



Ref: Agenda/TCM-16/11/2021

11th November 2021

Dear Sir/Madam

Members of the Town Centre Management Committee are hereby summoned to the meeting on **Tuesday 16th November 2021** at the offices of **Biggleswade Town Council, The Old Court House, Saffron Road, Biggleswade** commencing at **7:00pm**, in order to transact the under mentioned items of business.

Yours faithfully

Peter Tarrant
Chief Executive & Town Clerk

Distribution:	Notice Boards
Committee Members:	Cllr M Knight (Chair)
	Cllr G Fage (Vice Chair)
	Cllr D Albone
	Cllr I Bond
	Cllr M North
	Cllr R Pullinger
	Cllr M Russell
	Cllr D Strachan
	Cllr C Thomas
	Cllr J Woodhead

AGENDA

1. **APOLOGIES FOR ABSENCE**
2. **DECLARATIONS OF INTEREST**
To receive Statutory Declarations of Interests from Members in relation to:
 - (a) Disclosable Pecuniary interests in any agenda item.
 - (b) Non-Pecuniary interests in any agenda item.
3. **CHAIRMAN'S ANNOUNCEMENTS**

4. **PUBLIC OPEN SESSION**

To adjourn for a period of up to 15 minutes to allow Members of the public to put questions or to address the Council, through the Chairman, pertaining to matters listed on the Agenda.

Please register in advance for this webinar:

https://us06web.zoom.us/webinar/register/WN_xLGHzSDpQyGoW4GJKXOFHQ

Each Speaker will give their name to the Chairman, prior to speaking, which will be recorded in the minutes, unless that person requests otherwise. Each Speaker will be allowed (one) three-minute slot.

5. **MEMBERS QUESTIONS**

6. **INVITED SPEAKER**

None.

7. **MINUTES OF MEETINGS**

- a. For Members to receive the minutes of the Town Centre Management meeting held on **Tuesday 17th August 2021** at the offices of Biggleswade Town Council, The Old Court House, Saffron Road, Biggleswade.

8. **MATTERS ARISING**

- a. Minutes of the Town Centre Management meeting held on **Tuesday 17th August 2021**.

9. **ITEMS FOR CONSIDERATION**

a. **2021 Remembrance Sunday**

For Members to consider the lessons learnt from the 2021 Remembrance Sunday Parade and Service to feed into the 2022 planning.

b. **Biggleswade Business Support**

For Members to consider measures which the Town Council may take to support businesses and increase footfall in Biggleswade.

c. **Place Shaping Manager - Job Description and Person Specification**

For Members to consider the draft Job Description and Person Specification for the Place Shaping Manager role before this position is advertised.

10. **ITEMS FOR INFORMATION**

a. **Christmas Offer**

For Members to receive an oral update from the Head of Governance and Strategic Partnerships on forthcoming Christmas events, Christmas decorations and Santa's Grotto.

b. **Town Centre Finances**

For Members to receive an oral update from the Head of Finance and Planning on the Welcome Back Fund and Events budgets.

c. **CCTV**

For Members to receive an oral update from the Head of Governance & Strategic Partnerships.

11. **PUBLIC OPEN SESSION**

To adjourn for a period of up to 15 minutes to allow Members of the public to put questions or to address the Council, through the Chairman, in respect of any other business of the Town Council.

Please register in advance for this webinar:

https://us06web.zoom.us/webinar/register/WN_xLGHzSDpQyGoW4GJKXOFHQ

Each Speaker will give their name to the Chairman prior to speaking, which will be recorded in the minutes, unless that person requests otherwise. Each Speaker will be allowed (one) three-minute slot.

12. **EXEMPT ITEMS**

The following resolution will be **moved** that is advisable in the public interest that the public and press are excluded whilst the following exempt item issues are discussed:

None.

Pursuant to section 1(2) of the public bodies (Admission to Meetings) Act 1960 Council **resolve** to exclude the public and press by reason of the confidential nature of the business about to be transacted.



**MINUTES OF THE TOWN CENTRE MANAGEMENT
COMMITTEE MEETING HELD ON TUESDAY 17th AUGUST
2021 AT 7.00PM AT BIGGLESWADE TOWN COUNCIL
OFFICE, 4 SAFFRON ROAD, BIGGLESWADE, SG18 8DL**



PRESENT:

Cllr M Knight – Chairman
Cllr G Fage – Vice Chairman
Cllr D Albone
Cllr I Bond
Cllr M North
Cllr R Pullinger
Cllr D Strachan
Cllr C Thomas

Mr Peter Tarrant, Town Clerk & Chief Executive, Biggleswade Town Council
Mr Karim Hosseini, Head of Governance & Strategic Partnerships, Biggleswade Town Council
Mr Simon Newton, Place Shaping Manager, Biggleswade Town Council
Mrs Sian van der Merwe, Professional Assistant, Biggleswade Town Council

Member of the public: Cllr F Foster

Meeting Formalities:

Following a reminder to meeting attendees, both panel and public, that this is a formal meeting, the Chairman advised that members of the public will be given an opportunity to speak during public open session but not at other times. The meeting is being filmed and by being present attendees are deemed to have agreed be filmed and to the use of those images and sound recordings. The Chairman advised that attendees should not disclose any personal information of individuals as this would infringe the Data Protection Rights of the individual. The Chairman asked everyone to mute their microphones when not speaking.

1. **APOLOGIES FOR ABSENCE**

Cllr M Russell and Cllr J Woodhead.

2. **DECLARATIONS OF INTEREST**

To receive Statutory Declarations of Interests from Members in relation to:

a. **Disclosable Pecuniary interests in any agenda item:**

None.

b. **Non-Pecuniary interests in any agenda item:**

Cllr Strachan – Item 12c.

3. **CHAIRMAN'S ANNOUNCEMENTS**

The Chairman extended his thanks to the Biggleswade Business Consortium, Town Council Staff and business owners in Biggleswade for their contribution to the successful "Sunday on the Square" event held on 15th August 2021.

The Chairman noted that it was not possible to include a financial report to include revenue from Car Parks, the welcome back funding, and the events budget in this meeting, but that he had requested this be available for 23rd November 2021 TCM meeting.

Item 9d in relation to Century House will be discussed under Exempt matters at this meeting.

4. **PUBLIC OPEN SESSION**

The Chairman advised members of the public wishing to speak to either raise their hand (for in-person attendees) or to use the electronic "raise hand" function on screen (for Zoom attendees).

None.

5. **INVITED SPEAKER**

None.

6. **MINUTES OF MEETINGS**

Members received and **APPROVED** the Minutes of the Town Centre Management meeting of **Tuesday 18th May 2021**.

7. **MATTERS ARISING**

a. **Missing Biggleswade Market Advertising Banner:**

Cllr G Fage asked when the banner that was missing would be replaced. The Place Shaping Manager confirmed this would be replaced as soon as possible.

b. **Union Flag:**

Cllr Strachan asked if the Town Council had permission relating to the flag pole. The Town Clerk & Chief Executive advised the Assistant Town Clerk would respond to Members with an update. The Town Clerk advised that new flags have not yet been purchased.

Cllr Albone asked if the height of the flag pole at the Town Hall could be looked at as the flag is sitting close to the building.

c. **Community Toilet Scheme:**

Cllr Albone asked if the Community Toilet Scheme would be deferred to the next Town Centre Management Committee meeting on 23rd November 2021. The Place Shaping Manager confirmed it would be.

d. **Footfall Monitoring – High Streets Task Force:**

Cllr Strachan stated the report on the outcome of the Footfall Monitoring application had not yet been sent to Councillors. Cllr Knight commented he is aware of the dashboard, but this is not electronic and when a technological solution is available, Members will be informed. Cllr Knight proposed putting this on the next Town Centre Events meeting of 23rd November 2021.

e. **Remedial Works to War Memorial:**

Cllr Albone asked if these works have been scheduled. The Town Clerk & Chief Executive commented that these works are insubstantive and rather more a sprucing- up of the Memorial. The Administration Manager is arranging for the letter typefacing to be touched up and the Public Realm Manager has been in discussions with Central Bedfordshire Council about updating the bedding plantings and having the railings painted.

8. **ITEMS FOR CONSIDERATION**

a. **Christmas Offer**

Last year's light show and Christmas Entertainment Offer was hugely popular with residents of all ages and very well attended.

Members were provided with three quotes relating to proposals for different Christmas entertainment offers. The Place Shaping Manager advised he is still searching for additional entertainment providers to supply quotes. The quotes provided at this meeting are for light shows over four weekends in the Market Place, with road closures, as well as for a video wall.

The Place Shaping Manager discussed the potential extension of the contract for last year's light show provider and the Financial Regulations relating to this extension. He has also discussed potentially extending the contract for the Festoons with the relevant service provider.

Cllr Pullinger commented that additional quotes are vital to ensure compliance with financial regulations and to ensure best value is achieved. Cllr Pullinger asked for the Christmas Entertainment to be reviewed earlier in the annual calendar year going forward to ensure that additional quotes can be provided to the Town Council.

Members questioned the schedule of light shows and the Chairman asked for a copy of the schedule of dates to be distributed to the Committee and ultimately to the Public.

It was **AGREED** to defer further discussion on the quotations provided to this Committee to the Exempt Session.

It was **AGREED** that any decisions made by this Committee in relation to the proposed Christmas Offer be taken to the Town Council Meeting of 24 August 2021 for final approval.

b. **Market Strategy**

Cllr Fage presented the report updating Members on the progress with transforming the market.

It was **AGREED** that the Market Policy be recommended to the next Town Council meeting, subject to minor changes.

It was **AGREED** to continue with the Market Strategy until the Market Working Group has discussed the document.

c. **Street Trading Application – Market Square**

An application for a Street Trading permit was considered at the Town Council Meeting of 27th July 2021, where it appeared the Town Council was being asked to approve the application. It was therefore deferred to this meeting for further discussion.

The deadline for responses to the consultation period was 31 July 2021 and consequently, this application will be permitted by Central Bedfordshire Council. It is noted that the applicant is a regular trader at Biggleswade Markets.

Members asked for the Place Shaping Manager to follow up with Central Bedfordshire Council to establish whether the Applicant has permission to use a car parking space and requested to see the paper trail to that effect.

Cllr Knight expressed the importance of the Town Council developing a policy for Street Trading Applications to preserve the integrity and fairness of the Market and the Market Strategy.

It was **AGREED** to write to Central Bedfordshire Council giving the Town Council's view that:

- 1) whilst it does not approve of the Applicant trading on a Friday, it would be prepared to support the Applicant trading on a Saturday late afternoon/evening where the Applicant has traded at the Saturday market (on the same day);
- 2) In the event that the Town Centre is required by the Town Council for an event, this should take precedence over the Street Trading Licence, and
- 3) That the Applicant should remain in the same position that the Market Superintendent allocated on the earlier Saturday Market.
- 4) That the Street Trading Application only be granted for a period of 12 months and no longer.
- 5) Subject to the Town Council clarifying that Town Council staff do not have a position on the given application.

In addition, the Town Council should highlight that the Applicant has erroneously listed his application to cover one event only.

9. **ITEMS FOR INFORMATION**

a. **Remembrance Service**

The Administration Manager gave the Committee an update on progress relating to this event.

Remembrance Sunday is on 14th November 2021 and the Town Council is working to support the Royal British Legion. The Administration Manager has been in contact with the Safety Advisory Group, who want a robust risk assessment 3 months before the event. There is some concern around attendance of Military troops at the event as a result of potential deployment and lack of funding for transport to Biggleswade for the ceremony.

The Administration Manager was encouraged to contact Inspector Louise Bates regarding police support for the event.

b. **Welcome Back Fund**

The Town Council submitted a bid for funding to support High Street businesses in Biggleswade and it was awarded £32,000. The funds are held by Central Bedfordshire Council and all procurement goes through them.

The first event to be supported by these funds was the "Sunday on the Square" event on 15th August 2021, which was very well attended and had significant positive feedback.

The Town Clerk & Chief Executive and the Head of Governance & Strategic Partnership are developing a Community Engagement Plan for residents and business owners, which will support the Town Council's response to the needs of the community.

c. **Communication within Biggleswade Businesses and Residents**

The Place Shaping Manager confirmed that there are mailing lists being prepared to facilitate contact and engagement with residents and businesses in the Town Centre. The aim is to be able to send out instant communications advertising events, local issues and the ability to garner instant feedback.

The Town Clerk & Chief Executive stated the Place Shaping Manager would update the business locality maps in the Noticeboards around the Town Centre in due course.

d. **Century House**

This item to be discussed under the Exempt session at 12d.

e. **A-Boards**

The Place Shaping Manager intends to review the A-Boards policy and licence fee to bring this up to date. The proposed updates and recommendations will be presented to the next Town Centre Events Meeting for consideration on 23rd November 2021.

There have been some infractions of the policy, which the Town Council have proactively taken remedial action on, but overall the response has been very

positive from businesses and disabled residents about the difference this has made.

The Place Shaping Manager confirmed that all Town Centre businesses are governed by the policy.

f. **Sunday Markets**

The Place Shaping Manager advised the Committee that, as of 29th August 2021, there will be an additional monthly Sunday market. There are 8 traders currently signed up to the first market event with another 4 traders due to respond this week. The market will be well advertised via banners and through social media, with emphasis being on the fact that traders have a wider remit of goods and produce they can sell. Invitations have also been extended to all current Saturday traders.

Cllr Knight requested that the Place Shaping Manager liaise with Megan Green and Hannah Abel to discuss and implement differentiated branding for the Sunday Market to advertise the fact that a wider remit of goods and produce can be sold and bought.

10. **PUBLIC OPEN SESSION**

To adjourn for a period of up to 15 minutes to allow members of the public to put questions or to address the Council, through the Chairman, in respect of any other business of the Town Council.

None.

11. **EXEMPT ITEMS**

Pursuant to section 1(2) of the public bodies (Admission to Meetings) Act 1960 Council resolve to exclude the public and press by reason of the confidential nature of the business about to be transacted.

- (12a. CCTV Report)
- (12b. Market Operations and Marketing)
- (12c. Pigeons and Market Square)
- (12d. Century House)

The following resolution was **moved** that is advisable in the public interest that the public and press are excluded whilst the following exempt item issue is discussed.



JOB DESCRIPTION/PERSON SPECIFICATION

Job Title: Place Shaping Manager
Post No: 009
Team: Place Shaping Team and Management Team
Responsible to: Head of Governance & Strategic Partnerships
Responsible for: Market Superintendent
Number of direct reports: To be confirmed
Budgetary responsibility: To be confirmed
Salary Range: SCP 24-28 (£28,672 - £32,234)
Contract Type: Permanent
Hours (e.g., full or part time): Full Time, 37 hours per week
Location: Town Council Offices, Saffron Road
Name:

Overall Purpose

1. To contribute and drive the delivery of Biggleswade's ambitious Place Shaping plan within the context of the Corporate, Strategic Engagement, and Neighbourhood plans.
2. To work with the Town Clerk and the Head of Governance & Strategic Partnerships in the development of the place-shaping agenda and strategic delivery of the present and future social, environmental and economic development of Biggleswade.
3. To be an active member of the Council's Management Team ensuring joined up decision making and delivering operational and place-shaping benefits to the Biggleswade community.
4. To manage the operation, maintenance and regeneration of the Council's town centre and wider area services and assets. These include supporting the Head of Governance and Strategic Partnerships on managing the complete suite of health & safety, fire, and wider categories risk assessments and mitigation activity.
5. To facilitate the Council's strategic decision-making on critically important, strategic level, planning applications.

Key outcomes and accountabilities

Line Manager driven:

1. To provide a clear direction to staff under their supervision including the Market Superintendent, so they understand how they contribute to the corporate aims and key performance targets of the organisation.
2. To assist in maintaining a performance management framework which keeps both managers and



JOB DESCRIPTION/PERSON SPECIFICATION

Councillors informed of progress against business plan objectives.

3. To promote the principles of customer care, equality, quality management and good health and safety standards and to help achieve and maintain Local Council Award status.
4. To manage the Market Superintendent and through them the provision of market services and facilities.
5. To enhance and implement the BTC events calendar by growing the events offer in keeping with the Market Strategy.
6. To maintain the capital assets register and ongoing maintenance and management of all the BTC capital related assets ensuring best value.
7. To maintain and further develop effective relationships with key partners, service providers, stakeholders, and the wider community to facilitate the development of high-quality services and inward investment across Biggleswade. To reach out to BTC neighbouring communities to take forward the ambitious place shaping strategy grasping opportunities for positive local and wider outcomes.
8. To engage, develop and collaborate with the multiple communities, the business sector to promote local business in line with the place shaping and community engagement strategy, attract business investment to maximise economic opportunities and increase income levels, and lead on managing the community strategy.
9. To improve the town and wider areas environment, delivering high quality green spaces with inviting play areas, and a well designed town centre that are clean, attractive, and thriving.
10. To work flexibly to meet the needs of the role, which will include reporting to Council and Committee meetings and managing town centre operations such as markets and events outside of normal office hours.
11. To manage the wide place-shaping agenda, planning the present and future needs of Biggleswade, including via innovation, technology, and good practice.

Place Shaping driven:

1. To support the Head of Governance and Strategic Partnerships in delivering the ambitious place shaping strategy across all aspects for the benefit of residents, business and visitors, both in the town centre and wider town areas.
2. To represent BTC at meetings including with high level stakeholders and partners, collaborate and negotiate the BTC position to ensure positive outcomes for the town communities.
3. To deliver operational improvements daily, in line with the place shaping strategy and to communicate the bigger picture clearly with all audiences to secure and enhance buy-in and deliver the right outcomes for all citizens.
4. The post holder will deliver improvements to Biggleswade via the use of research of good practice, and new technology and innovation (i.e., electric vehicle charging points/electric scooters & bicycles) in their place-shaping work.

Operationally driven:

1. Duties include (not exhaustively) to manage all aspects of the Town Centre, such as:

Managing the market Superintendent and enhancing the Charter Market and other themed Markets, collaborating with the Public Realm team to manage the six car parks including maintenance, charging and enforcement; the A-Board licence scheme, arrangements for town centre floral



JOB DESCRIPTION/PERSON SPECIFICATION

decorations including hanging baskets; the public toilets and be responsible for cleaning and maintenance; the strategic and operational CCTV provision; tendering for the Christmas Lights and events; the Council-owned Street Lighting; all routine safety inspections.

2. All operational aspects of the wider Town assets, including visual and income producing improvements to the Orchard Centre.

To undertake other activities within the competence of the post holder, at the request of the Town Clerk.

ATTRIBUTES	ESSENTIAL/ DESIRABLE	REQUIREMENT	METHOD OF ASSESSMENT
QUALIFICATIONS	Essential	A first University degree (or equivalent) with a good standard of general education.	Application Form
	Desirable	A certificate or diploma in facilities management.	Application Form
	Desirable	IT certificate in Windows or equivalent.	Application Form
	Desirable	To hold a First Aid Appointed Person Certificate & have had Fire Warden Training	Application Form
EXPERIENCE/ KNOWLEDGE	Essential	Experience of managing & motivating staff.	Application Form and Interview
	Essential	Experience working in a collaborative way with other organisations and communities of place and interest.	Application Form and Interview
	Essential	Experience of working on own initiative, and reporting performance outputs.	Application Form and Interview
	Essential	Experience in facilities management, including cleaning, direct and contract maintenance of buildings and plant, staff rotas, routine safety checks, waste and recycling.	Application Form and Interview
	Essential	Experience of commercial background and good business acumen	Application Form and Interview
	Desirable	Experience of running or organising markets or events.	Application Form and Interview
	Desirable	Experience in cash handling & accountability.	Application Form and Interview
	Desirable	Experience of identifying and implementing place-shaping opportunities.	Application Form and Interview
	Desirable	Experience of assessing sites using place-shaping methodologies.	Application Form and Interview
	Desirable	Experience of awareness of place-shaping initiatives.	Application Form and Interview



JOB DESCRIPTION/PERSON SPECIFICATION

	Desirable	Experience of promoting events.	Application Form and Interview
	Desirable	Experience in the management of public toilets.	Application Form and Interview
	Desirable	Experience in Markets administration and management.	Application Form and Interview
	Desirable	Experience in Events administration and management.	Application Form and Interview
	Essential	Experience of Microsoft Office packages.	
ABILITY/SKILLS	Essential	Ability to keep records and undertake costing of services.	Application Form and Interview
	Essential	Ability to direct, motivate and develop staff.	Application Form and Interview
	Essential	Ability to communicate effectively with businesses, external organisations, market traders and the public.	Application Form and Interview
	Essential	Fully computer literate in all common applications	Application Form and Interview
	Desirable	An understanding of local government and its interface with the community sector.	Application Form and Interview
	Desirable	A working knowledge of the administration of markets.	Application Form and Interview
	Desirable	A knowledge of Licensing Regulations and performing rights Licences.	Application Form and Interview
	Desirable	Previous experience in risk management, project management (agile or Prince 2).	Application Form and Interview
OTHER	Essential	Commitment to improving efficiency and effectiveness.	Application Form and Interview
	Essential	Ability to be self-motivated, flexible, and innovative.	Application Form and Interview
	Essential	Commitment to customer care & equal opportunities in service delivery.	Application Form and Interview
	Essential	Proven communication skills.	Application Form and Interview
	Essential	Ability to balance conflicting demands and to find acceptable ways forward.	Application Form and Interview