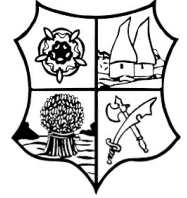


ALTON Town Council



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Town Hall
Market Square
Alton
Hampshire
GU34 1HD

Town Clerk: Mrs Leah Coney

24th February 2022

Dear Councillor

You are hereby summoned to a meeting of the **COMMUNITY COMMITTEE** on **Wednesday 2nd March 2022 at 7.00pm** in the Council Chamber, Town Hall. GU34 1HD when the under mentioned business will be transacted.

Yours sincerely

LConey

Mrs Leah Coney
Town Clerk

To: **Members of the Community Committee**

Councillor Ginny Boxall (Chair)
Councillor Gideon Cristofoli
Councillor Richard Platt
Councillor Graham Titterington
Councillor Amanda Durley
Councillor Pam Jones
Councillor Matthew Bayliss
Councillor Lewis Jones

Copied to: All other Councillors for information

**ALTON TOWN COUNCIL
TOWN HALL, MARKET SQUARE, ALTON**

COMMUNITY COMMITTEE – WEDNESDAY 2nd MARCH 2022

AGENDA

- 1 Chairman's announcements
- 2 Apologies for absence
- 3 Minutes of previous meeting of the Community Committee held on the 15th September 2021
- 4 Declarations of Interests and Dispensations. Councillors are reminded of their responsibility to declare any disclosable pecuniary interest which they may have in any item of business on the agenda no later than when that item is reached. Unless dispensation has been granted, you may not participate in any discussion of, or vote on any matter in which you have a pecuniary interest. You must withdraw from the room when the meeting discusses and votes on the matter.
- 5 Questions to the Committee (including those received in writing).
- 6 Treloar College CIL application
- 7 Youth Forum
- 8 Event Grants – Victorian Cricket and Carols Around the Tree.
- 9 Alton in Bloom and Planting for 2022
- 10 Best Kept Shop Fronts
- 11 Alton Town Council events programme for 2022.
- 12 Marketing and Promotions.

**ALTON TOWN COUNCIL
COMMUNITY COMMITTEE – 2nd MARCH 2022**

REPORTS BY THE TOWN CLERK AND EVENTS AND MARKETING LEAD OFFICER UNLESS STATED

ITEM 6 TRELOAR COLLEGE CIL APPLICATION

FOR DECISION

The Town Council has been approached by Treloar College looking for support in their bid for District Community Infrastructure Levy to redevelop the swimming pool at the College. This has been deferred from the Planning Committee on 23rd February pending further information in respect of funding and use of the pool which has now been received.

I'm pleased to provide the following information which I hope answers your questions but I would be very happy to send you more information if it is helpful.

The total cost of the project is £442,100 and we would be aiming to apply for CIL funding of £190,000 or 45% of the total project cost.

In terms of other funds secured or pledged these include:

Gosling Foundation - £100,000 pledge

EHDC - £25,000

Steel Charitable Trust - £7,500

Charles Lewis Foundation - £7,000

Bruce Wake Charity - £7,000

Worshipful Company of Carmen - £7,000

Sun Life Financial of Canada - £7,000

Individual donors - £1,000

Mansion House Gala Dinner - £80,000 expected

Family Trust pledge - £10,600

Total = £252,100

On Friday evenings and weekends the pool is used by the community. Tadpole Swim School hires the pool for 10 hours per week and it is used by approximately 152 families who are East Hampshire residents (likely to rise to 177 in the coming months). For the most part, users are young children learning to swim and disabled users. Part of the attraction of using Treloar is lack of local alternatives and the warm water temperature of 34°C is ideal for infants and younger children. Following the redevelopment, we expect the number of community users through the Swim School to increase by at least 13% taking the total to nearly 200 families a week.

Unfortunately, we are not planning on opening the Treloar's pool up for the general public to use through a community use agreement due to pool safety, safeguarding and student usage, however the local community are able to book the Treloar's pool for disability swim sessions through Tadpole Swim School each Saturday afternoon. These sessions are often used for hydrotherapy given the temperature of the pool. Tadpole Swim School report that these sessions are usually full each week as there are no other swimming pool with specialist hoists in the local area. These sessions also offer local families the chance to swim together with their disabled child, this is something they simply would not be able to do elsewhere locally.

RECOMMENDATION: Members are requested to consider writing in support of the Treloar funding bid for District CIL.

ITEM 7 YOUTH FORUM

FOR DECISION

Youth Forum – Report by Councillor Pam Jones.

Back in 2008 ATC supported the formation of the Alton and District Youth Council, it had its own committee of young people and Cllrs Pam Bradford and Robyn Fitzer acted as ATC liaison. They were funded by ATC and both Cllrs were signatories to the account along with the Chair of the Youth Council.

As time went on changes to the committee occurred as young people left education and moved away, eventually what had started as a vibrant endeavour fade, the monies left in the account were used to part fund the skatepark at Anstey Park.

In the years that followed HCC removed funding for many youth clubs and activities so ATC decided they should do something themselves. There have been several occasions when young people have been consulted by ATC about their aspirations for the town; out of these we have provided two skate parks, and the Kings Arms Alton.

At the recent Alton Strategy meeting on 1st February, when the future of the High Street was discussed, the need for another youth survey was suggested as part of the consultation of Altonians. At the moment there is no easy way to engage with all our young people and I felt the formation of a Youth Forum could be the way forward.

All schools and colleges have their own 'councils'. A representative (or two) from each school council could be invited to attend a Youth Forum with ATC to voice the aspirations of their fellow pupils. This would include Yr6 reps from primary schools. The Forum would meet bi-annually and would be held after school, possibly at a host school with a teacher/headteacher present. Safeguarding issues would then be covered.

Cllr Pam Jones

Alton Town Mayor

In discussion with the Committee Chair, it has been suggested that this concept be trialled, hosting an event in September this year but opening it up to all local youth groups as well as schools, seeking to invite the King's Arms to chair the meeting and act as a liaison. A report feeding back from the forum will then be presented to this committee after the event.

RECOMMENDATION: Members are requested to consider approval of this trial youth forum.

ITEM 8 EVENT GRANTS

FOR DECISION

Enclosed in Members bundles is the grant request from Derek Gardner on behalf of Victorian Cricket for £400 toward the cost of toilet provision for this year's event to be held on the Butts in June.

It is further noted for the Committee that a small grant of £50 was approved by the Committee Chair in December under delegated authority to facilitate the staging of Carols Around the Tree on the 23rd December.

RECOMMENDATION: Members are requested to:

- i) Approve a grant of £400 towards Victorian Cricket to be held in June 2022.
- ii) To note the award of £50 to cover the cost of carol booklets for Carols Around the Tree last December.

ITEM 9 ALTON IN BLOOM AND PLANTING 2022

FOR INFORMATION/DECISION

For 2022 the Town Hall has proposed a mixed scheme of planting to be mindful of the impact of climate change but also recognising that residents and visitors to the town like to see a shot of colour in the aesthetic alongside our pole banner which will be installed again early next month.

In this Jubilee Year the planting scheme for window boxes and railing planters in the town centre and feature beds in the Public Gardens will be red, white and blue bedding plants.



As in previous years the “barrel” planting in the High Street has moved away from annual planting in recognition of the carbon footprint that this can generate in favour of perennials.

The previous scheme installed 3 years ago needs refreshing as most of the plants have now outgrown the tubs.

These will be reused in the public gardens and the barrels refreshed and replanted with a country garden style mix of pollinators and insect friendly perennials (illustrative concept on left.) This will be replicated for Miss Bells Fountain as well.



Alton In Bloom

In consultation with the Committee Chair and officers the offering for In Bloom has been re-imagined for 2022. The competition element has become quite dated and is time consuming for officers particularly with the award ceremony and presentation as well as judging. Given the council’s stance on climate change and environmental issues, it is suggested that the traditional format of In Bloom is replaced with a new concept; residents would sign up (or pledge) to undertake one of the following categories of task for 2022:

- 1) Create a re-wilding area of any size, in their garden or nearby communal area.
- 2) Give Incredible Edibles a try anything from planting fruit canes, growing veggies in tubs or creating a raised bed or allotment plot in your garden.
- 3) Engage in wildlife friendly gardening – either planting extra pollinators, creating a habitat for a hedgehog, frog or other visitor, or making a bug box or installing a bird or bat box.
- 4) Plant a tree for the Jubilee (or if you don’t have space, sponsor one for the ATC Queen’s Green Canopy).

There will be advice sheets on our website for top tips on how to go about your chosen task. We encourage people to let us know what task they have chosen so we know what a difference individually and collectively we can make to our environment; we would love to see a photo before and after which we will use to create a montage for the “All Things Local” event in the Public Gardens in September.

Queen’s Green Canopy

As part of the celebrations for Her Majesty’s Jubilee, a location has been identified at Windmill Hill to plant a Queen’s Green Canopy. More details on the concept can be found here <https://queensgreencanopy.org/>

The suggestion is that ATC looks to plant 70 fruit trees and native nut trees in this area, with all of the trees offered for sponsorship. We would also look to work with groups such as ALFI and AVLAN to help with installing the canopy during the autumn of this year. A commemorative plaque and interpretation panel detailing each tree and sponsor will also be installed alongside the canopy. Officers have applied to our local County Councillor for a grant towards the delivery of this project.



RECOMMENDATION: Members are requested to approve the proposals for Alton in Bloom 2022 as tabled

ITEM 10 BEST KEPT SHOP FRONTS

FOR DECISION

Arising from the Alton Ambassadors scheme, Councillor Boxall has suggested that a regular “Best Kept Shop Fronts” competition be launched, similar to the Best Dressed Shop Window competition held at Christmas each year, to encourage local business owners to take pride in their High Street. As is known from the Christmas Competition, many businesses are extremely creative when it comes to their window dressings but it is hoped that this might extend a little but further to keeping the environment outside their shop not just in good decorative order but maybe installing a hanging basket or two, removing any weeds growing up through the adjacent pavement or removing any litter close by. While the district council has the contract for street cleansing it is thought that by each shop volunteering to a couple of minutes each day to keep their area clean and tidy this will help engender a sense of civic pride in the High Street and set an example to shoppers and visitors to not litter or drop cigarette butts.

RECOMMENDATION: Members are requested to consider approval of this competition as detailed above

ITEM 11 – 2022 EVENTS

FOR INFORMATION/DECISION

Events Programme for 2022

- | | | |
|-------------|---|---|
| May | - | Battle of Alton Civil War re-enactment (1 st & 2 nd May) |
| | - | Walking Festival (all month) |
| | - | All Things Outdoors – themed market (14 th May) |
| June | - | The Queen’s Platinum Jubilee (2 nd - 5 th June). |
| | | ‘Let’s Get Creative for the Jubilee’ (4 th June) |
| | | The ‘Big Jubilee Lunch’ will be taking place around the country on Sunday 5 th June, to include a community picnic in the Public Gardens with entertainment from the Alton Concert Band. |
| | - | Live from the Square (various dates over the summer) |
| July/August | - | All Things Nature – themed market (16 th July) |
| | - | Live from the Bandstand. 3 rd July Stringalongs, 24 th July South Berks Concert Band, 7 th August Blue Sky Big Band, 21 st August Alder Valley Brass |
| | - | Fun Fridays 2-3pm in the Public Gardens (29 th July – 26 th August) |
| | - | Bike-ability (various dates) |
| September | - | All Things Local – themed market (10 th September) |
| | | Classic Car Show (17 th September) |
| November | - | Alton and Holybourne Remembrance Services |

December - Christmas Events Friday 18th November, Saturday 26th November, Saturday 3rd and Saturday 10th December

Proposed Events for 2023

- The return of the Eco-Fair in collaboration with ACAN.
- A Flood Meadows Bio-Blitz.
- A Science Fair to stimulate and sustain the interest of our community and in particular Alton's youth in science, technology, engineering, and math (STEM) by organising a compelling, exciting, and educational STEM event.
- *NEW* Cycle Festival/Rally at Anstey Park, in partnership with Cycle Alton

A few of the events which have either been added for 2022 since the last meeting or have proposed changes in format, have explanatory notes below.

May Walking Festival 1st – 31st May

This year's walking programme has now been finalised with 113 walks available to participants. The walks range from 1 mile to 26 miles. Our original target was to have 3 walks a day with the choice of, less than 5 miles, 6 – 9 miles and one over 10 miles. This has been possible on some days but not every day. In total there is:

1 to 5 miles - 59 walks
6 to 9 miles - 31 walks
Over 10 miles - 23 walks

Officers have worked closely with Walk Alton, U3A, Five to Ten, Alton Women Walkers Alton Ramblers, Town Guides, RSPB, Long Distance Walking Association, Cardiac Rehab, Hampshire Bat Group, Dark Encounters (Ghost Walks), Wild Seasons Foraging, Nordic Poles and local walking enthusiasts to put together the biggest walking festival to date.

New for 2022 - to enhance the walking festival this year there is the inclusion of 'Themed Walks'. These include 5 x Wellbeing walks, a Bat walk, 4 x Foraging walks, Nordic Pole taster sessions and walk and 2 x buggy walks.

Also included in the programme but administered by the relevant organisers are:

Long Distance Walkers Association Chawton Challenge

Treloar's Sponsored Walk –The Six Hills of Alton is being used as a route. There will be a choice of doing the full 11 miles, 5 miles or a 2-mile family route. Paul Ebbutt is working closely with Treloar's and will be on hand to guide participants around the route if they choose to.

Ghost walks – 2 x Family Ghost walks and 2 x Adult Ghost Walks.

A 12-page printed booklet has been printed with the walk name, date, and distance. All walk details will be on the ATC website and will be organised in date order with a link on each walk through to Eventbrite.

This year's headline sponsor is McCarthy Stone (£1000) and Platinum Sponsor Newbury Building Society (£300) who are the Walk Alton Your Own Way 100-mile challenge. This can be completed by taking part in our walking festival, or by walking your own way during May and receiving a medal.

The festival will launch on the 7th March, when the booking system on Eventbrite opens. We have started advertising the festival dates and are asking people to register their interest and have had 275 asking for further details as of 22nd February.

Our first post about this year's festival on Facebook reached 8981 people, we had 743 engagements and 40 shares of the post. We are continuing to update the Walking Festival Page on Facebook as well as Instagram and Twitter.

Working with South Western Railway, as part of their Partnership Programme, we are delighted to have secured 100 poster spaces with them on the platforms of mainline stations up to London from Alton and around the metro area which will be launched at the beginning of April. The posters have been designed by officers and have SRW messaging promoting travel to the Walking Festival by Rail included. This has meant we are able to deliver on our aspiration of reaching out to a wider audience for the event to attract new visitors to Alton. The advertising campaign has a value of over £100,000 and in addition SWR will include a short write up to promote the festival to their 150,000 subscribers in their newsletter. We are incredibly grateful to SWR for their support and look forward to welcoming some of their team for one of the walks!

A ¼ page advert has been put in Country Walking Magazine which will be included in the Walking Festival Special in March.

The festival has been registered on the Outdoor Active Website and App, which has taken over View Ranger. We have received free subscription to the app so we can record some of the walks during the festival.

Let's Get Creative for the Jubilee

Let's Get Creative for the Jubilee will be taking place on 4th June during the Queen's Platinum Jubilee Celebrations. This event will be replacing the indicatively approved Literary Festival originally planned in June but remains an arts-based event.

Officers are organising various workshops for Children in Creative Writing, Script Writing and Drama. One of the themed workshops will be run by Luke and Elliott, generously funded by a grant from County Councillor Andrew Joy. They will be offering 3 sessions:

- 2 x 1.5 hours for 7 – 11-year-olds
- 1 x 2 hours for secondary school students (11-16)

The sessions will include drama games, theatre-based activities (e.g. voice and movement, characterisation) and how to construct a scene/narrative.

Officers will be meeting with Louise Morrish, a local author who has won a writing competition and will be launching her first book in July. Louise works at Amery Hill School Library and runs a creative writing club and is keen to be involved in a workshop session and helping with a writing competition.

Officers have approached Pumpkin Pantos to run a creative writing session and storytelling for younger children. We will also be approaching other local authors to see if they would like the opportunity to have a stall to promote their work or run further workshops.

During the day there will be various 'creative stalls' which will include a children and young adults book exchange.

Children's Writing Competition

During the event we will be launching a children's writing competition. We will be asking children to write a story or poem with a Royal theme. Entries will need to be submitted by 31st August. A number of chosen entries, selected by a judging panel, will be published in a book (available at the beginning of November) which will be sold in aid of the Mayor's charity.

The winning entries in all categories, chosen by the judges, will receive a prize.

Bikeability Alton

A number of free to attend Bikeability sessions will be on offer to children over the summer holidays. There will be 3 sessions a day to choose from, each session will be able to accommodate 6-8 children.

Children will be able to bring their own bike but for those who don't have a bike we would like to be able to provide attendees with a serviced bike.

Councillor Joy has generously given a grant of £750 to help meet the costs of the sessions and we will be seeking to work with ACAN to launch a 'Recycle Your Bicycle' scheme in order to provide the free to use bicycles.

Autumn Walking Festival incorporating the Walkers are Welcome Annual Event

Returning for a third year, as walkers are keen to not have to wait a full year until next May 2023, the 6-day autumn festival will coincide with the Walkers are Welcome Annual Event which will be held in Alton this October (4th – 9th October)

We are working closely with Walk Alton to put together the Walkers are Welcome event. An update of the full programme will be finalised soon but will include a range of walks, talks and workshops throughout the 6 days, (which will also be open to the general public together), hosting a welcome evening with drinks and speaker on the Friday evening followed by a meal and the AGM on the Saturday followed by a number of workshops for delegates. The event is an opportunity to showcase Alton to an audience who have travelled from across the UK, highlighting not only our fabulous walks but also our heritage and history, local food, drink and crafts to demonstrate why Alton is an ideal place for walking holidays and excursions.

Remembrance Sunday

The annual Service of Remembrance will take place on Sunday 13th November. This year will see the return of the Parade and full service at the Cairn. As members will recall, the parade has not taken place for the last two years due to covid restriction but it is anticipated that with the relaxation of restrictions the event can return to its previous format, including full public attendance in person.

Community Christmas Light Switch on

Following on from the popularity of last November's event, it is proposed to run another festive Friday evening this year, to include a "Community Christmas Light Switch On" on Friday 18th November, inviting local community groups and charities to take part by having a stall alongside the regular funfair and musical offerings. The land train, together with Santa and his helper, whilst extremely popular, were a one off for 2021, being funded from the Government's Welcome Back Fund for High Streets but alternative entertainments will be sought.

In respect of lighting, the Council is now at the end of the current three-year contract and it is proposed to extend the contract with the current provider in respect of the installation of the Christmas lighting but refreshing the scheme by swapping out a number of the current column lights to replace with new lights, designed by the local community. Members may recall that three years ago one young resident designed a star which has been used at the top of Crown Hill and the proposal is to have up to 10 lights throughout the High Street designed by residents or local businesses, with the chosen lights resulting from a public vote. (Given the timescales for creation of new lights it is proposed to request entries to the “Design a Light” competition over the Easter period)

These lights would then be interspersed with the “baby marmot” column lights which were new in 2021 and a number of lights from the current bauble design on alternate lamp posts to create an eclectic mix of colours and shapes through the High Street.

The custom-made column lights work out at £1,000 per light or £1,200 for Bioprint* but in recognising that the Council is looking to “re-home” the two large marmots (Marmite and Méribel) the designers have offered to buy these in part exchange at a price of £4,000. This would mean 10 new column lights would be at a cost of £6,000 or £8,000 for Bioprint. *These column lights would meet the council’s aspirations for a greener supply chain, being made using an innovative bioprint technology <https://blachere-illumination.com/en/innovation/bioprint> and are recyclable, organic and biodegradable.

Additionally, the Council’s current contractors have offered a 10% discount on the cost of installing and taking down the entire scheme this year in recognition of taking up the option of a one-year extension to the existing contract. (£10,550.70) which will need to go to Full Council for sign off in view of the amount.

In consultation with the Committee Chair is proposed for 2022 to have a traditional locally sourced tree as the centre piece at the Assembly Rooms Lawn to match the one in Market Square. Whilst it is recognised that there may be a concern over the continued use of “real” trees these come from a sustainable managed woodland in Hampshire, have low transport miles and will be recycled after Christmas. Officers looked at “faux” alternatives but currently purchased new (none available second hand) these are priced between £14,000 and £60,000 depending on the size.

Christmas Markets

In 2021 the Town Council once again arranged to host four smaller Christmas Markets, moving away from the pre-covid single large Sunday Yuletide Market. These markets were well received and drew additional footfall into town on a Saturday which benefitted local businesses (who are often closed on a Sunday) It was noticeable that the footfall for the Market last year which also incorporated the Craft Market and Hampshire Farmers Market (2nd Saturday of December) had a higher attendance than the other three as there was an extended number of stalls for people to browse.

It is therefore proposed that for Christmas 2022, the Saturday markets remain, but are reduced from four to three but cover an extended area to incorporate Cross and Pillory Lane and the High Street from M&S to Nero on the two Saturdays when the Farmers Market and Craft Market are not in situ. This would be as follows:

Saturday 26th November

Saturday 3rd December

Saturday 10th December (The craft Market and Hampshire Farmers Market are already booked. ATC will only need to find stalls for Market Square)

RECOMMENDATION: Members are requested to:

- 1) Approve the updated calendar of events for 2022 and 2023 as presented
- 2) Approve up to 10 additional bespoke column lights created by local residents at £1,000 per light or £1,200 for Bioprint.
- 3) Approve the part exchange of “Marmite and Méribel” for £4,000 to offset the cost of new lights.

ITEM 12 MARKETING AND PROMOTIONS

FOR DECISION

Update: Members are asked to note that the new Pocket Guide to Alton 2022/23, created by officers, is now in circulation, with over 1,000 copies already distributed to local shops, businesses, community venues and public buildings.

NEW PROMOTIONAL VIDEOS

Officers have been approached by Luke and Elliott to produce a series of four videos to promote Alton. The aim would be to premier the videos at the Walkers are Welcome National event, being hosted by Alton this October. The videos will then be used to publicise the town, in a similar way to the previous ‘Shop Local’ videos we produced in 2020 and 2021, which were well received. With New Resident packs provided by local developers now being accessed online rather than in paper copy, these videos will be made available to estate agents and for show homes and digital packs.

The brief, prepared by Luke and Elliot is detailed below:

Our project idea is a series of short films (4 x 10 Minutes) for release on local council social media pages. It will celebrate the history, the people, and the sense of community in Alton, Hampshire. Each episode will focus on a specific aspect of everyday life in the small market town of Alton:

- Episode 1 (The People) will concentrate on the lives and personal stories of local townsfolk. There will be interviews with inspiring individuals, conversations with families who have lived in Alton for generations, and talks with people who hold the town as close to their heart as a loved one.*
- Episode 2 (An Incredible Past) will shine a light on Alton’s richly historic past. It will guide viewers on an entertaining and energetic whistle stop tour of some of the more high-profile features of Alton’s past (The Murder of Sweet Fanny Adams, The Battle of Alton during the English Civil War, Jane Austen resided here until her death), as well as some of the lesser known myths and legends from the town’s past.*
- Episode 3 (Things To Do) will hone in on some of the town’s most well-attended hobby groups (Holybourne Theatre, Rugby Club), as well as some of the more obscure leisure activities that take place in the town (Bowls Club, Morris Dancing), gathering points of view from session leaders, opinions from attendees, and footage of these hobbies in action that we could arrange specifically for the film (i.e. a dance routine in the market square, an orchestral performance in the band stand in the town park, a sports day for children, etc).*
- Episode 4 (A Bright Future) will centre on what the town is doing to make provisions for its future. This is in terms of environmental sustainability in light of the growing manufacturing industry in the town, in terms of the local employment market, and in terms of offering educational and well-funded youth outreach schemes for disadvantaged or underprivileged children that struggle in institutions but thrive in alternative settings. This episode is about hope, the promise of exciting opportunity, and how Alton is striving to be better for its future residents*

Production of the videos has been costed at £4000. This has been included in the approved marketing budget for 2022/23 although it is anticipated that third party funding can be obtained to match the Council’s contribution.

RECOMMENDATION: Members are requested to approve the commissioning of these videos at a cost of up to £4,000 to the Council, with officers seeking grant funding and/or donations from developers to reduce the cost by up to 50% where possible.