



Dear Councillor

8 June 2020

You are summoned to join a virtual meeting of the **TOWN COUNCIL** via video link on **FRIDAY 12 June 2020 at 10 am**.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Lawrence Hartley'.

Town Clerk

PUBLIC QUESTION TIME

Members of the public are invited to submit questions to the Council in writing by **9.30 am on the day before this meeting** (i.e. Thursday, 11 June 2020) is due to be held using the following email address: office@wimborne.gov.uk or by delivering a hard copy of the question to the Town Hall, West Borough.

AGENDA

- 1 AMENDMENT OF STANDING ORDERS**
To amend Standing Orders in accordance with The Local Authorities and Police and Crime Panels (Coronavirus) (Flexibility of Local Authority and Police and Crime Panel Meetings) (England and Wales) Regulations 2020 to enable this meeting to be held virtually and all other Standing Orders which would apply to the involvement of members of the public if this were a physical meeting be suspended.
- 2 VIRTUAL MEETING POLICY**
That the policy attached to this Agenda in relation to Councillor and public involvement in a virtual meeting be adopted as Standing Orders for the purposes of virtual meetings of the Council and its Committees held in accordance with the above Regulations.
- 3 APOLOGIES FOR ABSENCE**
The Town Clerk and Chairman to report.
- 4** To confirm the Minutes of the **TOWN COUNCIL MEETING** held on 3 March 2020 (pages 7463, 7464, 7465, 7466, 7467 and 7468 – copy attached).

- 5 To receive the Minutes of the **PLANNING & ENVIRONMENT COMMITTEE** held on 10 March 2020 (pages 7469, 7470, 7471 and 7472 – copy attached).
- 6 To receive the Minutes of the **PERSONNEL POLICY & STRATEGY COMMITTEE** held on 13 March 2020 (pages 7473 and 7474 – copy attached).
- 7 **COMMUNITY INFRASTRUCTURE LEVY**
To note that the Town Council has received the first Community Infrastructure Levy payment in the Sum of £12,586.17. This money has to be spent within five years and on Community Infrastructure projects and has been ring-fenced in the Council's accounts. Dorset Council will send to the Town Council annually its proportion (15%) of any CIL payments received.
- 8 **COVID-19 RECOVERY STRATEGY**
To note Dorset Council's proposed strategy for safely opening the high streets (copy herewith).

LOCALISM ACT 2011 and CODE of CONDUCT

Members are reminded to comply with those elements of the Localism Act and the Town Council's Code of Conduct in respect of disclosable pecuniary interests.

GENERAL CONDUCT

Members are reminded that the Council has a general duty to consider the following matters in the exercise of any of its functions: Equal Opportunities (race, gender, sexual orientation, marital status and any disability), Crime & Disorder, Health & Safety, Human Rights and Data Protection (General Data Protection Regulation).

PUBLIC ATTENDANCE AT VIRTUAL MEETINGS

Members of the public and press will be allowed to listen *and watch* the meeting in audio mode only using Zoom. To avoid disruption the public and press will not be displayed on video or be able to be heard by the meeting.

Please use the following link from 10 am to observe and listen to the meeting:

<https://zoom.us/j/94298089452?pwd=Q2hud1FmZTJwd1FBRnl4S0dpVjQwZz09>

Password: 267701

Or iPhone one-tap : United Kingdom: +441314601196,,94298089452#,,1#,267701# or +442034815237,,94298089452#,,1#,267701#

Or Telephone:

Dial(for higher quality, dial a number based on your current location):

United Kingdom: +44 131 460 1196 or +44 203 481 5237 or +44 203 481 5240 or +44 208 080 6591 or +44 208 080 6592 or +44 330 088 5830

Webinar ID: 942 9808 9452 Password: 267701

Any questions which members of the public wish to put to the Council or Committees must be in writing and received by 9.30 am on the preceding working day before the meeting using the following email address: office@wimborne.gov.uk. Alternatively, a written question can be delivered to the Town Hall by 9.30 am on the preceding working day before the meeting. Every effort will be made to answer the question at the meeting but there may be a need to obtain information from other sources and in those circumstances a written response will be provided at a subsequent time.



Virtual Meeting Policy and Standing Orders

June 2020

1. Introduction

Wimborne Minster Town Council has adopted the following policy and changes to Standing Orders to allow for virtual meetings to be held in accordance with 'The Local Authorities (Coronavirus) (Flexibility of Local Authority Meetings) (England) Regulations 2020'. Unless the contrary is determined by the Council this policy and changes to Standing Orders will apply until the next Annual Meeting of the Town Council on 11 May 2021.

2. Publishing the agenda and providing documents

An agenda and supporting documents will be published on the Town Council's website and noticeboards in accordance with The Local Government Act 1972 and the 2020 Regulations mentioned above. Any person unable to access documents on the Council's website should contact the Council by telephone on 01202 881655 or email office@wimborne.gov.uk and arrangements for a copy to be sent to you can be agreed. In cases where documents originate from a third party, electronic links/hard copies will be provided where available.

3. Virtual Meeting 'platform'

Wimborne Minster Town Council will utilise Zoom (or another similar platform such as Microsoft Teams) to provide video communications. Zoom enables video and audio conferencing for persons using mobile devices, desktops, and fixed room systems.

In preparation for the meeting the Clerk of the meeting will publish on the website:

- The Zoom meeting link for audio only
- Meeting ID
- Meeting passcode if necessary

4. Public Involvement in Meetings

Members of the public and press will be allowed to listen *and watch* the meeting in audio mode only. To avoid disruption they will not be displayed on video or be able to be heard by the meeting.

Any questions which members of the public wish to put to the Council or Committees must be in writing and received by 9.30 am on the preceding working day before the meeting using the following email address: office@wimborne.gov.uk. Alternatively, a written question can be delivered to the Town Hall by 9.30 am on the preceding working day before the meeting. Every effort will be made to answer the question at the meeting but there may be a need to obtain information from other sources and in those circumstances a written response will be provided at a subsequent time.

5. Notification to Councillors of Meetings

All Councillors will be sent the appropriate Zoom meeting link by email on the same date as the agenda is published. In the event that a Councillor is unable to join the meeting they should advise the appropriate officer who will be clerking the meeting. This is to ensure that a quorum will be present. The Councillor's absence will be recorded in the minutes.

6. Standing Orders

Standing Orders on rules of debate will apply to all meetings as if Councillors were present in a meeting room.

7. Specific Virtual Meeting Arrangements

The Clerk of the meeting will control (host) the Zoom conference call. Throughout the meeting (with the exception of the Chairman) all Councillors and officers will be muted unless invited to speak

- Once the meeting has commenced, the Chairman will carry out a roll call of Councillors and officers present for the benefit of the public who may be listening, introduce each agenda item and prompt when Councillors should speak, debate or vote.
- Councillors and officers should activate the blue **raise hand** icon to speak, then wait for the Chairman to invite them to speak. At that point, the Clerk will unmute the relevant person so that they may be heard.

Discussions

This section applies if Councillors are experiencing good connectivity. In the case of poor connectivity see 5c.

a. Voting

- The Chairman will give a summary of the discussion and any motion which has been moved and seconded prior to inviting Councillors to vote.
- The method of voting on motions or amendments will be determined by the Chairman and will be either by roll call or an electronic poll of those Councillors who are for, against or abstaining. A roll call can be requested by two Councillors in accordance with Standing Order 13. The Clerk of the meeting will announce the result of the vote and the Chairman will then announce the decision.
- If, when a motion is proposed and seconded, a **Councillor wishes to propose an amendment, he/she should click the blue raise hand icon before the vote is taken.** If the amendment is seconded, the debate and voting on the amendment will take place in accordance with Standing Order 29.

b. Points of Order

Any Councillor wishing to raise a point of order, should use the 'chat' function in Zoom to briefly explain the point they wish to raise. This message will be visible to all Councillors, and the Chairman will decide whether to interrupt the current speaker to address the point of order being raised.

- c. Poor connectivity
In the case of any Councillor being subject to poor broadband connectivity the Chairman will decide whether to continue with the meeting or to reconvene.
- d. Attendance
- If a Councillor decides to leave the meeting before its conclusion the **blue raise hand icon should be activated** and the Chairman notified. This will be recorded by the Clerk in the usual way. Councillors leaving should ensure the **leave meeting** button is clicked to ensure they have left.
 - If a Councillor is believed to have 'dropped out' of the meeting because of poor connectivity, this will be minuted. If 'drop-outs' result in the meeting becoming inquorate Councillors will be permitted to endeavour to re-join the meeting for a period of 15 minutes. After 15 minutes has elapsed and the meeting is still inquorate the Chairman will suspend the meeting and reconvene at a later time and date subject to the statutory days' notice. All Councillors will be advised of the new date and time.

8. Virtual Meeting Etiquette

Normal Standing Orders apply with regard to Conduct at Meetings and all attendees are expected to be mindful of the difficulties some Councillors might experience with regard to the operation of technology. Members of the public and press can listen in to the meeting at any time.

9. Declaration of Interests

A Councillor who has declared an interest that requires them to leave the meeting will be placed in the Zoom 'waiting room'. On conclusion of the item for which the declaration was made the Councillor will be allowed to re-join the meeting.

10. Confidential Matters

Confidential matters will be dealt with through a separate Zoom meeting that is available to Councillors only. On conclusion of the non-confidential matters on an agenda the meeting will reconvene either immediately afterwards or at another date and time. A separate confidential Zoom meeting link will have been provided to Councillors only. If held on a different date a separate Zoom meeting link will be provided.

11. Recording of meetings

Formal Zoom meetings of the Council and its Committees will be recorded and made available to Councillors, the press and members of the public only until such time as the minutes have been confirmed at a subsequent meeting. Recordings will then be destroyed.

- 12.** Once the meeting is concluded, the Chairman will announce the time which will be recorded by the Clerk who will then wait for all Councillors to leave before clicking **End the meeting for all** button.

Policy adopted 2020

For further information see The Local Authorities (Coronavirus) (Flexibility of Local
Authority Meetings) (England) Regulations 2020

<http://www.legislation.gov.uk/uksi/2020/392/contents/made>

WIMBORNE MINSTER TOWN COUNCIL

MINUTES of a **MEETING of the TOWN COUNCIL** held on **TUESDAY 3 MARCH 2020 at 7.30 pm** in the Committee Room, Town Hall, West Borough, Wimborne Minster.

MEMBERS PRESENT

Cllr S K Bartlett - Town Mayor & Chairman of the Council
Cllr K F Webb – Deputy Town Mayor & Vice-Chairman of the Council

Cllr C A Chedgy
Cllr L C Hinks
Cllr D J March
Cllr W J Richmond
Cllr A E Roberts
Cllr F Shirley

MEMBERS NOT PRESENT

Cllr D Burt
Cllr C L Butter
Cllr M J Hopkins
Cllr M R Tidd
Cllr S Wheeler

Dorset Cllr J Dover
Dorset Cllr D Morgan
Dorset Cllr M Roe

OFFICERS PRESENT

Town Clerk
Administration Officer

Questions from the Public

Q. Mr White asked if the Council knew what was happening with the Burts Hill junction as there were notices stating it would be closed for 6 months?

Cllr Bartlett responded that the road closure would be in place to allow for the reconfiguration of the junction with Allenvie Road. When completed, there would be no give way from Allenvie Road and the give way road markings would be on Burts Hill.

Q. Mr Michael Lunt expressed concern that the Climate Emergency & Biodiversity Task & Finish Group appeared to be winding up and he

was worried that matters under its remit would slip off the Council's agenda.

Cllr Bartlett gave an assurance that work on this project would be ongoing and Cllr Webb would respond more fully during item 12 of the Agenda. Cllr Webb stated that individual councillors now had to take responsibility to progress projects. However, it relied on those individual councillors having the time and desire to do so.

222 **SUSPENSION OF STANDING ORDERS**

RESOLVED that Standing Orders Number 1 (relating to venue) and 30 (standing to speak) be suspended for this meeting.

223 **TOWN COUNCIL MEETING HELD ON 7 JANUARY 2020**

RESOLVED that the Minutes of the meeting be confirmed and signed as a correct record.

224 **EXTRAORDINARY TOWN COUNCIL MEETING HELD ON 28 JANUARY 2020**

RESOLVED that the Minutes of the meeting be confirmed and signed as a correct record.

225 **CONFIRMATION OF PLANNING & ENVIRONMENT COMMITTEE HELD ON 14 JANUARY 2020**

RESOLVED that the Minutes of the meeting be confirmed and adopted.

226 **CONFIRMATION OF RESOURCES COMMITTEE HELD ON 28 JANUARY 2020**

RESOLVED that the Minutes of the meeting be confirmed and adopted.

227 **CONFIRMATION OF PERSONNEL, POLICY & STRATEGY COMMITTEE HELD ON 7 FEBRUARY 2020**

RESOLVED that the Minutes of the meeting be confirmed and adopted.

228 **CONFIRMATION OF RECREATION & LEISURE COMMITTEE HELD ON 11 NOVEMBER 2020**

Referring to Minute 212 (Sensory/Dementia Friendly Garden) Cllr March stated that it did not accurately reflect her request for the Sensory Garden to appear on the next Recreation & Leisure Committee Agenda.

7465

The Town Clerk responded that it was not a matter for that Committee as the Town Council had adopted a policy in July 2019 to defer the matter until the land transfers from Dorset Council had taken place.

The correct procedure for asking the Town Council to reconsider this issue was to submit a notice of motion under Standing Order 20.

The Town Clerk agreed to assist Cllr March in drafting an appropriate motion.

RESOLVED that the Minutes of the meeting be confirmed and adopted.

229 CONFIRMATION OF RESOURCES COMMITTEE HELD ON 18 FEBRUARY 2020

RESOLVED that the Minutes of the meeting be confirmed and adopted.

230 HIGHLAND PARK ESTATE AMENITY AREAS (Min 166 – 03.12.19)

The Town Clerk submitted a report, a copy of which had been circulated to each Member and a copy of which appears as **Appendix A** to these Minutes in the Minute Book.

The Town Clerk reported that he had contacted Dorset Council's Community & Open Spaces Manager concerning on-going maintenance of these amenity areas and would now recommend that the Town Council approve the recommendation contained in Minute 66 of the Planning & Environment Committee held on 3 December 2019.

RESOLVED that the Town Clerk be authorised to approach Dorset Council to claim adverse possession of the Highland Park Estate amenity areas.

231 TOWN COUNCIL VACANCY

The Town Clerk reported that as no election had been called following the resignation of Mike Roe, the Council would fill the vacancy by co-option.

232 CLIMATE CHANGE TASK & FINISH GROUP PROGRAMME PROGRESS REPORT

Cllr Webb submitted a report, a copy of which had been circulated to each Member and a copy of which appears as **Appendix B** to these Minutes in the Minute Book.

Cllr Webb stated that although the Group would now only meet on a quarterly basis that it was for individual councillors to take

responsibility for projects that it wished to champion and submit to Council. However, it relied on those individual councillors having the time and desire to do so.

Cllr Webb confirmed that information had been supplied to Low Carbon Dorset from which it would prepare a draft application for a grant which would be considered by Council before being submitted formally to Low Carbon Dorset.

The Wilding in Wimborne group had also suggested several initiatives and Cllr Webb and the Town Clerk would meet with a representative of that group to discuss their ideas.

233

75th ANNIVERSARY OF VE DAY (Min 104 – 06.09.19)

The Town Clerk submitted a report, a copy of which had been circulated to each Member and a copy of which appears as **Appendix C** to these Minutes in the Minute Book.

The Chairman reported that Corfe Mullen Town Council had agreed to contribute £2,500 towards the events being held in Wimborne Minster.

RESOLVED that the Town Clerk, in consultation with the Chairman and Vice Chairman of the Council, be authorised to make payments as necessary to facilitate these celebrations from the 2020/21 budget allocation.

234

DORSET COUNCILLORS' REPORTS

Cllr S K Bartlett reported that the budget increase for Dorset Council had now been approved at 2.99%. Dorset Council was continuing talks with Dorset MPs at Westminster to achieve a better funding deal for Dorset including for children with Special Educational Needs and Disabilities and for highway repairs and special projects with particular regard to the Local Enterprise Partnership.

The assessment of all Dorset Council assets was ongoing with a view deciding what to dispose of and what to retain. No decisions had been made to date.

There would be a full review of all car parks and their management and charges across Dorset.

The Planning Department was currently undergoing another period of restructuring.

TOWN MAYOR'S REPORT

The Town Mayor reported that Corfe Mullen parish now had Town Council status and he would be writing a letter of congratulations on behalf of this Town Council.

There had been very few mayoral engagements since the last ordinary Council meeting.

The Mayor had attended a walkabout around the new Wimborne First School with other Members.

Town Mayor's Engagements – See **Appendix D** to these Minutes.

TOWN COUNCIL REPRESENTATIVES' REPORTS

Fairtrade Association – Cllr Webb reported that the association was going through a period of transition and no meetings had been held.

Wimborne Valognes Twinning Association – Cllr L C Hinks reported that plans for the Civic Reception on 13 June 2020 were on-going. All Members were welcome to attend (during the visit to Wimborne Minster by the French twinning).

Flood Wardens – Cllr Richmond – see **Appendix E** to these Minutes. As the Council's other Flood Warden, Cllr Roberts also commented that the recent river walkabout with the Environment Agency had been very interesting and informative.

Wimborne BID – Cllr C A Chedgy – see **Appendix F** to these Minutes.

Wimborne Cemetery Joint Management Committee – Cllr C A Chedgy – see **Appendix F** to these Minutes.

Citizens Advice – Cllr C A Chedgy – see **Appendix F** to these Minutes.

Allendale Community Centre – Cllr D J March - see **Appendix G** to these Minutes.

Wimborne in Bloom – Cllr F Shirley reported that she was waiting to hear from the Dorset Council's Open Spaces Officer with regard to the use of glyphosate.

Climate Change – Cllr F Shirley reported that she was trying to arrange a presentation from a British manufacturer of LED Lighting solutions which would do a free of charge site survey and analysis for all the Council's LED Lighting requirements.

Cllr Shirley also wanted to explore with the Council whether there was increased capacity for composting on its land.

7468

Wimborne Ochsenfurt Twinning Association – Cllr A E Roberts reported that the twinningers from Germany would be visiting the Town between 5-8 June 2020. A Civic Reception would be held on Sunday, 7 June 2020. Cllr Bartlett congratulated Cllr Roberts on being elected Chairman of the Association.

The meeting closed at 8.10 pm

SignedDate.....
Town Mayor and Chairman of the Council

WIMBORNE MINSTER TOWN COUNCIL

MINUTES of a meeting of the **PLANNING & ENVIRONMENT COMMITTEE** held on **TUESDAY 10 MARCH 2020** at **7.00 pm** in the Committee Room, Town Hall, Wimborne Minster.

COMMITTEE MEMBERS PRESENT

Cllr M R Tidd (Chairman)
Cllr F Shirley (Vice-Chairman)
Cllr D Burt
Cllr D J March
Cllr W J Richmond
Cllr A E Roberts
Cllr S K Bartlett – Ex-Officio – Chairman of the Council
Cllr K F Webb – Ex-Officio – Vice-Chairman of the Council

COMMITTEE MEMBER NOT PRESENT

Cllr S Wheeler

OFFICER PRESENT

Assistant Town Clerk

Several residents attended the meeting.

Questions from the Public

Shirley Bellwood, West Borough resident, requested further information from the Town Council on the recent news of the closure of Wimborne Market and any planned proposals for that site. Mrs Bellwood also requested that the Town Council give due consideration to the retrospective planning application for the Tivoli Theatre for the new entrance canopy and illuminated sign given that the appearance and design was out of keeping and over dominant in the street scene.

The Chairman advised Mrs Bellwood that the Town Council had no further information about Wimborne Market than the public and that the retrospective planning application for the Tivoli Theatre had not yet been received but would be considered following the normal procedures once it had.

237 **LEIGH ROAD LONG STAY CAR PARK**

The Assistant Town Clerk submitted a report, a copy of which had been circulated to each Member and a copy of which appears as **Appendix A** to these Minutes in the Minute Book.

(Note: Written copies of representations received by the Town Council from the local community on this proposal were made available to Members of the Committee prior to the meeting taking place).

Public Speaking:

Julie Finch, a local resident, addressed the Committee and advised that she and several other local residents living in the roads near to the Leigh Road Long Stay Car Park objected to the proposal. The full text of her representations appears as **Appendix B** to these Minutes.

Discussion followed on the context of the report, the history of previous car park surveys conducted in Wimborne Minster, the effect this had had on issuing car park permits to households in the Town and the need to carry out a further car park survey in light of the new large-scale housing developments in the area. Members were reminded that most of the car parks in Wimborne Minster, including the one in question, were owned and operated by Dorset Council and were not within the jurisdiction of the Town Council. It was considered that further consultation and evidence needed to be gathered by Dorset Council as part of its planned county-wide review of car parks.

RESOLVED that this item be deferred to enable consultation with the public and additional research to take place on the proposal.

238

**BURTS HILL/ ALLEVIEW ROAD – PROPOSED
EXPERIMENTAL TRAFFIC REGULATION ORDER (Min 191 –
14.1.2020)**

The Committee was advised that whilst no formal communication had been received from Dorset Council, a local resident had contacted the Chairman, Cllr Tidd, to thank the Town Council for its support on this matter and to inform him that Dorset Council had agreed to extend the yellow lines along Allenvie Road as requested.

The Committee noted the update.

239

**ST JOHN'S HILL - REQUEST FOR SPEED INDICATOR
DEVICE (SID) REQUEST (Min 192 – 14.1.2020)**

The Assistant Town Clerk submitted a report, a copy of which had been circulated to each Member and a copy of which appears as **Appendix C** to these Minutes in the Minute Book.

Members noted the response from Dorset Council and agreed not to pursue the matter further given the fact there was no history of any collision data or other speeding complaints registered in this location.

RESOLVED that the Town Council takes no further action on this matter.

**STREET NAMING – LAND OFF HARDY CRESCENT /
GORDON ROAD, WIMBORNE**

The Assistant Town Clerk submitted a site plan, a copy of which had been circulated to each Member and a copy of which appears as **Appendix D** to these Minutes in the Minute Book.

The Committee considered the suggested road name for this development but agreed that an alternative name should be submitted to Dorset Council which remained consistent with the surrounding road names. The surrounding roads were named after deceased war veterans from the local community. It was felt that Cllr Bartlett, with his knowledge of local history, should review the local war names and recommend a suitable name for the new development on behalf of the Town Council.

RESOLVED that the Assistant Town Clerk, in consultation with the Chairman of the Council, be delegated authority to submit an alternative road name to Dorset Council which was consistent with the surrounding road names and taken from the names of deceased war veterans from the local community.

NEIGHBOURHOOD PLAN (Min 204 – 28.01.20)

The Chairman of the Committee advised Members that the Council had received confirmation from Dorset Council that the parish of Wimborne Minster had been designated as a local Neighbourhood Plan area. Two public meetings had been arranged to take place on Friday 13 March 2020 to gather volunteer support from the local community to help progress the development of the Plan.

Cllr Tidd advised Members that he and Cllr Richmond had attended a Local Plan consultation meeting at Dorset Council on Friday 6 March 2020 and the Senior Planning Policy Officer working on the Dorset Local Plan would be the same Officer supporting Wimborne Minster in developing a Neighbourhood Plan.

Members briefly discussed the recent news of the planned closure of Wimborne Market. Members raised concerns that whilst this might be a subject for consideration within the developing Neighbourhood Plan, a decision on the current site might be required before the Neighbourhood Plan had been sufficiently progressed and adopted. The Committee noted the update.

**MAJOR CORE STRATEGY DEVELOPMENTS (Min 121 –
8.10.19)**

The Chairman referred to email communications he had received from the Planning Officers at Dorset Council on the progress of these developments, the text of which appears as **Appendix E** to these Minutes.

The Assistant Town Clerk reported the road names accepted and approved by Dorset Council for the Cuthbury Development; to include:

- Kingfisher Court
- Alder Mews
- Farrs Avenue
- Lewis Way
- Fallowfield Place
- Heron Close
- Kestrel Close
- Athelstan Way
- Stour Court
- Godwinson Court

Cllr Bartlett advised the Committee that he had requested that Dorset Council review its policy on street naming to enable Town and Parish Councils to have a greater say on the chosen road names of new developments in their areas.

Members noted the update.

243 **PLANNING DECISIONS**

The Town Clerk submitted for information a schedule of planning decisions made by the Local Planning Authority, a copy of which had been circulated to each Member and a copy of which appears as **Appendix F** to these Minutes in the Minute Book.

244 **PLANNING APPLICATIONS**

The Town Clerk submitted for information a schedule of comments on planning applications made by Members, a copy of which had been circulated to each Member and a copy of which appears as **Appendix G** to these Minutes in the Minute Book.

The meeting closed at 7:53 pm.

Signed Dated
Town Mayor and Chairman of the Council

WIMBORNE MINSTER TOWN COUNCIL

MINUTES of a meeting of the **PERSONNEL, POLICY & STRATEGY COMMITTEE** held on **FRIDAY, 13 MARCH 2020 at 9.35 am** in the Committee Room, Town Hall, Wimborne Minster.

COMMITTEE MEMBERS PRESENT

Cllr S K Bartlett (Chairman of the Council – in the chair)
Cllr C A Chedgy (Chairman Resources Committee)
Cllr W J Richmond (Chairman Recreation & Leisure Committee)
Cllr M R Tidd (Chairman Planning & Environment Committee)

COMMITTEE MEMBER NOT PRESENT

Cllr K F Webb (Vice-Chairman of the Council)

ALSO PRESENT

Cllr A E Roberts (Vice-Chairman Recreation & Leisure Committee)

OFFICERS PRESENT

Town Clerk
Assistant Town Clerk

245 PROJECT ACTION PLAN

The Assistant Town Clerk submitted a Project Action Plan, a copy of which had been circulated to each Member and a copy of which appears as **Appendix A** to these Minutes in the Minute Book.

Cllr Webb (via video link as she was self-isolating) provided an update on the Climate Change and Biodiversity Task and Finish Group project. Cllr Webb explained that Low Carbon Dorset had reviewed the Council's proposals and they would not qualify for a grant either because they were not innovative enough or would not make sufficient savings. Cllr Webb suggested that the Council reviews its proposals and decides whether it wishes to pursue them independently without financial support. This matter would be submitted to a Council meeting in due course.

The Committee noted the progress updates.

246 **EXCLUSION OF PRESS & PUBLIC**

RESOLVED that in view of the confidential nature of the business about to be transacted, the press and public be excluded from the remainder of the meeting.

247 **ADMINISTRATION OFFICER**

See Confidential Minute 247/405

The meeting closed at 10.45 am.

Signed Dated
Town Mayor and Chairman of the Council

Reopening high streets safely

'Stay Local Spend Local' campaign

Background

From 15 June, non-essential retail will re-open as part of the easing of lockdown restrictions. Dorset Council has received £335k funding from government to help prepare high streets to reopen safely. Most of this funding will be spent on physical measures such as widening pavements and temporary road closures so shopper can observe social distancing measures. However, a proportion of the funding could be spent on a marketing campaign on street dressing to support this work.

The campaign will particularly focus on the following high streets and town centres:

- [David Walsh to provide]

Communications & marketing objectives

- Help people to observe social distancing via on-site street dressing (e.g. railing banners, vinyls on pavements, posters, etc)
- Support local retail businesses by encouraging people to return to shops/high streets/town centres
- Provide safety guidance to residents about returning to high streets, and reassurance that it is safe to do so if you follow the guidelines.

Target audiences

- Local residents – target residents within reach of town centres and high streets
- Local high street businesses – retailers etc

Key messages

- Stay local, Spend local
- High streets are reopening from 15 June
- It's safe to return to high street – we've put measures in place to help keep you safe
- Thank you for supporting your local shops – help businesses recover
- Parking is available
- Use contactless payment whenever possible
- Observe social distancing and wash your hands when you return home

Strategy

- A Dorset Council area-wide campaign to achieve efficiencies through economies of scale, and to have consistency of messaging and look and feel, but able to be tailored to the needs and particular messaging of individual towns and high streets. Dorset Council's comms team to lead, working closely with partners.
- Work closely with town and parish councils and BIDs to deliver this campaign jointly
- Respond to questions and feedback
- Promote positive shopping experiences

Proposed activity

Campaign

- Paid for Facebook, targeted around each town
- Targeted digital advertising on websites – messaging can be tailored to geographical area
- Organic social media campaign using Dorset Council accounts, town & parish councils accounts, and BID accounts
- E-newsletter to Dorset Council News subscribers, potentially targeted via postcode
- Messaging via Dorset Council email newsletters (over 40k subscribers)
- ‘Stay Local Spend Local’ collaboration with the Dorset Echo/Bridport News to support local business as they emerge from lockdown with a series of free advertising offers. Cost £6k. Delivers £18k of free advertising to local retail businesses. Plus additional editorial promoting reopening of high streets
- Flyer door drop to households with agreed radius of key town centres. Outlining measures to make town centre safe, explaining the reopening, providing guidance
- Media relations – series of media opportunities to promote the reopening of high streets, including interviews with retailers, shoppers, etc.
- Radio advertising?

Street dressing

- Railing banners reminding people of social distancing
- Vinyls of footprints to go on pavements to help people queuing to maintain the correct distance
- Lamppost signs reminding people of social distancing
- Posters for use inside shops reminding of social distancing