

OPEN SESSION: There were no members of the public present.

MINUTES OF THE MEETING OF THE RECREATION, LEISURE & OPEN SPACES COMMITTEE

Held on Wednesday 4th February 2015 at 7.00pm

PRESENT: Cllr B Terry (Chairman)
Cllr S Burgess-Kennar
Cllr J Terry
Cllr A Wiseman

IN ATTENDANCE: Steve Nash, Town Clerk
Nicola Vodden, Meetings Administrator
Sarah Senior, Student Advisor
Annabella Meech, Student Advisor

The Town Clerk reported that apologies for absence had been received from Cllr N J Chard and Cllr B Woodfield.

OS/5527 DECLARATIONS OF INTEREST

There were none declared at this time.

OS/5528 MINUTES OF PREVIOUS MEETING

RESOLVED: That the minutes of the Meeting held on 3rd December 2014, having been circulated, be approved and signed as a correct record.

OS/5529 BANNER REPORT

Members considered a report on the use of lamppost banners around Ringwood (*Annex A*) and were asked to recommend that the item be put forward to the next meeting of the Policy and Finance Committee.

The banners would offer community event organisers and the Town Council an opportunity for a cost effective way to advertise and promote forthcoming events. The banners would be simple, informative and easily readable, with room for the event details and the sponsor. The Town Council would consider the suitability of any design put forward, before displaying the banner.

Cllr Wiseman commented that in her view the trial banners, displayed at Christmas, had not been visible or easy to read, and others whom she asked, hadn't noticed the banners. Whilst she didn't find them detrimental, she questioned their effectiveness. The Town Clerk suggested that perhaps they didn't stand out so much, due to the particular design and because they were in the car park, with the back drop of trees, etc.

He indicated that *Appendix A* identified potential locations for lamppost banners next to the highway, where they would stand out more and sites could be added or removed, as it was felt appropriate. Cllr J Terry suggested that the entrance to Poulner Lakes would be a good place to consider, due to the amount of pedestrians and dog walkers in the area.

The Town Clerk indicated that there was already some interest in making use of this facility, if approved, and the Chairman thought it was something that needed to be tried. The Student Advisors viewed it as a good idea and were in favour of trying the lamppost banners.

RECOMMENDED TO POLICY AND FINANCE COMMITTEE:

- i) That the use of Lamppost banners for advertising community events as outlined in *Annex A* be approved
- ii) That the use of the lampposts identified in *Appendix A*, be approved
- iii) That the conditions of Use, as outlined in *Appendix B*, be approved

ACTION S NASH

OS/5530

MARKET REPORT

The Committee was asked to consider a draft report (*Annex B*) regarding 'Market Development Needs' and a number of issues that need addressing, including: market layout, traffic issues, road closures, advertising and promotion and other markets.

Cllr Wiseman welcomed this comprehensive report and commented that there were areas that had needed addressing for a long time, however the proposal to turn the stalls around to face the shops had been raised before.

The Town Clerk indicated that he had met with Mr Morant, in relation to reducing the risks for pedestrians on market day and he had provided him with a copy of this report. He hoped that he would get some agreement and would be able to move forward with these proposals. Cllr Wiseman commented that this would tie in well with the work of the Town Centre Working Party.

RESOLVED: That action be taken to improve and develop the market, in partnership with the Market operator, as outlined in paragraphs 3.1 to 3.5 of *Annex B*

ACTION S NASH

OS/5531

EVENTS PROPOSAL

The Town Clerk was asked to follow up on the suggestion that he look at running events for the Town Council as an individual and also investigate how the Town Council might support and facilitate events, while reducing its liability for them.

The Committee was asked to consider a report (*Annex C*), which suggested that it would be an opportunity to set up a 'Ringwood Events Committee', with its own constitution and own bank account. As a charitable group it would also have opportunities to attract funding on a more frequent basis. The Town Clerk would have no personal influence, other than being a member.

RESOLVED:

- i) That the Town Council continues to provide the Christmas lights event, until such time that an Events Committee could be formed
- ii) That the Town Clerk seeks to establish a 'Ringwood Events Committee' which is separately constituted, financed and chaired
- iii) That the Town Council may provide new events in the Town, subject to being fully funded from external sources and/or existing Town Council budgets.

ACTION S NASH

OS/5532

ARMED FORCES DAY 2015

The Town Clerk reported that funding of £3,000 had been obtained and he requested that the Committee support the organisation of an Armed Forces Day event in June. Cllr Wiseman suggested that a leaflet be created to show what Ringwood has been involved in over the years.

RESOLVED: That the organisation of an Armed Forces Day event in June be supported

ACTION S NASH

There being no further business, the Chairman closed the meeting at 7:30pm.

Note: The text in the Action Boxes above does not form part of these minutes.

RECEIVED
25th February 2015

APPROVED
4th March 2015

TOWN MAYOR

COMMITTEE CHAIRMAN

REPORT TO RECREATION LEISURE AND OPEN SPACES COMMITTEE 4th February 2015

BANNER PROJECT (REVISED)

1. Introduction

The Town Council supports a variety of groups within the town through funding but then fails to support those same groups in promoting themselves by restricting how they advertise within the town. This is very understandable as without sufficient controls in place the town would quickly become a haven for fly posters and unregulated signage. The regular events put on by local theatre groups are well placed around the town on highly visual boards which remain in place for some considerable time and receive different treatment to banners placed out by other charitable groups. This lack of continuity does not sit well with members of the community but the solution may be simpler than it may seem.

The opportunity here is to allow promotion to local charitable groups while controlling how that information is displayed and in future potentially generating some income for the Town Council. If we fail to support these groups in promoting their activities they are in danger of failing to sustain themselves because of poor advertising, which in turn will mean less numbers supporting local events.

2. Roadside Banners

While roadside banners are amongst the most visual they are low down and open to vandalism and are often placed near road junctions or roundabouts drawing attention away from drivers entering those junctions and potentially creating a hazard.

Because they are easy to put up they are often larger than required and carry huge amounts of information which requires more time for people to read them. They are all different types of shapes and sizes which means the majority of the time they are ill fitting to their location and not well presented.

3. Control Opportunity

A car park will never be a 'pretty area' to walk through or relax despite the greenery that is in place and the hedging that surrounds it. So to use a car park as a place to set out some well positioned, well thought out, set sized banners is unlikely to upset anyone or spoil views, while providing a valuable service to the community groups which operate within the town.

With thousands of visitors passing through the car parks of Ringwood every day we are throwing away an opportunity to inform people of events, when we have a virtual captive audience coming to an advertising space.

4. Examples

There are examples of 'lamppost banners' attached to this document which would provide us with opportunities in a variety of ways, by:

- i Allowing us to control the size and location of banners
- i Allow us to control the length of time banners are in place
- i Allow us to limit the number of banners provided
- i Allow us to promote local groups and events
- i Allow us to promote our own events and services
- i Provide an opportunity to sell advertising space
- i Ensure banners are well fitted
- i Create a more vibrant space

A

5. Other Examples

Both small towns and cities use lamppost banners very effectively, not only to promote events, but also as 'Welcome' signs to their towns and to give out seasonal messages. The city of Bath which is a World Heritage Site uses banners to promote a variety of events within the city and probably has fewer issues with roadside banners than we have here in Ringwood.

6. New Locations

Following the trial of 2 lampposts in the short stay car park to promote the Council's Christmas event and no complaints received from any direction it is recommended that the use of banners be extended and that a more formal arrangement be entered into with local organisations over their use (*Appendix B*). Potential locations are shown on a map *Appendix A* to this report which would provide sufficient coverage for the whole town and could be used by all local groups in a controlled way.

7. Permissions

The lampposts are owned by NFDC, HCC and Highways. The initial trial period was easy to get permission for but we will need to apply for long term permissions if this is to become a more permanent arrangement. There is a set procedure for this which other councils in the county have followed and can be achieved in the next few months if Councillors approve.

8. Funding

There is no additional need for funding at this time outside of existing budgets and grants which will be available for advertising and promotion. The Town Council is only supplying the brackets for the posts and obtaining the permissions needed to hang those brackets. Our own staff are able to hang the banners fairly simply and that can be programmed so as not to interrupt the normal workload of the grounds team. However, Councillors should consider a small charge for hanging once the project becomes more popular with local event organisers.

9. Recommendation

It is RECOMMENDED that:


- i) The use of lamppost banners for advertising community events as outlined in this report be approved.
- ii) That the use of the lampposts identified in Appendix A be approved.
- iii) That the Conditions of Use, as outlined in Appendix B, be approved.

For further information, please contact:

Steve Nash
Town Clerk
01425 484720
steve.nash@ringwood.gov.uk



High Impact
Street Dressing

**BAYMEDIA**[®]
THE STREET DRESSING SPECIALISTS

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Bay Media

Who are we?

- UK leaders in lamppost banner
Street Dressing
- Work with over 200 UK councils
in varying capacities
 - Council Communications and
events
 - Revenue Generation
 - National Non-Commercial
Campaigns - Olympics, DoH,
DEFRA
- Major event experience includes:
 - Over 15,000 banners installed for
London 2012 Olympic Games
 - Tour de France London City
Dressing



Why Use Banners? Council Feedback

“Our informed rating is up 15% and satisfaction is up by around the same figure – and I don’t think we could have achieved that without the banners.

We are now seen as one of the leaders in the UK in effective communications with residents”

Simon Jones
Head of Communications
Hammersmith & Fulham Council



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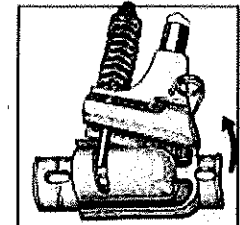
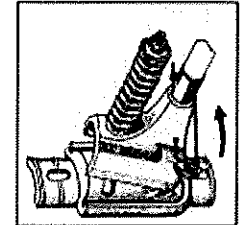
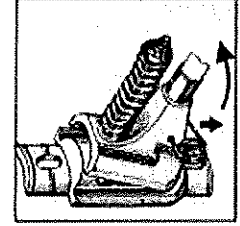
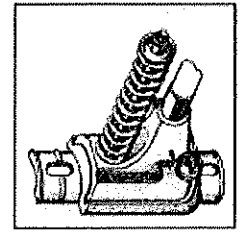
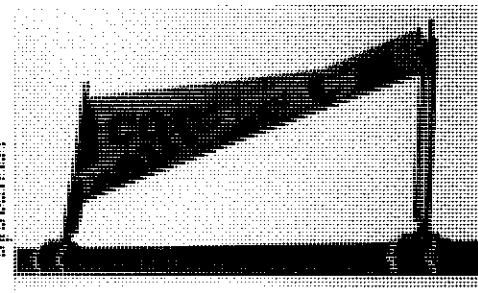
Why Bay Media? UK leaders in lamppost banners

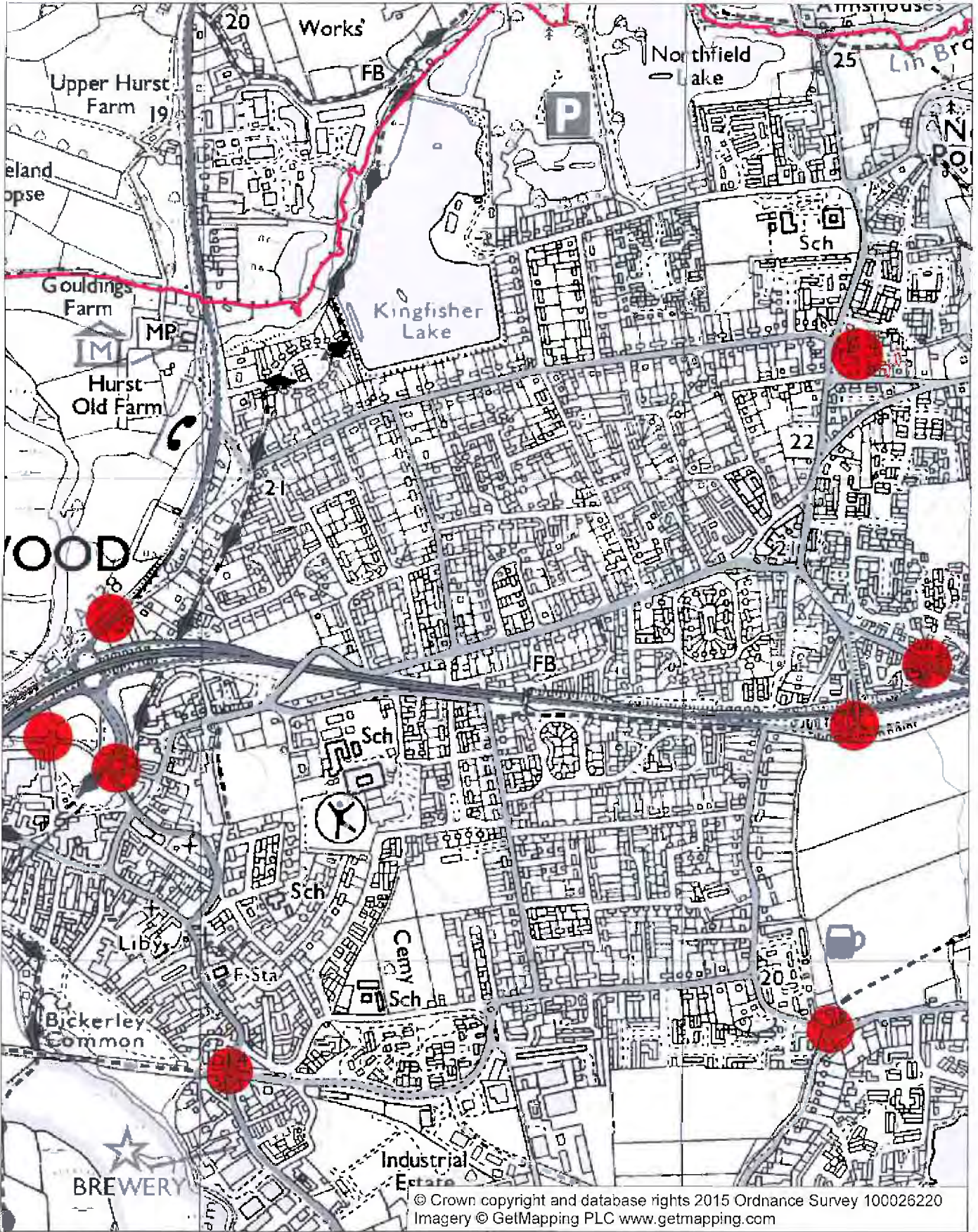
- EN40 compliant banner system approved by UK Highways Agency
- Official lamppost banner supplier to the London 2012 Olympic Games
- Council banners comply with Class 1a Deemed Consent, so do not require planning permission
- A one-stop-shop for your lamppost banners



Bay Media Banner System

- Reduces loading on columns by 87%
- Protects banners from twisting and tearing
- Only system to comply with British & EU standards
- Avoid the issue below from inferior systems!





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Ringwood Town Council

www.ringwood.gov.uk

Title Proposed Lamppost Banner Locations
Date 29/01/15
Scale 1:10583

Banner Advertising Conditions of use

While not a comprehensive list the information below is provided to outline the general use of lamppost banners around Ringwood Town. It does not include lampposts owned privately and does not include any other lamppost other than those indicated on the attached map (Annex A).

1. An application form must be completed at least 28 working days prior to intended use and receipt confirmed by the Town Council.
2. An example of the design to be used must be provided along with the application (the application will not be confirmed without this).
3. Only banners complying with the technical specifications attached may be used. Where banners do not comply, the Town Council reserves the right to refuse use of its registered lampposts.
4. The banners may only be displayed a maximum of One Month prior to an event and will be taken down as soon as practicable after the event.
5. Where there is another event request within one month of each other the display period may be shortened to support both events and provide a 'down period' where no advertising is available.
6. The size of the banner must comply with the technical specification attached. While other sizes are permissible there will be a fee applied to each banner which requires adjustment upon application.
7. Banner information must be minimal in text and should be limited to 'Event Title, Date, Time, Location. It may carry contact details of the organiser only as a phone number or email.
8. As per the specification, each banner must have a 'tie point' to secure the banner from slipping off. Where banners require additional intervention to repair, remove or secure them, then a fee will apply for this service.
9. Banners which become damaged during the display period will be removed as soon as is reasonably practical and only be replaced if another banner is provided at this time. If a replacement banner becomes available after removal of a damaged banner then a fee will be charged for hanging.

REPORT TO RECREATION, LEISURE AND OPEN SPACES COMMITTEE
4th February 2015

MARKET DEVELOPMENT NEEDS

1. Introduction

For some years now the Market has struggled with maintaining stall holders and attracting customers to the Wednesday Market event in the town, which is the result of a number of factors to be outlined in this report. The Town Council has a moral, rather than legal, responsibility for supporting local business in all its forms, both for the benefit of local residents in providing employment, and in delivering services to meet the needs of residents.

The Market has served the needs of local residents for more than 300 years, but in more recent times has suffered from a lack of support due to changing shopping habits, such as internet shopping, and improved transport which allows people to travel further afield. In addition, the increase in traffic within the town has restricted the opportunities for the Market to develop as vehicles require clear access through the town. This makes the Market a less than safe place to shop as pedestrians are forced into conflict with vehicles.

There is a real danger that this increased traffic will cause more issues to be raised over the Health and Safety of visitors to the Market and, in the event of a serious accident occurring, there is every likelihood that a prohibition notice might be served to prevent the Market from operating.

By working to resolve issues now, in partnership with the Market Charter Holder, it will be possible to address the Health and Safety concerns and secure the Market's future, as well as increasing the number of visitors and number of traders who support the event.

2. Considerations

There are a number of issues that need to be addressed, including:

- 1) Market Layout
- 2) Traffic Issues
- 3) Road Closures
- 4) Advertising and Promotion
- 5) Other Markets

This report will look at each of these issues in turn.

2.1 Market Layout

In order to provide additional protection to pedestrians, the first port of call must be the market stalls themselves. The current layout is with stall holders facing central 'into' the street, which means that pedestrians must walk in the road to buy goods. As vehicles are moving up and down the street throughout the day, and many larger vehicles are included in this, it creates obvious hazards, including:

i Moving vehicles of varying sizes and with a variety of loads

This requires pedestrians to be aware at all times, which rarely happens as people are shopping for goods. The size of vehicle also means that items like wing mirrors can be significantly larger on some vehicles, such as vans and buses, and protrude over pavements and obvious walk ways. These present a significant hazard as the volume of traffic is noticeably increasing.

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i **2-way traffic causing additional pinch points**

Pinch points create hazards, both to pedestrians and to other vehicles, as drivers attempt to squeeze through in their haste to get through town. The pinch points can also mean that vehicles come into contact with the stalls themselves; either hitting goods or touching the stall structure, which could then impact on a visitor to the market.

i **Pedestrians being jostled by other pedestrians**

On a good day in the market with lots more people around, there is obvious jostling when people try to get to a stall through other people and while traffic is condensing people toward the stalls. It needs only a careless or clumsy act for someone to find themselves falling into an oncoming vehicle or having their foot run over. A serious incident would result in a review of market procedure and could be detrimental to the Market's future.

2.2 Traffic Issues

While traffic has already been highlighted as an issue 'In the Market', it is important to understand how this traffic is influenced outside the Market area and external factors which increase the opportunity for incidents.

i **Drivers driving at excessive speed**

Anyone who watches the Market as it begins to clear or when there are few people actually shopping will have noticed the speed of some drivers going through, which is more noticeable because of their proximity to pedestrians. There is little, if any, enforcement from the police because the incidents are so ad hoc and don't justify the attendance of police for the whole day.

i **Drivers forced to reverse**

Drivers are often forced to reverse against oncoming traffic which creates the additional hazard of poor vision of pedestrians using the Market. This again creates an increased opportunity for collision with a person, a vehicle or part of a stall, any of which can lead to personal injury or damage to property.

i **Poor weather conditions**

In poor weather each of the conditions outlined above become further exacerbated whether it is rain, wind, fog or ice, and increase the risk to stall holders and pedestrians alike. There is increased traffic volume on these days as people choose to use their vehicles in the town and where delays on the A31 push traffic into the town as drivers use this as a 'Rat Run' through West Street.

2.3 Road Closures

While the Market is in operation there is no road closure in place which means that ANY driver wishing to ignore the advisory signs which are placed out is free to do so – this appears to be increasing in frequency. In addition, it is quite clear that traders on the High Street are now taking regular deliveries on a Wednesday knowing that the delivery drivers are able to get in and out because no restrictions are in force.

Other issues resulting from the absence of a road closure include:

i Incidents on the A31 can lead to huge traffic jams from Picket Hill all the way past Verwood; these are more frequent occurrences at key times of the day. On such occasions, drivers will leave the A31 at Picket Hill and race through Hightown, into town and exit onto the A31 via West Street, which on Market day is an additional hazard.

i Many local drivers use the Meeting House slip road down to the Market Place during the day which causes additional congestion at the join with Meeting House Lane, High Street

and Market Place. Meeting House lane slip road is not designed for larger vehicles and is a daily hazard to pedestrians when large vehicles use it.

- i It is likely that some drivers from out of town will follow vehicles in front in their attempt to get to the Town Centre, which on Market Day becomes additional traffic congestion as people are less familiar with the town centre layout.

2.4 Advertising and Promotion

The Market, on more occasions than not, does not have its full capacity of stall holders in place. It is also not well advertised or promoted anymore as there appears to be an assumption that people know it is there so why bother. There is lots of free advertising available through web sites and by getting editorial into the local papers.

Issues to be addressed are as follows:

- i Poor advertising will not support the market in sustaining itself. With 'online' shopping continuing to grow it is likely to affect the next generation of shoppers who are much more adept with the use of technology.
- i Additional promotion would highlight the days the market is on, in addition to getting the 'Avoid driving through the Town Centre' message out to the public more frequently.
- i Improved publicity would encourage more people into the town, thereby increasing footfall and benefitting the whole town.
- i The market and its history is a unique selling point of the town and this should be used to greater effect in promoting the town as a whole.

2.5 Other Markets

Other Markets such as French, Italian or Craft Markets have sometimes been viewed as detrimental to local markets, but the opposite is true when well-coordinated efforts come together to create a large event. Any of the markets named above could run concurrently with a local market in a separate location or alongside, used to augment provision or provide another theme to the market to draw more people in.

The benefits of different types of market include:

- i Other markets provide choice, which is what people are looking for, and also assist with the locally economy by providing additional funding to the local council or community. An average 3 day market will pay in the region of £200 to £400 per day to come into town, providing up to £1,200 of income against virtually no cost to the organiser.
- i Foreign and Craft markets can make an existing community event even bigger, such as Fanfare for Spring, Family Fun Day and Christmas Lights Switch-On, which in turn draws in people from further afield. This is the same principal as out of town shopping centres where they provide a huge variety of shops under one roof and people are prepared to travel for that variety. Larger events in the town on a more frequent basis would increase footfall and awareness and ultimately help town centre shops to reverse the trend.
- i Foreign and Craft markets are rarely a threat as they are usually (but not always) more expensive than more local options. This not only includes craft items such as Jewellery or specialist foods, but also regular items such as breads, sausages and clothes.

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3. Priority Considerations

The Market needs to be made a safer place to shop and not all the concerns and ideas listed above need to be implemented to make this happen. However, some changes may be considered minor amendments while others will require financial expenditure and licensing applications.

The list set out below is a recommended course of action which may be escalated if needed to achieve the end result and is intended to avoid additional costs to the Market operator and stalls holders.

3.1 New Layout

The easiest way to ensure the safety of pedestrians is to have the stalls fronted onto the pavement either side of the road. This is a layout which is familiar in other towns, such as Lynton, and would cost nothing to implement as far as stall holders are concerned.

Advertising and promotion of a 'New Market Layout' could be used to draw in more people on the first few days or weeks of the new layout which would offset any adverse comments or concerns. While some people dislike change, change can also be a good thing in reinvigorating an existing service and this is change for safety sake which may see people return to the Market who have felt unsafe previously.

3.2 Traffic Issues

It is apparent that many people are choosing to ignore the signage to avoid the town centre at times when the Market is on. New and additional signage might well alleviate this problem by highlighting the Market's presence, with additional signage needed for the slip road on the Furlong down to the Market Place.

A road closure on this section of road would go a long way to reducing traffic into the Market Place making it difficult for traffic to flow through the town centre, which would quickly be recognised by local people and stop people unfamiliar with the town from accessing the High Street at this point.

3.3 Road Closures

As previously suggested, the slip road off Meeting House Lane could be provided a Road Closure Notice on Market day which would have an immediate effect on traffic through the Market. It is likely to have an immediate impact also in alleviating traffic congestion on the High Street by in effect creating a 'one way' flow of traffic. While traffic would still actually be two way, it would be limited to the deliveries and pickups already taking place on the High Street rather than a flow of traffic through the town centre.

A road closure on the Market Place would also stop the issue of traffic flow while allowing egress from the town via West Street for those businesses and residents needing to get out. Such congestion may be further alleviated with the proposed widening of the A31.

3.4 Advertising and Promotion

There is a balance to be had between advertising and profit margins for all types of business but there are many free opportunities which are currently not being utilised as well as they might. The Town Council's web site can be used to promote the Market along with social media and this is something that the Town Council could and should support as a direct service to residents.

In addition, editorial articles can be used to great effect especially when supported by small advertisements in other sections of the papers. Even producing this report highlights the fact that we have a weekly market which keeps the information live and relevant.

3.5 Other Markets

Other Markets need not mean direct competition they can also mean augmentation of an existing Market and there are 'Natural Additions' which people might expect to see, including:

- i More Food Stalls – Food Market
- i Craft Stalls – Craft Fair
- i Surplus Stalls - Militaria
- i Car Boot Stalls – Bric-a-brac

By offering more variety market managers can secure additional footfall which is essential to the life of a market. Existing market stall traders will benefit from the increased size of the Market by an increase in trade.

Additional traders bring additional fees which the Market Manager can then use to promote the Market more frequently to an existing audience or extend to potential visitors further afield.

4. Recommendation

It is RECOMMENDED that Members consider the priority considerations outlined in paragraphs 3.1 to 3.5 above and agree action to be taken to improve and develop the market, in partnership with the Market operator.

For further information, please contact:

Steve Nash
Town Clerk
01425 484720
steve.nash@ringwood.gov.uk

REPORT TO RECREATION, LEISURE AND OPEN SPACES COMMITTEE
4th February 2015

EVENTS PROPOSAL

1. Introduction

Following a proposal put forward at the Christmas Lights 'Wash Up Meeting', the Town Clerk was asked to look at how events might continue to be supported by the Town Council, while reducing the liability to the Town Council.

It was suggested that the Town Council must be a facilitator and not an organiser. The suggestion was made that the Town Clerk might consider doing this as a private individual or alongside his wife's Events Company and the Town Clerk was asked to produce a report.

Given the funds involved and the relationship between the Town Clerk, as an Officer of the Town Council, and as a private individual, a number of policies, procedures and monitoring guidelines would need to be undertaken, which would make for a very difficult situation for all.

2. Town Clerks Remit

Within the current job description of the Town Clerk there are 3 items that relate to this proposal which are:

- i To encourage community involvement in the Council's affairs
- i Continued development of the Student Advisor scheme
- i To advise the Council on new initiatives to improve services

These elements of the job description can all be addressed through the creation of a 'Ringwood Events Committee'.

3. Community Events

Each of the activities listed above are already underway and can be demonstrated in the following ways:

- i To encourage community involvement in the Council's affairs
 Web site information available on events
 Consultation on Crow Lane
 Business and community support for lights
 Facebook access and Twitter
- i Continued development of the Student Advisor scheme
 New student advisors recruited for this year
 Funding handed over for 'The Place' by students
 Support for Skatepark including funding
 Support by students at Christmas Lights Event
- i To advise the Council on new initiatives to improve services
 Christmas lights budget massively increased
 Greater support from local business and cottage industry
 Income opportunities from Markets
 Better advertising from banners

C

4. More Events

While not a comprehensive list the following items might be considered as future events by this council, whether organised by Ringwood Town Council or any other party.

- i More Markets – Arts and Crafts, Food Markets, Memorabilia, Vintage, etc.
- i Fireworks Display – At Carvers
- i Car Boots
- i Armed Forces Day
- i Coronation
- i Ringwood in Bloom

5. Ringwood Events Committee

By allowing the Town Clerk to encourage the setting up of an independent committee, which is separately constituted and has its own bank account, it will add to the job description items listed above in the following ways:

- i Remove the liability of an event from the Town Council
- i Allow the Events Committee to attract external funding
- i Establish local business and community links
- i Attract additional volunteers from within the town
- i Help reduce Town Council spending
- i Create new funding streams
- i Engage with local students and schools
- i Support other events in the towns calendar

The Christmas Lights produced £4,000 of income over expenditure, which can be improved on each year as the event grows.

6. Recommendation

It is RECOMMENDED that:-

- i) the Town Council continues to provide the Christmas Lights event, until such time that an Events Committee could be formed
- ii) the Town Clerk seeks to establish a 'Ringwood Events Committee' which is separately constituted, financed and chaired.
- iii) the Town Council may provide new events in the Town, subject to being fully funded from external sources and/or existing Town Council budgets.

For further information, please contact:

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