Congleton Young person		Jackie	
8.	CEC – CCTV Updates - paper going to Council re funding for the West Street camera and the 3 year v 1 year deal. West Street camera should be functional before Christmas	<p>Arrange a visit to the CCTV HQ</p> <p>Open offer up to all Councillors</p>	Jackie	November 23
9.	Community Safety Charter - We have received details about the 'Be the Change' module.	<p>Add the new module to the website.</p> <p>Send the information to Councillors and Staff</p> <p>Add a page of information on each of the current modules so that they can be sent out and become more meaningful</p>	<p>Jackie</p> <p>Jackie</p>	Before next meeting

Agenda item	Subject /Issue	Action	By Whom	When
10.	ShopWatch - Rachel McCarthy, Town Centre and Events Officer spoke to the group about the Shop Watch initiative 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. There are now 57 participating in the scheme and it has made them feel more empowered. Shops have the right to ban a person from their premises. They do not have to allow everyone into their space.	Rachel to continue to support the traders to help the scheme to grow.		
11.	AOB a) Cllr Martin wanted to know if the Police support 20mph zones. b) Concern raised about children buying vapes in the Town Centre c) Rubbish around Milford House – leading to ASB and hazard issues	Police Sergeant unable to speak on behalf of the force, but clear that less speed means fewer serious accidents which is good. Police and CTC to contact CEC about some test purchasing. Jackie informed the group of actions CTC has offered to help resolve the issue and will keep councillors informed	Police/ Jackie Jackie	Wc 16 th October As appropriate
10	Suggested Next Meeting	Thursday 5 th December 3.30pm – 5pm		

DRAFT Notes of the Health and Wellbeing Working Group

Virtual Meeting – Tuesday 10th October 2023 (Zoom Call)

Present: Cllr David Brown, Cllr Emma Hall, Cllr Amanda Martin, Cllr Richard Walton, Cllr Liz Wardlaw, Cllr Kay Wesley, Jackie MacArthur (CTC).

Guests: None at this meeting

RW said he forward contact details for the Comms person at WMH regarding 100th year celebrations. (He has already sent them to me.)

Agenda item	Subject /Issue	Action	By Whom	When
1.	Receive Apologies for meeting	Note apologies from Cllr Dawn Allen, Cllr Arabella Holland and Cllr Heather Pearce	On notes	Complete
2.	Approve Draft Agenda	Agreed - nothing else to add.		Complete
10	Change to Agenda – item 10 taken to confirm the Chair. Cllr Suzy Firkin was recommended at the end of the meeting on the 10 th August, but was not present to accept. Cllr Firkin wanted to check this is still what the group wanted before chairing the meeting.	Unanimous support for Cllr Suzy Firkin to chair the group. Noted the Cllr Richard Walton will be vice chair as agreed at the previous meeting	JMacA to inform Cllr SF and advise	W/c 14/8
3.	Agree Notes and outstanding Actions	Congleton Cares/cost of living leaflet to be worked on later in October/November. Draft to be sent to group for input. Other items on the agenda Note the potential items about the Health and Wellbeing Hub and the Primary Care ideas were not advanced enough for the October edition of Bear Necessities.	Jackie to send it to the group when ready.	Complete

Agenda item	Subject /Issue	Action	By Whom	When
4.	<p>Update on the Wellbeing Hub, Worrall Street</p> <p>Usman from Plus Dane was not able to attend the meeting. Update: Plus Dane is currently drafting a thorough proposal which will be presented to its Executive Management Team in 3/4 weeks' time. Prior to this, Usman will be sharing the proposal document with everyone involved in the project for their comments. The health & safety and IT infrastructure aspects have taken longer than expected to review but we are getting there slowly.</p>	<p>When Jackie receives the proposal document from Usman she will share it with the group</p>	<p>Jackie Mac</p>	<p>When received</p>
5.	<p>Update on Congleton War Memorial Hospital</p> <p>Great to receive confirmation from the East Cheshire Health Trust confirming a £5m diagnostic centre to be added to the War Memorial Hospital in Congleton. See press release</p> <p>Planning application should be submitted in October 2023.</p> <p>Cllr Walton fed back on his discussions with the CEO of the Trust. Discussion around the issues of the Minor Injuries Unit and issues of reaching national Emergency Medical Care. Welcome diagnostic centre and hopefully some action with the Primary Care Trust which will provide a good service for local people, avoid many of the non emergency trips to A&E and ensure a long term future for the War Memorial Hospital. Recognised that it is the War Memorial Hospital's 100th anniversary in 2024.</p>	<p>Agreed a paper to Community Committee to seek support from the committee for work in the this area.</p> <ul style="list-style-type: none"> a) Welcome the success in gaining one of 4 new diagnostic centres in the UK at the CWMH b) Seek Council support for supporting the War Memorial Hospital in its 100th year. c) Look to create a more formal and routine form of communications between the trust, hospital and Town Council <p>Cllr Walton said he would introduce the Communications officer, Rachel Wallace to the Chair and see about inviting to the next meeting</p>	<p>Jackie draft paper</p> <p>Cllrs Walton and Firkin</p>	<p>October</p> <p>Asap</p>

Agenda item	Subject /Issue	Action	By Whom	When
6.	<p>Update on Primary Care Network</p> <p>Dr Bishop was not able to attend this meeting. Sent the group a meeting saying: Update Primary Care changes discussed at previous meeting now unlikely to be piloted until March as not yet recruited the Advanced Nurse Practitioners, awaiting further confirmation regarding room availability from East Cheshire Trust and awaiting costings on the IT integration.</p>	<p>Invite Dr Bishop and or Dr Buckley to the next meeting. Keep option open to include feature in a future Bear Necessities edition.</p>	Jackie	Next Meeting
7.	<p>Update on Supported Living in Congleton</p> <p>Discussion around the group to gather knowledge on the supported living options for Congleton. Believed that Mountview, Bradshaw House, the former nursery on Newcastle Road and Moody Hall are all ear-marked for conversion into supported or assisted living premises. Only Newcastle road completed. Hard to work out progress on the other locations</p>	<p>Cllr Suzy Firkin to ask a question at CEC Council meeting to try and flush out an answer and report to the next meeting</p>	Cllr Firkin	18 October
8.	<p>Disability Positive in Congleton</p> <p>Brief update on the visual impaired awareness session – to send the slides to the group.</p> <p>Plans to run a physical impairment awareness session in the next 2-3 weeks</p> <p>Think we should create an advisory group to help with the work on this topic made up of people with expert and practical knowledge.</p> <p>Run a survey to get disability input.</p> <p>Talked around actions to go in a paper to Community</p>	<p>Agreed Jackie to write a paper to Community on behalf of the Working Group to update and seek approval for work on</p> <p>Potential to become a Disability Confident Council</p> <p>Potential to source a Changing Places Toilet in Congleton</p> <p>Actions around making the Town Centre more accessible</p> <p>Need to get support from parent committee to commit more officer time to this area of work</p>	Jackie	By 19 Oct

Agenda item	Subject /Issue	Action	By Whom	When
9.	<p>Wellbeing Campaigns for 2023 - This link takes you to a copy of the NHS Wellbeing Calendar dates. Covers until March 2024. Discussion about the Know Your Blood Pressure campaign and thanks to Cllr Wardlaw for input.</p> <p>Jackie to do more work on the calendar Richard asked for World Aids Day – 1st December to be included. Pride already purchased a flag and received permission for it to fly from the Town Hall on the 1st of December.</p>	<p>More work to do on the calendar. Sent out messages for World Mental Health Day (10/10/23) Will send messages around:</p> <p>October - Stoptover - stop smoking campaign November – Movember – men’s health issues December – National Grief Awareness Week January – Dry January. To add calendar to agenda for next meeting</p>	<p>Jackie</p> <p>Debbie</p>	<p>As appropriate.</p>
10.	<p>Dealt with after item 2</p>			
11.	<p>AOB CHErubs – Cllr Kay Wesley informed the group about the Cheshire East Really Useful Breastfeeding group and their targets for increasing breastfeeding in Congleton. Talked about the ways to make it more acceptable for mothers to feed in public places. Kay has spoken to Mark Worthington about making Congleton Town Hall a breastfeeding-friendly venue, meaning anyone who is working or attending a function in the building should feel comfortable feeding their baby in the building</p> <p>Add item for CEC feedback on H&W matters to the agenda</p> <p>Is Tuesday afternoon best time to meet?</p>	<p>Inviting the Manager of CHErub to speak at Community Committee. Proposing to make Congleton a breastfeeding-friendly building and to help promote the service within Congleton</p> <p>Add as a regular item</p> <p>Check with members not present about best times and dates to meet in the New Year.</p>	<p>Kay to invite to Community Committee meeting</p> <p>Jackie</p>	<p>For 26 October.</p> <p>Next mtg</p>
14	<p>Date of Next Meeting - those present preferred a Tuesday. Provisionally booked for the 2nd Tuesday in the month Meetings will be by zoom.</p>	<p>Tuesday 12 December 3.30 – 5pm Tuesday 13 February 3.30 – 5pm Tuesday 9 April 3.30 – 5pm</p>	<p>ALL</p>	

**CONGLETON TOWN COUNCIL
COMMITTEE REPORTS AND UPDATES**

COMMITTEE:	Community		
MEETING DATE AND TIME	26th October 2023	LOCATION	Town Hall
REPORT FROM	Jackie MacArthur, Communities and Marketing Manager and DCO on behalf of the Health and Wellbeing Working Group		
AGENDA ITEM REPORT TITLE	Item 11. Congleton War Memorial Hospital		
Background	<p>For many years Congleton Town Council has been keen to see as many health services as possible delivered as locally as possible. Congleton War Memorial Hospital has been a key location for the delivery of health care in Congleton for 99 years.</p> <p>The hospital was opened in 1924 following fundraising by local people as a memorial to those who died in the First World War. It is now managed by East Cheshire NHS Trust, which provides a range of services from Congleton War Memorial Hospital, including:</p> <ul style="list-style-type: none"> • Aston Ward 28 bed intermediate care ward • Consultant-led outpatient services • Paediatric Speech and Language Therapy • District nursing and Midwives • Outpatient therapy services including a physiotherapy gym • Audiology, Podiatry and Epilepsy • Blood test clinics and Leg Ulcer Clinic <p>Since COVID-19 the Minor Injuries Unit has not been open at the hospital and we are advised that national changes in the standards required for emergency medicine drop-in centres mean it is not currently viable to have a centre at the CWMH.</p> <p>In September 2023 it was announced that the CWMH was one of four sites across England that will host a new ‘one stop shop’ offering NHS diagnostic tests, scans and checks. East Cheshire NHS Trust was awarded £5 million from the NHS England community diagnostics programme fund to create the centre. See the press release here via this link.</p> <p>The new centre will provide multiple additional diagnostic screening rooms in addition to associated patient waiting facilities, toilets and other amenities. Diagnostics services will focus on Imaging; X-ray and Non-Obstetric Ultrasound (NOUS); and Cardio-Respiratory physiological testing such as Electrocardiography (ECG), Echocardiograms and other physiological tests.</p>		

	<p>Services will also include some tests and studies that can be performed from patients' homes. Further diagnostic testing potential will be developed over time.</p> <p>Diagnostics are tests or procedures used to identify a patient's disease or condition. Finding out what is wrong is vital for treatment. According to NHS England, more than 85 per cent of patients seeking NHS care require diagnostics. Prompt diagnosis can save lives and drastically improve patient outcomes.</p> <p>Pre-COVID the Town Council had started to hold regular meetings with the East Cheshire Health Trust about issues relating to the War Memorial Hospital. This stopped during COVID-19, and the Health and Wellbeing Group recommends that the Town Council re-establishes formal links with the trust.</p> <p>The Health and Wellbeing also recognises that the War Memorial Hospital will be celebrating its centenary next year and the working group would like to work with the team at the hospital to mark the occasion. It is not yet clear what form these celebrations will take.</p>
Recommendation	<p>The Health and Wellbeing Working Group is not a decision-making group. Following its recent meeting it recommends that the Town Council</p> <ol style="list-style-type: none"> 1. Write and congratulate the East Cheshire Health Trust on being awarded £5 million to create a diagnostic centre at the Congleton War Memorial Hospital. 2. Write to the new Chief Executive seeking regular updates on the War Memorial Hospital and seek ways that the Town Council can show support for this important facility within Congleton. 3. Be mindful of the hospital's centenary in August 2024 and look to work with the team at the hospital to help mark this occasion for the town.
Financial Implications	<p>There are no financial implications for recommendations 1 and 2. There may be a need for some budget to help with any centenary celebrations and could this be considered within the events budget for 2024/25.</p>
Environmental Implications	<p>Having local services delivered as close to home as possible is good for the environment and saves carbon.</p>
Equality and Diversity Impact	<p>Good health care is essential for all. Congleton has an ageing population and it is well known that as we get older most people suffer from more ailments and health issues. Being able to be diagnosed closer to home means more people are likely to get diagnosed and given appropriate treatment.</p>
PROPOSALS	<p>That the Town Council</p> <ol style="list-style-type: none"> 1. Formally congratulates the East Cheshire Health Trust on gaining the funding to create a diagnostic centre at the Congleton War Memorial Hospital. 2. Seeks to engage with the Trust on regular updates and ways to support the Congleton War Memorial Hospital. 3. Engages with the Trust and hospital to get involved in the 100 year celebrations of the hospital in Congleton.

COMMITTEE REPORTS AND UPDATES

COMMITTEE:	Community Committee		
MEETING DATE AND TIME	26th October 2023	LOCATION	Town Hall
REPORT FROM	Jackie MacArthur, Deputy Chief Officer on behalf of the Health and Wellbeing Working Group		
AGENDA ITEM REPORT TITLE	Item 12 Disability Positive Steps for Congleton Town Council and the Town		
Background	<p>Following item 11 of the Community Committee on the 29th June 2023 into making Congleton Town Centre more accessible, officers and members of the Health and Wellbeing Working Group have engaged with more people about the issues facing people with disabilities in Congleton and actions that the Town Council could consider.</p> <p>The Health and Wellbeing Working Group is seeking to develop initiatives to raise awareness amongst staff, councillors and the public about disability issues.</p> <p>Disability awareness involves recognising the rights and needs of disabled people and treating them with respect and equality. This includes understanding the challenges and barriers that disabled people may face and taking steps to create a more inclusive and accessible environment.</p> <p>There are many ways to promote disability awareness, including:</p> <ul style="list-style-type: none"> • Becoming educated about disability-related issues and the experiences of disabled people. • Using inclusive language and the correct etiquette when interacting with disabled people. • Advocating for disabled people’s rights. • Actively working to create more inclusive and accessible spaces (including removing physical and social barriers). • Supporting organisations that promote the rights and inclusion of disabled people. • Collaborating and learning from disabled people. <p>This matters because it helps to promote the rights and equality of disabled people. By understanding and acknowledging the challenges and barriers that disabled people may face, a more inclusive, supportive, and accessible society can be created.</p> <p>This includes ensuring public spaces are wheelchair accessible, providing accommodations in the workplace, and promoting the use of assistive</p>		

	<p>technologies. Becoming educated about disability issues and treating disabled people with respect and kindness, can also help to reduce stigma and discrimination against disabled people.</p> <p>Finally, disability awareness is important because it allows us to recognise the strengths and contributions of everyone, and helps create a more diverse and inclusive society.</p> <p><i>(with thanks to Disability Positive advocate Deborah Lawson for support with the wording in this section)</i></p> <p>The Health and Wellbeing group is looking to focus on</p> <ul style="list-style-type: none"> • People with visual or hearing impairments • People with a physical disability • People who are Neurodiverse • People who are living with Dementia (with Congleton Partnership's Dementia Friends Group)
<p>Updates</p>	<p>Since the last meeting Cllrs Robert Douglas, Suzy Firkin, Amanda Martin, Susan Mead, Richard Walton and Kay Wesley along with six members of staff attended an awareness session on visual impairment. This was led by the East Cheshire Eye Society and Congleton Lion. Slides from the meeting can be viewed by clicking on this link.</p> <p>This was the first in a series of awareness sessions and raised awareness of the types of sight loss, the support available in Congleton and some of the potential barriers and obstacles that the 1000+ people in Congleton with sight loss (vision that can't be corrected with glasses or contact lens to an acceptable level).</p> <p>Steps recommended by the participants following the Visually Impaired Awareness Session:</p> <ul style="list-style-type: none"> • Take time to consider the points raised • Meet local visually impaired people to learn first-hand of their experiences in Congleton • Another organised visit with East Cheshire Eye Society to conducted guided walks using Sim Specs and blindfolds • Develop a Town Accessibility Plan <p>Actions taken/needed:</p> <ul style="list-style-type: none"> • A number of issues were raised around communications. The Town Hall has now ordered matt laminating pouches and will use matt paper where possible. • Issues were raised about clutter in the Town centre – and town council to look at how we can work with shops and others to help keep a clear way through town.

	<ul style="list-style-type: none"> • Issues raised around making black street furniture and kerb edges more visible to avoid accidents.
<p>Next Steps</p>	<p>The Health and Wellbeing Group is recommending that the Community Committee delegates responsibility to this group and officers to lead on these ‘quick-wins’ for the visually-impaired:</p> <p>A. Working with local businesses to de-clutter the town centre and make it more accessible for the visually impaired.</p> <p>B. Actions to make street furniture more visible to support people with visual impairment.</p> <p>Plus on the wider Disability Positive Agenda, develop the following 7 projects.</p> <ol style="list-style-type: none"> 1. A Survey of Congleton people with a disability to learn more the issues that they are facing in Congleton and what they believe the Town Council or other groups could do to make their lives easier. 2. Continue to develop and offer awareness-raising sessions for Councillors and staff to help build appreciation of the issues. The first visually impaired awareness session has happened and more are in the planning stage. 3. Set up a Consultation Group of experts representing different disabilities e.g. visual impaired, hearing impaired, neurodiversity, dementia, wheelchair users etc. and work with them to compile priority areas to work on for Congleton. 4. Create a disability Guide to Congleton – on paper and online- showing disability-friendly accessible buildings and facilities. 5. Investigate becoming a Disability Confident Council/Employer 6. Apply for funding (if possible) to progress these areas of work and consider providing a Changing Places Toilet within the town centre. 7. Plan further action based on input from the survey, the experience days, and the consultation group. <p>Feedback to the main Committee on actions and prepare plans where additional budget or resources are required.</p>
<p>Financial Implications</p>	<p>Items A and B can be completed and items 1-7 can be explored and initial work carried out within current community and marketing budgets. Requests for any physical changes are likely to involve substantial budgets or match funding and this would automatically be referred back to the appropriate committee.</p>

Environmental Implications	All the measures are looking to improve the environment for those who need the most support. The carbon footprint of projects would need to be considered on a project-by-project basis but it is anticipated that the recommendations will only have a small carbon footprint.
Equality and Diversity Impact	These measures are designed to help some of the more vulnerable in our community, but should help the whole community by creating a greater understanding of the needs of others.
PROPOSALS	That the Committee authorises the Health and Wellbeing Group to progress with recommendations A, B and 1-7 and report back to the committee on its progress.

Congleton Integrated Transport Working Group Meeting

NOTES OF MEETING

Date: Thursday 31 August 2023

Location: Spencer Suite and ZOOM

Time 4pm – 5.30pm

Present: Cllr Suzie Akers Smith, Cllr Suzy Firkin (Z), Cllr Kay Wesley, Cllr Amanda Martin, Cllr David Brown (Z), Cllr Heather Pearce (Z), Jackie MacArthur.

Item	What was discussed / description	Actions	By whom	By when
1.	Apologies	Cllr Glen Williams		
2.	Approve Draft Agenda	Add Way to Work to AOB Add Community Transport to item 8 For future – standard items on Walking, Cycling, Buses, Trains but maybe with a focus for the meeting.	Jackie and Chair	
3.	Appoint a Chair	Agreed Cllr Suzie Akers Smith – who accepted.		
4	Appoint a Vice Chair	Agreed not necessary, if Chair not present will choose at the time		
5.	Flexi Bus Consultation Group discussed the Flexi Bus offer, and the current consultation that is ongoing until the 30 th September. To include in the response Generally needs more publicity – not aware of the offer Believe it could be used more widely in Congleton Look at identifying routes – possible at the moment buses are so flexible that people are put off. Would be good if people knew on set days it is going to be in Congleton and could request to join in. Think it could be good to widen the criteria. Booking system 48 hours in advance by individuals could be a barrier – would be good if an event organiser could book in registered people – eg to a luncheon club. Is there a possibility to extend the services into the weekend What's the definition of not being serviced by public transport	Agreed CTC should respond. Jackie to pull together a response from discussion held at meeting and circulate to the WG. Following WG comments to circulate to wider CTC for comments Give more publicity to the flexi link offer	Jackie Jackie Marketing	8/9 15/9 Immediate
6.	20 MPH Zones for Congleton	Write to CEC to get a price for Town Centre 20 mph zone to be installed.	Jackie	

	<p>Frustrating that this has not moved forward. Council agreed to all roads in Congleton except A Roads. Cheshire East policy is splitting into smaller sections. Noted Alderley Edge has a 20mph zone for the centre.</p> <p>Find out what CEC will and won't accept to see how we can move forward.</p>	Contact Alderley Edge Town Council to see what the TC paid	Jackie	
7.	<p>Walking and Cycling Routes Discussion around the priorities for walking and cycling routes</p> <p>New Estates – doing better – make sure do as planning agreed Legacy routes – label and make sure passable eg Lady Warburton Way.</p> <p>Focus around routes to schools Consider routes in the Town vitality plan and also in the Wilmslow, Congleton and Macclesfield Report List of places that we need crossings - A34 Manchester Road should be in the next year. List of places where there needs to be a path – eg Newcastle Road Extending the River Dane Walkway. Problem area - Reades Lane – access to Biddulph Valley Way</p>	<p>Suzie to get the previous lists – with Jackie group into</p> <ul style="list-style-type: none"> Existing routes which need cutting back – poss Streetscape Existing routes – bigger project – may be a volunteer day(s) Projects – where construction needed – get into funding streams. <p>Understand people's personal travel barriers – project for the spring. Raise the issue of Partnership involvement with creating new paths – River Dane walkway</p>	SAS/ JMacA	Sept
8	<p>Bus Services . Another difficult subject with CEC not having money to expand buses. Considered the option of Community Transport. Kay reported on a CHALC conference that she attended. Seems to be a natural fit with the partnership minibus scheme. Positive around Flexi-bus/ Community Transport/ Partnership Minibus scheme that we can see improvements for residents in Congleton.</p>	<p>Raise the issue of Community Transport and greater use of the Partnership Minibuses at Partnership Exec and Oversight</p> <p>Positive examples of Town Council's running Community Transport Aware Partnership has funding for driver training</p>	SF JMacA	
9.	<p>Stephen Joseph Report for Congleton. This was commissioned in April and expecting the report shortly. Will circulate when the report arrives.</p>	Jackie to circulate the report	Jackie	Asap

10.	A Frames – report to Community Committee Slow progress as Jackie contacted Highways, Rights of Way and Active Travel when it should be Countryside Rangers. The barriers are not culturally acceptable any more and restrict access to people using non-standard bikes.	Speak with the Countryside Rangers. Ask them to attend the next meeting. There should be a programme to remove across the borough.	Jackie	Sept
11.	Accessibility in the Town Centre Working with Cheshire Eye Society and Disability Information Bureau to arrange two sessions for Councillors - now likely to be in October.	Jackie to confirm dates with the groups and councillors.	Jackie	Sept
5				
	Date of Next Meeting	Thursday 26 October 3pm – 4.30pm - send information	Jackie	

Minutes of the White Ribbon Ambassadors and Champions meeting

3rd August 2023,

In attendance: Cllrs Kay Wesley, Richard Walton, Shaun Radcliffe, Mark Edwardson
Members of the public. Mike Wesley, Peter Munro, Jonathan Dakin

Apologies from , Rob Moreton (Mayor) Robert Hemsley

1. Elect Chair of the Group

The Councillors within the group elected Richard Walto to be the Chair

1. Review of Action plan

The action plan was explained to new members and agreed that Cllr Kay Wesley would update where necessary

2. Report on recent events – stall in June and Pride

Positive feedback was received from members, no agreed actions

3. New Councillors/ Staff awareness

It was agreed that Jonathan Dakin would provide awareness sessions for interested Councillors. D McG to liaise with Jonathan for availability and to advise councillors accordingly
D McG to deliver sessions for staff

4. Pub Watch talk 31 October

Mark E offered to do this – subsequently has advised he is not available so Richard Walton doing it.

5 Schools follow up

Kay W to contact the schools

6. WRD 2023 - #ChangeTheStory campaign, and what we are going to do for it

All agreed to think about what their own story is or how they are changing the story ready to make a 30 second video

7. Community Safety Charter modules for WR

all to check the website page and be aware of the modules available

<https://www.congleton-tc.gov.uk/discover-congleton/community-safety-charter/>

WR National Conference attendance

R Walton wanted to attend and requested that CTC pay for the ticket -D McG to report back as WR has no allocated budget

Minutes of the White Ribbon meeting

10.00 am 19th September 2023 -Town Hall

In attendance R Walton Chair, M Wesley, K Wesley, J Dakin, P Munro, R Hemsley

1) Welcome and apologies

Apologies were received from Cllrs Radcliffe, Edwardson and Douglas

2) Previous minutes and actions outstanding

- Minutes of the WR ambassadors and champions meeting on the 3rd of August were approved
- Still outstanding dates for staff and councillor awareness sessions

3) Update on visit to Astbury Mere

Noted as a successful day -KW action to thank the provider of the gazebo

4) Allocation of tasks for White Ribbon Day

- Communications inc social media KW to arrange with Debbie
- Makers Market and Christmas lights switch on – tables at both events if possible Richard W to arrange with CTC staff (Rachel /Jackie)
- Jonathan to arrange rotas if applicable
- A1 Banner needs replacing DM to discuss with JM
- Budget allocation needs resolving DM to bring into budget debate for 24/25

General note KW to update action plan to be re distributed to members

5) Plans for future WR promotional events and activities (Presentation at CHS on 19th December)

- Richard, Kay (Presentation prep) and Jonathan

6) Visit to Parliament on 29th November – the NALC Parliamentary Reception and National Assembly would like us to give a White Ribbon talk

- Mark Edwardson allocated to this role if available (since confirmed)

7) AOB

- Further promotion of WR at Town Entry signs and Plaque in the park to be investigated DM

8) Date of next meeting

- Proposed as the 12th December 2023

9) Nalc Video Filming of 30 second statements

CONGLETON TOWN COUNCIL
COMMITTEE REPORTS AND UPDATES

COMMITTEE:	Community Committee		
MEETING DATE AND TIME	26 October 2023 7.00 pm	LOCATION	Congleton Town Hall
REPORT FROM	Debbie Coxon, Marketing and Communications Officer		
AGENDA ITEM REPORT TITLE	Item 15. Communications Update		
Background	This paper has been prepared to give committee members an update on the communications activities that took place between 26 July to 16 October.		
Details	<p>Social Media</p> <p>Facebook Stats for @Congletontown</p> <p>Page Followers: 4449 (79.2% women) & (20.8% men)</p> <p>Page Likes: 4K New Likes: 77 (avg.per day: <1)</p> <p>Total Original Posts: 387 (avg. per day: 5) Posts shared: 80 (Original posts are ones CTC has created. Shared are created by others)</p> <p>Total Engagement: 2K (avg. per day: 21)</p> <p>Page Profile Views: 6K (avg. per day: 69) Page Clicks: 21K (avg.per day: 258)</p> <p>Page Impressions: 424K (avg.per day: 5108) Page Reach: 224K (avg.per day: 2695)</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. 25.9 @8.30pm – ‘Have your say on Car Parking’ 20,143 REACH, 24 LIKES/REACTIONS, 89 COMMENTS, 18 SHARES 2. 30.9 @11.10am ‘Look out for the Hedgemen’ (Green Fayre) 10,854 REACH, 73 LIKES/REACTIONS, 1 COMMENT, 3 SHARES 3. 12.10 @8.35pm, ‘Have your say on Car Parking’ 8893 REACH, 11 LIKES/REACTIONS, 35 COMMENTS, 6 SHARES 4. 30.9 @10.28am ‘And We’re Off’ (Green Fayre) 8699 REACH, 68 LIKES/REACTIONS, 5 COMMENTS, 6 SHARES 5. 2.10 @8.30pm ‘Have your say on Car Parking’ 3757 REACH, 5 LIKES/REACTIONS, 26 COMMENTS, 9 SHARES 		

Facebook Stats for Congleton Town Hall

Followers: 874 | 795 Likes

Facebook Stats for Congleton Information Centre

Followers: 198 | 133 Likes

Twitter Stats

Page Followers: 3,449 Total Tweets: 227

Total Engagement: 259

Instagram Stats – 1033

Page Followers: 1033 (71.4% women) & (28.6% men)

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 26 July until 16 October www.congleton-tc.gov.uk

Key points:

- Total number of visits: 23,050
- The Paddling Pool (5994) still dominates all site visits even factoring in the pool's closure for a third of the reporting period. Homepage accounts for almost a third of visits (2204)
- 80% of visits are generated organically (via search engines such as google/bing etc), 13% direct (via the URL) and 6% through social links
- Average view times of 55 seconds

Top 10 pages (largest numbers of visits)

	%	#
Congleton Paddling Pool	26.00	5994
Welcome to Congleton	9.56	2204
Paddling Pool Open	3.76	867
Committee Meetings	2.43	561
What's On	2.36	543
Meet the Councillors	2.15	496
Take That & Party	2.08	480
Contact Us	1.74	401
Shopping in Congleton	1.15	264
Congleton Market	1.28	295
TOTAL		23,050

Paddling Pool page still has the most traffic. It is also responsible for 35% of entrances to the site, and with an average page view time of only 35 seconds compared to 2:44 minutes previously it now comes in 5th behind various pages including the meet the councillors page and the contact us page

Site visit time is much higher when accessed through a search engine or directly with average view times of 0:55 secs and 1:24 min, social view times however are much lower at 0:16 secs on average.

Devices Used

Devices	%	#
Mobile	76.35	6,889
Desktop	20.65	1,863
Tablet	2.80	253
	100.00	9,023

New Website Development

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

Press Releases

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

- 28 July BBC Radio Stoke, In Bloom Judging (Cllr Dave Brown)
- July Churnet Sounds, In Bloom Judging (Cllr Glen Williams)
- 11 Aug Moorlands Radio, Play Day (Jo Money)
- Aug Churnet Sounds, Play Day (Jo Money)
- 18 Sept Moorlands Radio, Green Fayre (Cathy Dean)
- 7 Oct BBC Radio Stoke – Mossley Town Tidy (Cllr Dave Brown)
- 12 Oct Moorlands Radio, World Sight Day (Jackie MacArthur)

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 – Autumn 2023 (14k). Next edition delivered from 23 January (also used by Talking Newspapers). After going out to tender, we appointed a new company for the design & print. Extremely pleased with their work – L&J Print Congleton.

	<p>Contributed to:</p> <ul style="list-style-type: none"> • Effective Directories (double page)– Aug, Sept, Oct (circl. 11k) • Beartown Voice features (circl. 12k) <p>Town Council Events & Activities</p> <p>28.7 - 6.8 'Love Parks Week': Scavenger Hunt in the park. Supported Back to Back Garden displays & Friends of Congleton Park summer concert series</p> <p>29.7 & 7.10: In Bloom Community Tidies</p> <p>1 Aug: In Bloom Judging</p> <p>1.8 & 7.10: In Bloom Community Tidies</p> <p>15 Aug: Play Day, town centre</p> <p>5 Sept: 'Know Your Numbers Week. Free blood pressure checks in the town hall</p> <p>22 Sept: World Car Free Day (Barry Speed & Cllrs monitoring air quality outside selected schools</p> <p>23 Sept: White Ribbon Awareness Event, Astbury Mere</p> <p>28 Sept: Net Zero Business Roundtable (hosted by Congleton Partnership)</p> <p>30 Sept: Green Fayre</p> <p>6 Oct: Take That Tribute event</p> <p>Key events supported</p> <p>26-27 July: Jazz & Blues</p> <p>Sept: Oxfam's Second Hand Sept Campaign</p> <p>20 Sept: East Cheshire Chamber Business Fair – CTC exhibited</p> <p>29 Sept: CMQ Pre-Launch - CTC promoted, attended by staff and cllrs</p> <p>3 Oct: CEC Scams Awareness Event – CTC promoted & officers & cllrs attended</p>
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.

CONGLETON TOWN COUNCIL
COMMITTEE REPORTS AND UPDATES

COMMITTEE:	Community		
MEETING DATE AND TIME	26th October 2023	LOCATION	Town Hall
REPORT FROM	Jackie MacArthur, Communities and Marketing Manager and DCO		
AGENDA ITEM REPORT TITLE	Item 16. Totally Locally Congleton - for Information		
Background	<p>Totally Locally is a marketing campaign that is a celebration of independent shops and businesses. It is designed to get people enthusiastic and proud about what they have on their doorstep and shows them how easy it is to make a difference and invest in their town.</p> <p>Totally Locally is a national campaign that has been developed and given away for free by a small group of designers/marketing people. The marketing materials are eye-catching and available to download free of charge by towns that are embracing Totally Locally. It has been proven to work. It introduces new ways for local business owners to work together. Leek has embraced the Totally Locally message along with many other towns.</p> <p>At the heart of the campaign is the idea that if every Congletonian spent just £5 per week in local shops and businesses rather than online, at the supermarket or in huge multinationals it would be worth £7.38 million going directly into our town in a year. This means real jobs, a more vibrant high street and a nicer place to live.</p> <p>Congleton has considered Totally Locally previously and used the marketing materials to help promote 'Fiver Fest'. As a town-wide scheme it has not taken off in the past as we have been unable to attract local champions from local businesses to drive the project forward. The team at Congleton Market Quarter is keen to introduce the 'Totally Locally' vibe for Congleton and to make it a town-wide campaign, have already attracted some local champions and have a marketing agency willing to donate their time to creating content for Totally Locally Congleton businesses.</p> <p>Councillors were invited to a soft launch on Monday 16th October at the town hall to find out more. Four Councillors and around 30 business people attended and were keen to move the project forward. A small steering group will be set up and our Town Centre and Events Officer, Rachel McCarthy, has been put forward to be part of the steering group.</p> <p>The project will happen as there is enough of a core group of shops and businesses willing to get involved. Officers believe the Town Council can add value to the</p>		

	<p>project through its work with the shops and its communication channels with the public. We are keen to ensure the scheme is as inclusive as possible.</p> <p>Initial thoughts for campaigns are around a Totally Tenner project and a Fiver Fest next February.</p> <p>Regular reports on the progress of the Totally Locally Congleton scheme will be reported via the Congleton Town Centre Regeneration Group.</p> <p>For more on Totally Locally click on the link here.</p>
Financial Implications	The Town Council has applied to the Shared Prosperity Fund to help fund some additional events and marketing materials for the first 18 months of totally locally Congleton. The Gazer Agency has committed to giving staff time to bring this initiative into Congleton.
Environmental Implications	The heart of the campaign is about localism and local people supporting local businesses which in turn leads to better jobs and increasing wealth within the community.
Equality and Diversity Impact	Again this campaign is designed at supporting local people and the local economy.
PROPOSALS	To Note this Report

**CONGLETON TOWN COUNCIL
COMMITTEE REPORTS AND UPDATES**

COMMITTEE:	Community		
MEETING DATE AND TIME	26th October 2023	LOCATION	Town Hall
REPORT FROM	Jackie MacArthur, Communities and Marketing Manager and DCO		
AGENDA ITEM REPORT TITLE	Item 17. Change of date for the next Community Committee		
Background	<p>The next Community Committee is scheduled to be held on Thursday 14th December, as approved at the Council Meeting on 15th June. Usually, the council has avoided meetings in the run-up to Christmas (apart from Planning), but the addition of the extra committee created by dividing the Community and Environment Committee into two committees and the later start to the civic year caused by the election led to meetings being scheduled on the 7th, 14th and 21st December in 2023.</p> <p>The 14th December is the date of the Civic Christmas Carol service at St Peter’s Church which is held at the same time as the committee. There are currently no meetings planned for Thursday 4th January and so this paper is to ask Councillors to approve moving the committee date from the 14th of December to the 4th of January. Papers will be circulated before Christmas if the move is approved.</p>		
Financial Implications	N/A		
Environmental Implications	N/A		
Equality and Diversity Impact	N/A		
PROPOSALS	The committee approves moving the date of the next Community Committee from the 14 th December 2023 to the 4 th January 2024		