



St. Anne's on the Sea Town Council

West Lodge, 5 St George's Road, St. Anne's on the Sea, Lancashire FY8 2AE

Wednesday 9th December 2020

To: The Chairman and all Members of St. Anne's on the Sea Town Council Policy and Resources Committee. (Councillors Gardner, Green, G Harrison, K Harrison, Jacques, Little, Settle, Trudgill, Willder and Town Mayor (ex-officio)).

NOTICE OF MEETING

You are hereby summoned to attend the Meeting of the Policy and Resources Committee on Tuesday 15th December 2020 commencing at 6 pm. The meeting will be held on Zoom.

Members can join via the following link

<https://us02web.zoom.us/j/86359900554?pwd=STgrakVPbGhjTFISZ2lBanB0d21kUT09>

Meeting ID 863 5990 0554

Passcode 749912

Please note members of the public are not permitted to participate in this meeting. Public Participation is only permitted at Council meetings; the next Council meeting will be on 19th January 2021.

Kevin Martin
Town Clerk

A G E N D A

- 1. CHAIRMAN'S WELCOME**
- 2. Apologies for Absence** – To receive apologies for absence where valid reasons have been given to the Clerk, prior to the meeting
- 3. Declarations of Interest** – To receive declarations of interest under the Localism Act 2011 – being any **pecuniary interest** in agenda items not previously recorded on the Members' Register of Interest and consideration of any written requests for dispensations

4. **Minutes** - To receive and approve the Minutes of the Committee Meeting held on 20th October 2020. (attached)

5. **FINANCE RELATED MATTERS**

5.1 **Revised Budget 2020/21 and Draft Budget 2021/22** – Verbal report from Cllr G Harrison and RFO plus recommendation to Council on the precept for 2021/22

5.2 **Community Grants Budget Structure 2021/22** – Report and recommendation (attached)

5.3 **New Homes Bonus 2021/22** – Verbal update from Cllr Settle and the Town Clerk

6. **EXTERNAL AFFAIRS**

6.1 **Update from Dual Hatted Members** – Verbal update on Fylde Council matters relevant to St Annes

6.2 **Town Centre Working Group** – Verbal update from Cllr Trudgill and CEM

6.3 **St Anne’s Enterprise Partnership** – Verbal update from Cllr Green and TEPO

6.4 **Community Governance Consultation** – Verbal update from Clerk

6.5 **Domes in the Square** – To authorise the Clerk to formally approach Fylde Borough Council regarding a possible long-term lease for the Domes. Amphitheatre and Bandstand in the town.

7. **INTERNAL AFFAIRS**

7.1 **Christmas Lights & Switch On** – Verbal update from Working Group

7.2 **Facebook and Website Data** – Report from RFO & TEPO (attached)

7.3 **Economic and Business Data for St Anne’s** – Report from TEPO (attached)

7.4 **Strategy Working Group** – Initial report for consideration and comment (attached)

8. **Date and Time of next Meeting**

To note that the next meeting of the Policy & Resources Committee will be **6.00 pm on Tuesday 16th February 2021**

Note: This meeting will be conducted via Zoom.

ST ANNE'S ON THE SEA TOWN COUNCIL

Minutes of the Policy and Resources Committee held on 20th October 2020, 6.00pm via the conferencing app Zoom

Present: Councillors C Little (Chairman), J Gardner, S Green, G Harrison, K Harrison, V Settle (6.19), S Trudgill and V Willder.

Officers Clerk Kevin Martin, CEM Sarah Dunn, TEPO Darrel Treece-Birch

247/20 APOLOGIES FOR ABSENCE

Councillor Jacques was absent. No reason was given for the absence.

248/20 DECLARATIONS OF INTEREST

There were no declarations of interest or requests for dispensations

249/20 MINUTES OF PREVIOUS MEETING

AFTER BEING PROPOSED AND SECONDED IT WAS RESOLVED

That the minutes of the meeting held on 17th September 2020 be agreed as a true record of the meeting. Voting 7 for 0 against and 0 abstentions.

250/20 REVISED BUDGET 2020/21 AND DRAFT BUDGET 2021/22

Cllr G Harrison outlined the discussions that had taken place for the draft budget. Setting the 2021/22 budget will be challenging and it was noted that an increase of even £1 on the precept shows as a percentage increase of 4.5%

251/20 UPDATE FROM DUAL HATTED MEMBERS

In Bloom grant and the planters

Wood Street car park - signs fell over

Planters sinking on Orchard Road

252/20 TOWN CENTRE WORKING GROUP

[Councillor Settle joined the meeting at this point]

Councillor Little shared the notes from the latest meeting which took were issued today.

Councillor Trudgill referred to the ongoing projects including the Pier-Link road and the possible siting of digital display signs. The importance of ongoing support for the town's economic development was also emphasised.

253/20 ST ANNE'S ENTERPRISE PARTNERSHIP

A recent meeting took place with the STEP chairman where matters such as Christmas and revisions to the terms of reference had taken place.

For the time being the Town Council continues to hold the unspent portion of the Town Centre Working Group Fund on STEP's behalf.

A further update will be provided at the next Council meeting in November.

254/20 RICHMOND POINT NATURE RESERVE

Councillor Settle expressed his interest in re-visiting the previous projects undertaken here where there are Public Rights of Way (PROWs). A management company has been established by Kensington and the public area is designated as a country park.

AFTER BEING PROPOSED AND SECONDED IT WAS RESOLVED

To establish a working party comprising Cllr Settle, Cllr Gardner and the Communications and Engagement Manager to look at possible improvements to the PROW area.

255/20 PSPOs AND DOG WARDEN SERVICE

Several councillors raised the issue of dog fouling which has got worse recently in certain areas and further enforcement is being considered.

AFTER BEING PROPOSED AND SECONDED IT WAS RESOLVED

To send a letter from the Town Councillors in support of the Dog Warden service and the PSPOs.

[Councillor Green left the meeting at this point to attend another meeting]

256/20 COMMUNITY GOVERNANCE CONSULTATION

Interest in possible parishing of the Lytham and Fairhaven areas continues to grow and be explored. Councillor Settle would like the issue of disaggregation of the special expenses to be looked at and for St. Anne's and Lytham's expenses to be separated.

257/20 CHRISTMAS LIGHTS & SWITCH ON

Councillor Karen Harrison expressed the appreciation of the Working Party to the officers who have worked hard to come up with new ideas during constantly changing circumstances. Working Party meetings continue on a weekly basis.

It was noted that apart from a fully dressed tree and the Christmas lights, everything will be virtual. Video clips of local businesses and community groups will be pre recorded and

featured on social media, music in the Square and festive decoration of the former JR Taylor's window are all being planned.

A further update will be provided at the next Council meeting.

258/20 ECONOMIC DATA ON RETAIL / BUSINESS IN ST. ANNE'S

The TEPO had prepared a report containing the latest statistics on empty / closed premises. Whilst occupancy levels are lower than usual there are still new businesses opening up.

It was noted that 19 businesses have shut since the figures were last produced in July.

There being no further business the meeting closed at 7.31 pm

259/20 DATE AND TIME OF NEXT MEETING

The next meeting will be on **15th December 2020 at 6pm**. The meeting will be via the Zoom conferencing app.

Signed as a true and correct record

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Chairman 15th December 2020



AGENDA ITEM 5.2

To: Policy and Resources Committee

Meeting 15th December 2020

From: RFO

Subject: Community Grants Financial Structure

Recommendation: To introduce community grant mechanisms to support a balanced budget to include;

- 1. No rollover of unspent funds**
- 2. A cap to total expenditure from the community grant scheme per annum.**

Background

For the year 2021/22 the Town Council is aiming to introduce a balanced budget. The aim of the budget is to ensure a sensible approach to financial management for the year 2021/22 and beyond.

The administration and application structure of community grants is currently under review.

This report is intended only to cover the financial aspect of the community grant scheme, and not intended to cover the merits of any individual grant application.

Current Position

The following are currently considered as Town Council Support Grants:

St. Anne's in Bloom (£1.5k), Kite Festival (£3k), Music & Arts Festival (£1k), Community Rail Partnership (£1k), St. Anne's Carnival (£1.5k).

A £2k fund for smaller grants was recently approved by the Council.

Blackpool Brass Band concerts are funded annually but not in the community grant scheme. This is funded through the projects budget.

Proposed Changes

A Town Council Support Grant fund to be established. This fund would be capped to a maximum of £1.5k per application and of £8k per annum in total. The Council would have the leeway of providing less funding per application. If an application amount exceeds the cap, then the proposal could be considered as a project.

The following to be part of the Town Council Support Grant fund:

St. Anne's in Bloom (£1.5k), Music & Arts Festival (£1k), Community Rail Partnership (£1k), St. Anne's Carnival (£1.5k), Blackpool Brass Band (£1k), Small Grant fund (£1k).

The Kite Festival (£3k) would not be classed as a TCSG as funding exceeds the maximum application amount. Therefore, this event would be considered as an ongoing project.

RFO

3rd December 2020



AGENDA ITEM 7.2

To: Policy & Resources Committee

Meeting: 15th December 2020

From: Enterprise & Promotions Officer

Subject: Social Media Statistics Report

Recommendation: Councillors to note the report

Social Media platforms are used to communicate notifications to the public.

The three regular posts on our Facebook page have continued since 1st March 2020

- Wednesday Wonder – items to engage the reader with architectural items and specific locations in the town.
- Throwback Thursday – historical images.
- Friday Feature – Non-Business features (Churches, Sports Halls, Locations)

We have also not failed to post a different business since that date in March for our other 2 regular features.

- Daily 'Shout-Outs' highlighting a local business
- New Store Alert – to give a big promotional thank you from SATC for opening.

As was expected the indirect 'opportunity' of being forced to run an online Virtual Christmas Event has driven excellent numbers to the main page and has driven up all statistics, essentially tripling the usual numbers.

STATISTICS for SATC main page:

Overview (last 28 days Nov 1st and including Switch on day Nov 28th)

Views 2,021 +578% / Likes 172 +391% / Reach 63,243 +370%

Post engagement 23,097 +547% / Following 283 +709%

In May we are at just shy of 800 likes, are now at the following:

Total page likes = 1,212 with **1,505 following**

STEP has 710 likes and 841 following

Shop Local St Anne's has 132 likes and 151 following (2 weeks)



AGENDA ITEM 7.3

To: Policy & Resources Committee

Meeting: 15th Dec 2020

From: Enterprise & Promotions Officer

Subject: Economic Data on Retail / Business locations in St. Anne's

Recommendation: Committee to note the report and data

Background

As reported upon the last assessment of the Business Database I have now run a new version. This will have a system that is easier to run at any short notice. The Database is now completed and checked notwithstanding the ongoing amendments as businesses open close etc.

The percentage variances however (as stated last time around) are no longer applicable given the divisions newly calculated. BUT it will be better going forward from this date as it will accurately include every single location deemed as a business.

I have also completed a photo library contained on the SATC server with every street and road and a picture of every individual location. This clearly becomes useful for the Shout Outs etc but is also a useful record of each location.

Current Position

This new document does include businesses that hold multiple locations e.g. Upstairs, rear of premises and joint units which are all included now.

Previously I had to hide duplicate rows to run the numbers which was difficult and could lead to errors. In the meantime, the database comparisons are covering the town in its entirety.

The original comparison documents including sections of certain streets e.g. part of St. Andrew's Road South (up to Soper's Bespoke) and nothing beyond. It also included parts of South Promenade and The Island Complex. It stopped at the end of The Crescent and therefore did not include St. David's or St. Albans (which is actually classed as Secondary).

I feel for the sake of accuracy and analysis that parameters should change. I would therefore suggest the following locations to be considered as 'Town Centre'.

The original TC was based on Fylde's 2020 Vision analysis which determined Primary and Secondary locations – to a degree.

Proposal for TC Only locations (alphabetical):

Back St. Anne's Rd West / Back West Crescent / Garden St / Orchard Rd (up to Wood St) / Park Rd (up to Wood St) / St Andrew's Rd South (up to Wood St) / St. Anne's Rd West / St. George's Rd / The Crescent / Wood St.

Clifton Drive South (up to Wood St) and Clifton Drive North (up to St. Georges Rd) may also be considered?

Enterprise & Promotions Officer

7th December 2020

Business Mix & Categories ALL		2020 DEC		2021 JAN		DIF
Type	Category	QTY	%Mix	QTY	%Mix	
CLOSED		178	18.78%			
	Empty Office	53	5.59%			
	Empty Store / Premises	100	10.55%			
	Empty Workshop	19	2.00%			
	Private Residence	6	0.63%			
Community		151	15.93%			
	AD Sites	29	3.06%			
	ATMs	13	1.37%			
	Car Parks	11	1.16%			
	Comms Stations	13	1.37%			
	Community Clubs	4	0.42%			
	Community Services	19	2.00%			
	Community Sports	16	1.69%			
	Distribution Networks	9	0.95%			
	Religious Services	13	1.37%			
	Schools & Teaching	24	2.53%			
Food & Drink		118	12.45%			
	Café	22	2.32%			
	Convenience Stores	11	1.16%			
	Other/Mixed eg Butcher	3	0.32%			
	Public House	13	1.37%			
	Restaurant	26	2.74%			
	Take Aways	43	4.54%			
Hotels & Accommodation		86	9.07%			
	Apartments	27	2.85%			
	B&Bs	12	1.27%			
	Beach Huts	36	3.80%			
	Hotels	11	1.16%			
Retail & Business		415	43.78%			
	Banks & B. Societies	6	0.63%			
	Charity	13	1.37%			
	Estate Agents & Management	12	1.27%			
	Footwear & Clothing	12	1.27%			
	Hair & Beauty	51	5.38%			
	Healthcare	42	4.43%			
	Home & Decor	39	4.11%			
	Offices & Premises	20	2.11%			
	Other / Mixed	105	11.08%			
	Solicitors & Accountants	19	2.00%			
	Supermarkets	9	0.95%			
	Workshops & Premises	87	9.18%			
TOTALS	DEC 2020 ratios	948				

Business Rates Locations Total 924 PLUS an additional 24 that have appeared since the list was published by FBC/BC

**Virtual Christmas Switch-On
Breakdown Statistics:**

16 Episodes constituted the main program (the first one and advance announcement)

Episode	Likes	Views	Performer/Video
1	18	14,000	Coming Soon
2	25	1,100	Councillors Message
3	17	2,000	Mark Menzies MP
4	92	4,000	AKS Choir
5	62	3,200	Mike Taylor
6	87	3,500	Geraldine & family
7	26	918	Stephanie Lea
8	73	3,600	Peter Anthony
9	24	991	Shanty Crew
10	63	2,900	Kerry Rogers
11	160	8,900	Steve Canavan
12	64	2,700	Emma Louise Jackson
13	43	1,900	Emily Adams
14	44	1,900	Paul Dobie
15	103	7,600	Bobby Ball Tribute
16	57	3,400	Lights Switch On
Totals	958	62,609	
Average	60	3913 per video	

The numbers themselves prove the success of the posts, the way they were pulled together, executed within the series scheduler, and produced.

The runaway music performance was clearly Steve Canavan, not unexpected.

Amazing numbers though generated from the very first announcement video too.

It was satisfying that Bobby should get such good views, and the switch-on itself delivered the averaged amount also.

Enterprise & Promotions Officer

2nd December 2020



AGENDA ITEM 7.4

To: Policy and Resources Committee

Meeting 15th December 2020

From: Strategy Working Group

Subject: Update from initial Group Meeting

Recommendation: Committee to note the initial findings of the Working Group and provide any further suggestions they think appropriate

Background

At its last meeting Council appointed a working group comprising Cllrs G Harrison (Lead), Green, Settle and Willder to look at all councillors' responses to the strategy questionnaire and consider possible strategy themes for the Town Council

Current Position

The Working Group met, via Zoom, on 27th November 2020 and considered the previous 3-year strategy, an overview from the Clerk and all the responses from the councillors.

The Group recognised that short to medium term aspects like the pandemic; precept levels and local government re-organisation will all have an impacts on medium term planning.

That said the following themes for a strategy were decided upon and offered to Committee for comment.

Strategy Item 1 – Deliver the aims and actions of the Neighbourhood Plan and undertake a review to establish continuing efficacy

St Anne's Neighbourhood Plan remains the main driver of the Town Council's Strategy and the following actions are identified to promote delivery of the ultimate aims of the Plan

- To re-establish a regular and practical relationship with Fylde Borough Council to influence and discuss effective delivery of the policies
- To implement regular / periodic reviews of the plan (annual / 2-yearly to be confirmed)

Strategy Item 2 – To promote the identity of St Anne’s on the Sea

To work with the principal authorities to plan and deliver future developments, improvements and changes for, and to, the town

- To establish an ongoing relationship with Fylde Borough Council via the Town Centre Working Group
- To look at improvements to the gateways to the town and secure funding streams to deliver projects
- To investigate a transfer of assets from Fylde Borough Council for the town centre street furniture and undertake a programme of removal; replacement and refurbishment using monies redirected from the Special Expense Area for St Anne’s

Strategy Item 3 – To grow the Council in terms of its operational delivery and contribution to the Town

- To enhance the Council’s financial delivery by accessing alternative funding sources to deliver projects e.g., grants, sponsorship, SEA budgets. S106 monies
- To pro-actively seek out, lead and engage in partnership working to deliver projects for St Anne’s
- To work towards a state of readiness for changes emanating from local government reorganisation in Lancashire

Other Action: The Group considered previous options around the acquisition of open spaces from Fylde Borough Council. The Clerk was asked to produce a report identifying pros and cons and indicative costs.

The Group intend to meet again in early January 2021 to consider P and R comments plus any other considerations that might have emerged.

Cllr Gavin Harrison on behalf of the Working Group

4th December 2020