



Ref: Agenda/Council – 15<sup>th</sup> April 2025

10<sup>th</sup> April 2025

Dear Sir/Madam,

All Members of the Town Centre Management Committee are hereby summoned to the Town Centre Management Committee Meeting of Biggleswade Town Council that will take place on **Tuesday 15th April 2025** at the **Offices of Biggleswade Town Council, The Old Court House, Saffron Road, Biggleswade**, commencing at **7:00pm**, for the purpose of considering and recommending the business to be transacted as specified below.

Yours faithfully

A handwritten signature in black ink, appearing to read 'Peter Tarrant', written over a horizontal line.

Peter Tarrant  
Town Clerk & Chief Executive

Distribution: All Town Councillors  
Notice Boards  
The Press

Committee Members:

Cllr. J. Woodhead (Chairman)  
Cllr. S. Patel (Deputy Chairman)  
Cllr. I. Agnew  
Cllr. D. Albone  
Cllr. G. Barrett (ex-officio Member)  
Cllr. M. Foster (ex-officio Member)  
Cllr. P. Guilcher  
Cllr. M. Knight  
Cllr. M. North  
Cllr. A. Skilton  
Cllr. D. Strachan  
Cllr. C. Thomas

## **AGENDA**

### **1. APOLOGIES FOR ABSENCE**

Schedule 12 of the Local Government Act 1972 requires a record be kept of the Members present and that this record form part of the minutes of the meeting.  
**Members who cannot attend a meeting should tender apologies to the Town Clerk and the Committee Clerk.**

**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\\_wyx8WLLyRb-GiAfN2SZkKA](https://us06web.zoom.us/webinar/register/WN_wyx8WLLyRb-GiAfN2SZkKA)**

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. INVITED SPEAKER**

- a. None.

**6. MEMBERS' QUESTIONS**

**7. MINUTES AND RECOMMENDATIONS OF MEETINGS**

- a. For Members to receive and consider the minutes of the Town Centre Management Committee Meeting held on **Tuesday 18<sup>th</sup> February** at the Offices of Biggleswade Town Council, The Old Court House, Saffron Road, Biggleswade.

**8. MATTERS ARISING**

- a. Minutes of the Town Centre Management Committee 18<sup>th</sup> February 2025.

**9. ITEMS FOR CONSIDERATION**

- a. **Banking Provision Update**

Members requested that this be a standing item on the TCM agenda.

For Members to receive an oral update from the Town Clerk & Chief Executive and the Head of Governance & Strategic Partnerships.

- b. **Business Forum Event**

For Members to receive and consider a written report from the Community Development Manager.

c. **Bigg Eats Trader Selection Process**

For Members to receive and consider a motion from Cllr Patel. The Motion states:

The Council should acknowledge the importance of supporting local businesses and ensuring fair access to opportunities for participation in town events. To uphold transparency and accountability in the selection process for traders at the Bigg Eats event, we resolve to:

- 1) Require the event organisers to publish clear selection criteria for all trader applications, ensuring that businesses understand the standards they need to meet.
- 2) Ensure that all applicants receive formal feedback if their application is unsuccessful, including specific reasons for rejection and guidance on how they can improve for future events.
- 3) Commit to supporting local traders by providing information on how they can meet the required standards, ensuring they have a fair opportunity to participate.

This motion seeks to ensure that all businesses, particularly those based in Biggleswade, are given an equal and transparent opportunity to be part of the Bigg Eats event.

Proposed Action: That the Council requests the organisers of Bigg Eats to publicly publish their selection criteria and ensure that all traders are provided with feedback and support where necessary.

d. **UKSPF Cultural Events Programme update - WadeFest**

For Members to receive and consider a written report from the Community Development Manager.

e. **Jones' 5K Run 2025**

For Members to receive and consider a written report from the Community Development Manager.

f. **Car Parking Provision**

For Members to receive and consider a written report from the Community Development Manager.

g. **Advertising and Sponsorship Policy**

For Members to receive and consider a written report from the Community Development Manager.

10. **ITEMS FOR INFORMATION**

None.

**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\\_wyx8WLLyRb-GiAfN2SZkKA](https://us06web.zoom.us/webinar/register/WN_wyx8WLLyRb-GiAfN2SZkKA)**

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 issue is discussed.

(Market Place Report).

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 BIGGLESWADE TOWN CENTRE MANAGEMENT COMMITTEE**  
**MEETING HELD ON TUESDAY 18<sup>th</sup> FEBRUARY 2025 AT 7.00PM AT**  
**BIGGLESWADE TOWN COUNCIL OFFICES**  
**THE OLD COURT HOUSE, 4 SAFFRON ROAD, BIGGLESWADE, SG18 8DL**

**PRESENT:**

Cllr. J. Woodhead (Chairman)  
Cllr. I. Agnew  
Cllr. G. Barrett (Ex-officio voting Member)  
Cllr. M. Foster (Ex-officio voting Member)  
Cllr M. North  
Cllr. A. Skilton  
Cllr. D. Strachan

Mr E Bour – Head of Finance & Deputy RFO  
Miss H Calvert – Administration & HR Manager  
Mr I Campbell – Community Development Manager  
Ms F Gumush – Deputy Administration & HR Manager

Members of the Public – 1

**Meeting Formalities:**

Following a reminder to meeting attendees 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 to 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 that individual.

**1. APOLOGIES FOR ABSENCE**

a. Cllr D Albone, Cllr P Guilcher, Cllr M Knight, Cllr S Patel, Cllr C Thomas.

**b. NO APOLOGIES FOR ABSENCE**

None.

**2. DECLARATIONS OF INTEREST**

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

None.

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

None.

**3. CHAIRMAN'S ANNOUNCEMENTS**

The Chairman indicated that he had no announcements; however, he indicated that he wanted to keep the matter of banking hubs and cash access in Biggleswade on the agenda of future TCM committees in order to inform the public of any developments.

#### 4. **PUBLIC OPEN SESSION**

##### **Anna Franklin, Leader of Biggleswade LGBTQ+ Group**

Anna, representing the LGBTQ+ Group at the meeting, urged the Committee to reconsider the Council's flag policy, which currently prevents the Progress Pride Flag from being flown during Pride Month.

She expressed the disappointment of the group's 30 members that the motion had not been fully passed in December and emphasised that allowing the flag to be flown would showcase Biggleswade as an inclusive and diverse community.

Anna also highlighted that revising the policy would be a meaningful way for the Council to acknowledge LGBT History Month and take an important first step toward making Biggleswade a more inclusive and prouder town.

#### 5. **INVITED SPEAKER**

None.

#### 6. **MEMBERS' QUESTIONS**

Cllr. Skilton raised three questions for the Committee.

First, he questioned the absence of the Town Clerk and the Head of Governance & Strategic Partnerships from the meeting, given the significance of the policy discussions. He suggested that this matter could be addressed by the Personnel Committee to prevent a recurrence.

The Chairman acknowledged the concern, noting that Mr. Bour was also a Senior Manager of the Council but agreed that the matter could be raised with the Chairman of the Personnel Committee.

Cllr. Skilton then highlighted concerns from a resident regarding the lack of disabled parking bays in Town Council car parks, particularly at Chestnut Avenue. Given that this issue had been raised before, he asked whether an audit should be conducted to ensure compliance.

The Community Development Manager confirmed that all car parks were compliant but stated that when refurbishments take place, Officers would aim to enlarge some bays, particularly those designated for disabled parking. However, he clarified that access, paths, and railings fall under the responsibility of Central Bedfordshire Council and Highways.

Finally, Cllr. Skilton's third question pertained to the Town Centre Vision paper, which was scheduled for discussion in the Exempt session of the meeting. Cllr Skilton noted that there were no financial implications in the document to prevent the report from being discussed and put forward a motion to bring the item into the open session.

Members **AGREED** to bring Item 12, Market Square Vision Update Report, to the open session and the Chairman indicated that this would be discussed at the end of the meeting.

## 7. MINUTES AND RECOMMENDATIONS OF MEETINGS

- a. The Draft Minutes were **APPROVED** as an accurate record of the Town Centre Management Committee held on **Tuesday 29<sup>th</sup> October 2024**.

## 8. MATTERS ARISING

P7 Item 8b. Members asked if there had been any response to concerns over accessibility. Officers responded that they still had not received any updated information and would chase this again.

P9 Item 10b. Members asked whether a date had been set for the next Business Forum. The Community Development Manager indicated that April was currently being discussed but would notify further once a final date was secured.

## 9. ITEMS FOR CONSIDERATION

### a. Advertising & Sponsorship Policy

The Community Development Manager presented the report, highlighting that the Town Council had historically operated without an advertising and sponsorship policy. He explained that Officers had identified opportunities for the Council to consider appropriate sponsorship and advertising offers, which could generate additional income.

A draft policy was included in the report for Members to review and discuss.

During the discussion, Members noted that on page 16 of the agenda pack, section 4e of the policy stated that the Town Clerk would "provide expertise on whether advertising is the most appropriate marketing communication method." Members suggested revising this wording, as "expertise" was not the most suitable term.

While Members acknowledged that the draft policy was well-structured, they agreed that further discussion and refinement were needed before finalising it.

It was **RESOLVED** that the draft policy be circulated to all Council Members for review within a certain timeframe and then brought back to the next TCM meeting in April.

### b. Flag Flying Policy

Members commented that it was good to see the draft policy back on the agenda with more progressive aspects than in the previous policy.

Members noted however, as with the previous policy, that there was not enough time to review it in the Committee meeting this evening.

Members also asked for clarification on P25 and 29 of the pack about which flags need consent and clarity on pole heights.

It was **RESOLVED** that the draft policy be circulated to all Council Members for review within a certain timeframe and then brought back to the next TCM meeting in April.

### c. Shop Window Competition

The Community Development Manager presented the report, explaining that the idea of hosting a shop window competition was proposed by a Member with the intention of making it an annual event.



Members noted that a similar competition had previously been held alongside the Christmas Light Switch-On but was discontinued after several years as the same individual won repeatedly. To address this, it was suggested that the competition could be divided into categories.

Members also discussed aligning the competition with another community event, such as a carnival or Christmas celebration. Additionally, they recommended renaming it to a Town Competition rather than a Town Centre Competition to ensure inclusivity for shops outside the town centre.

The Chairman mentioned that in informal discussions, he had suggested linking the event with Victory Day in July.

It was **RESOLVED** to adopt the recommendation, allowing Officers to develop and implement the concept in spring 2025, incorporating the suggestions raised by Members.

d. **Christmas Light Tender**

The Administration & HR Manager presented the report, explaining that the tender had been discussed at last week's Council meeting, where it was recommended for presentation to the TCM Committee. She noted that any suggestions made during this discussion would be incorporated into the tender before uploading it to the government platform.

However, Members pointed out that some of the issues raised during the previous Council meeting had not been reflected in the current document. Following a detailed discussion, Members highlighted the following key points for revision:

- Page 40 of the agenda pack: While the lights can be switched off on January 6th, it may not be feasible for the contractor to remove them entirely by that date, so the deadline should be removed.
- A single point of contact should be clearly identified in the tender document.
- Installation should take place only after Remembrance Sunday and Armistice Day, meaning no earlier than November 12th.
- The tender should include laser lights, as previously discussed.
- Consideration should be given to expanding the number of lighting locations across the town.

After further deliberation, Members proposed and **AGREED** the following:

- A cohesive set of lights with matching designs.
- 24 illuminated lampposts, including three additional ones on Station Road and Shortmead Street.
- Inclusion of laser lights for three weekends as a separate tender item.
- Final approval of the tender document by the Chairman of TCM before it is published on the tender portal on February 21<sup>st</sup>, 2025.

## 10. ITEMS FOR INFORMATION

### a. Drove Road Chapel Update

The Community Development Manager presented the report, confirming that the three-year restoration project for Drove Road Chapel had now been successfully completed.

Members praised the project and welcomed the improvements made to the chapel. They emphasised the importance of acknowledging the consultants' report and ensuring the work carried out is properly maintained.

To preserve the restoration efforts, Members recommended that Officers implement a regular maintenance programme, with updates reported to the TCM Committee on a routine basis.

The Head of Finance assured Members that a comprehensive maintenance plan is already in place, managed by the Public Realm Manager and the Head of Governance & Strategic Partnerships, covering all Council assets.

Members agreed to **NOTE** the following:

- The extensive work completed by Officers and the significant improvements achieved across all three phases of the project, including the chapel and perimeter walls.
- The project is now being closed, with the un-consecrated side to be marketed at competitive rates.
- A ceremonial opening of the restored chapel is being planned for early spring.
- A regular maintenance programme will be implemented to ensure the restoration remains in good condition and does not fall into disrepair.

### b. Biggleswade Carnival Fair 2025

Members **NOTED** that the Carnival Fair would be held on the 19<sup>th</sup> – 22<sup>nd</sup> of June and the confirmation that the Carnival Parade would not be taking place this.

The carnival committee will be focusing on an enhanced duck race.

### c. Market Policy

Officers reviewed the current Market Policy and believed it to be fit for purpose; however, a future update will be required to include Martin's Law and the Market Square electrical upgrades.

Members noted that a copy of the policy was not included in the agenda in the belief that it was not needed.

Members **AGREED** that the policy is brought to the next TCM agenda for review and for it to include Martin's Law and the market electrical upgrades.

### d. UK SPF Update

Members **NOTED** the hard work taken on with the UK SPF partnership and welcomed the ongoing projects around town with different organisations.

e. **Permanent License Application – Jo’s Ices Ltd**

Members commented however that the application represented a degree of unfair competition to other businesses in town. Other concerns included the loss of parking in the town centre

Members **NOTED** the application made and would wait for the governing body – Central Bedfordshire - to formally inform the Council.

11. **Market Square Vision Update Report**

After Members decided to move this item from the Exempt session into the public session, the Community Development Manager presented the report. He explained that Officers had worked with consultants to produce a condensed first draft based on the original Member-led and agreed version.

Members were given until 3rd March to submit comments and suggested revisions, after which Officers would incorporate the feedback.

During the discussion, Members raised the following concerns:

- The document establishes a policy and vision without any public consultation.
- While the concept is strong, it may not be practical in implementation.
- The original Working Group draft was more comprehensive, and the condensed version does not fully reflect its intent.
- The wording should be aspirational to align with the Council’s long-term vision.
- The document does not clearly outline which elements were agreed upon and which remain in question.
- Although the draft mentions pedestrianisation, it lacks details on alternative parking solutions and does not address how elderly and disabled individuals would navigate these changes.

Following discussions, Members **AGREED** on the following actions:

- The Working Group should reconvene for one session to allow Members to properly critique the documentation from the consulting firm.
- If the document is finalised in time, it should be presented to Council in April.
- Once approved by the Council, the document should be shared with the broader community and important key stakeholders notably CBC.

12. **PUBLIC OPEN SESSION**

No one from the public wished to speak.

13. **EXEMPT**

- a. None.

The Chairman closed the meeting at **8.54pm**



**BIGGLESWADE TOWN COUNCIL**  
**Town Centre Management (TCM) Committee 15<sup>th</sup> April 2025**  
**Item 9b: Second Business Forum Event Report**

**Implications of Recommendations**

**Corporate Strategy: ECONOMY: A Thriving Town:** Work with Central Bedfordshire Council to identify potential opportunities for economic investment. Establish a database of business contacts within the town and use this to establish regular communications with business leaders.

**Finance:** Not applicable.

**Equality:** Not applicable.

**Environment:** Not applicable.

**Community Safety:** Not applicable.

**Background**

The first Business Forum event in many years took place on 7<sup>th</sup> October 2024 at the Orchard Community Centre. Feedback received from attendees and partners and the online questionnaire show that the event was successful and should be repeated to gain momentum in supporting the town and businesses. Biggleswade has been without an active representative Business Forum for some years and the local Chamber of Trade has been inactive for years.

**Summary**

Officers have been in discussions with the CBC business support team and have secured a confirmed date from the local MP's Office, for the second Business Forum on Friday the 25<sup>th</sup> of July 2025 from 10:00 am to 1:00pm, at the Orchard Community Centre. The MP has indicated his availability between 10am and 11:30am. Officers had approached some companies and CBC for them to host and were politely declined.

As before, the benefits of attending for representatives from the Biggleswade business community are to have an opportunity to meet and network with other local businesses, politicians such as Councillors and the MP, Officers of CBC and BTC, enterprise agencies, academic institutions and vocational training providers and find out what training and enterprise help and support is available locally.

Officers intend to invite a bank or building society such as Nationwide and Post Offices to promote the virtues of and benefits of providing local banking services to the local community and to form a working group to create a Banking Hub plan for the town on the day.

The Town Council will host and lead the event, with close support from the CBC business team, and other organisations. Officers will provide a further update on the proposed event, invitees, content, as soon as the provisional date has been confirmed by the local MP's Office. A proposed agenda, event objectives and guidance documents are set out at appendix A.

**Recommendation**

That Members note this report and agree to enable:

- Officers to progress the event planning and once the provisional date has been confirmed with partners, issue invitations to all attendees.

Ian Campbell  
Community Development Manager

Appendix A: Proposed agenda, event objectives and guidance.



# BIGGLESWADE BUSINESS FORUM

**25TH JULY 2025**  
10:00 AM - 13:00 PM

**THE ORCHARD  
COMMUNITY CENTRE,  
BIGGLESWADE, SG18 8SZ**

## FORUM OBJECTIVES:

For all delegates to;

1. Understand the current business local and big picture.
2. Identify opportunities for growth and change.
3. Tap into appropriate business support information sources.
4. Connect with other businesses and organisations to promote the town and wider surroundings as an excellent place to invest.

**9:30AM**

**Arrival, registration and networking**

**10:00AM**

**Welcome, domestics, "Why are we here?"**  
(Town Mayor)

**10:15AM**

**Actions from 1st July 2024 Business Forum,**  
(Town Clerk)

**10:25AM**

**Business in Bedfordshire, including Government  
funding landscape**  
(CBC Business Support Team)

**11:00AM**

**Break**

✉ [Ian.Campbell@biggleswadetowncouncil.gov.uk](mailto:Ian.Campbell@biggleswadetowncouncil.gov.uk) ☎ 01767 313134



# BIGGLESWADE BUSINESS FORUM

**11:10AM**

**Group break-out session, topics for discussion**

- Group one- The business case for a new banking hub in town
- Group two- What do local businesses need to effectively consolidate and sustainably grow?
- Group three- How can the Town Council support Town Centre markets and businesses?

**11:45AM**

**Groups' feedback to plenary**

**12:00PM**

**Panel Discussion on business development and support, questions & answers**

**12:45PM**

**Emerging actions and close  
(Town Mayor)**

## INVITED PANELISTS:

- Biggleswade Town Council
- CBC Business Team
- TBD



# BIGGLESWADE BUSINESS FORUM

## WORLD CAFE - STEP BY STEP

### **SETTING:**

Create the right environment, most often modelled after a café, where people feel invited to contribute i.e. small round tables. There should be 3-6 chairs at each table. Small group sizes are essential.



### **WELCOME & INTRODUCTION:**

Explaining the process, setting the context, explaining the etiquette and putting participants at ease.



### **SMALL GROUP ROUNDS:**

The process begins with the first of three rounds of conversation. At the end of the twenty minutes, each member of the group moves to a different new table. Only the table host stays to welcome the next group and briefly fills them in on what happened in the previous round.



### **QUESTIONS:**

Each round is prefaced with a question designed for the specific context and desired purpose of the session. The same questions can be used for more than one round, or they can build on the previous questions.



### **HARVEST / FEEDBACK:**

In the final plenary session, individuals are invited to share their thoughts with the rest of the large group and these are recorded, usually on a flipchart.

Bringing together and sharing ideas at the end of the World Café process links individual contributions and themes to inform a broader perspective and develop possibilities for collective action.





**BIGGLESWADE TOWN COUNCIL**  
**Town Centre Management Committee Meeting 15<sup>th</sup> April 2025**  
**Item 9d: UKSPF Cultural Events Programme update - WadeFest**

**Implications of Recommendations**

**Corporate Strategy: COMMUNITY: A Town to be Proud Of:** Work closely with the voluntary, community, faith and social enterprise sectors to build a strong community

**Finance:** The events will be funded from external sources including external grants.  
(Approved by the RFO & Deputy RFO).

**Equality:** Not applicable.

**Environment:** Not applicable.

**Community Safety:** Not applicable.

## Background

A very successful series of UKSPF part funded cultural events were held on Saturday 8<sup>th</sup> March across five independent venues in Biggleswade Town Centre from 10.30 am to 10.30 pm. Collaborating partners were Bigg Theatre, Drinks Tasting Rooms, Rosso Lounge, Dee Dees Vegan Café and Jones' Fitness Café and Gym. All venues were extremely well attended, the demographic stretched from babes in arms to seniors with a big cohort of families with children.

BTC first engaged with the UK Shared Prosperity Fund in May 2024 and formulated an outline Cultural Events Programme in July 2024. Serious planning for WadeFest as a community led event with BTC support began early in the New Year 2025 and a succession of regular partnership committee meetings were held in preparation for the organisation and co-ordination of these events across the five different venues.

## Summary

Feedback was excellent with everyone having a great time, and there were no security related 'incidents. The BTC Community Development Manager was present throughout in a supporting role to the external WadeFest organising management committee which led the event. The committee included two very experienced music festival artists and organisers who did an excellent job.

The musicians were excellent, each artist and technician received a fee for their gig of £75. This rate was set by members of the WadeFest Management Committee who are themselves experienced artists and performers and was agreed. This is considered to be the going professional rate. It is slightly higher than some other venues in the town pay but it is still way below the Musicians Union recommended rate. The total UKSPF allocation to WadeFest was £10,208 which covered payments to 74 artists, engineers and technicians, delivered 40 gigs across 5 separate venues, and covered the costs for equipment hire, insurances and expenses.

This was primarily a community led event supported with UKSPF funding under the Cultural Events Programme. BTC provided some practical assistance with allowing food vans to operate as market stalls, providing cones to shut-off part of White Hart Car Park for bands delivering sound equipment and instruments, and in keeping the Century House toilets open until 9.00 pm.

This was estimated to be the largest on aggregate community event held in the town across five independent venues, in recent times. Although the audience changed and moved between the different venues, several spot headcounts conducted at different times of the day calculated around 4-500 audience members across all of the independent venues.

All of the venues reported having had their busiest day ever and the events provided platforms for local talent. There were no incidents reported associated with the event and all of the venues reported having their busiest trading days ever.

The organisers are ecstatic at the outcome, and it was everything they could have hoped for and more. Consequently, subject to funding, they would like to make this an annual event.

**Recommendation:**

- BTC officers would like to work with WadeFest to make this an annual community led event.
- Officers will recommend to WadeFest that they incorporate as a legal entity to manage future events.
- Officers will work with WadeFest organisers to secure external funding for future events.

Ian Campbell

Community Development Manager

Appendix A: WadeFest Poster

**Funded by UK Government**

**BIGGLESWADE'S VERY OWN MUSIC FESTIVAL!**

# WADEFEST 2025

**A DAY OF LIVE MUSIC  
SPREAD ACROSS FIVE VENUES**

- \* **BIGG THEATRE**
- \* **ROSSO LOUNGE**
- \* **DEE DEE'S VEGAN CAFE**
- \* **DRINK BIGGLESWADE**
- \* **JONES' CAFE**

**SATURDAY 8<sup>TH</sup> MARCH**  
**10.30<sup>AM</sup> 'TIL LATE**

**FREE ENTRY!**

**WADEFEST2025**  
**WADEFESTBIGGLESWADE**  
**WADEFEST@OUTLOOK.COM**



**BIGGLESWADE TOWN COUNCIL**  
**Town Centre Management Committee Meeting 16th April 2025**  
**Item 9e: Second 'Run the Wade' 5K Run**

**Implications of Recommendations**

**Corporate Strategy: COMMUNITY: A Town to be Proud Of:** Improve the Market Square for the market and outdoor events to encourage visits to the town centre.

**Finance:** Not applicable.

**Equality:** Not applicable.

**Environment:** Not applicable.

**Community Safety:** Not applicable.

**Background**

Last year saw the long awaited first Biggleswade 5K Run organised by 'Jones' Fitness' with the support of BTC Officers and Members. Following on from the success of this event, the organisers would like to hold another larger event this year on Sunday 25<sup>th</sup> of May.

The course will be the same as last year, starting and finishing at the Market Square and going via Hitchin Street and Mill Lane past Franklins and out to Jordan's Mill on the Green Wheel trail and then returning to the Market Square finish line. Last year the entire event was packed-away by lunchtime.

**Summary**

A 5K running event will be held on Sunday Morning 25<sup>th</sup> May 2025 starting and finishing at the Market Square. This will be the second of what they hope will become an annual event.

There will be minimal managed traffic disruption for a few minutes while runners cross St Andrew's Street / Teal Road out and back. Officers have obtained a TTRO from Highways for the route and a risk assessment and supporting documentation is in preparation for the SAG process to be completed.

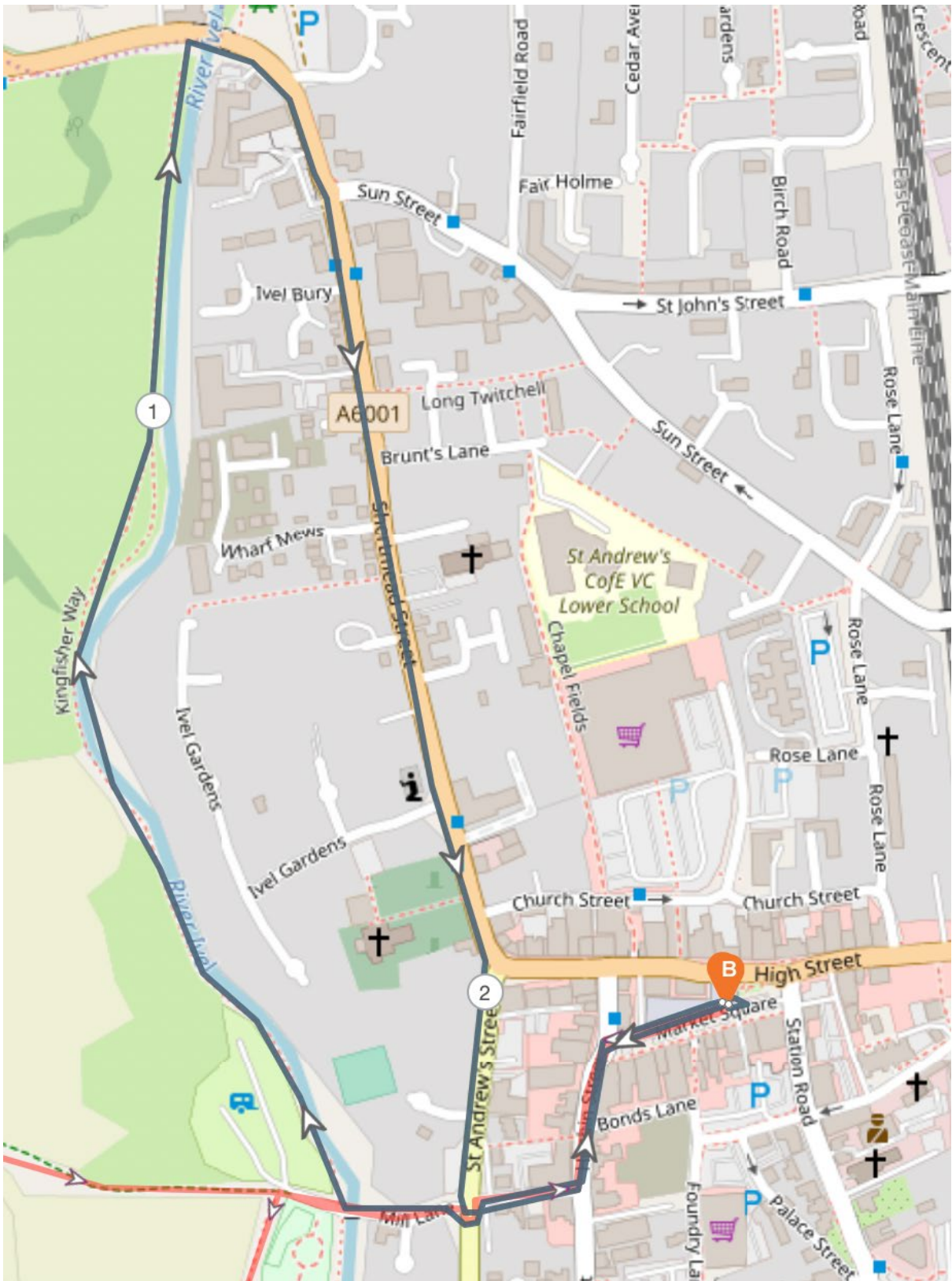
The event will be driven and organised by 'Jones' Fitness' with the support of a BTC Officer.

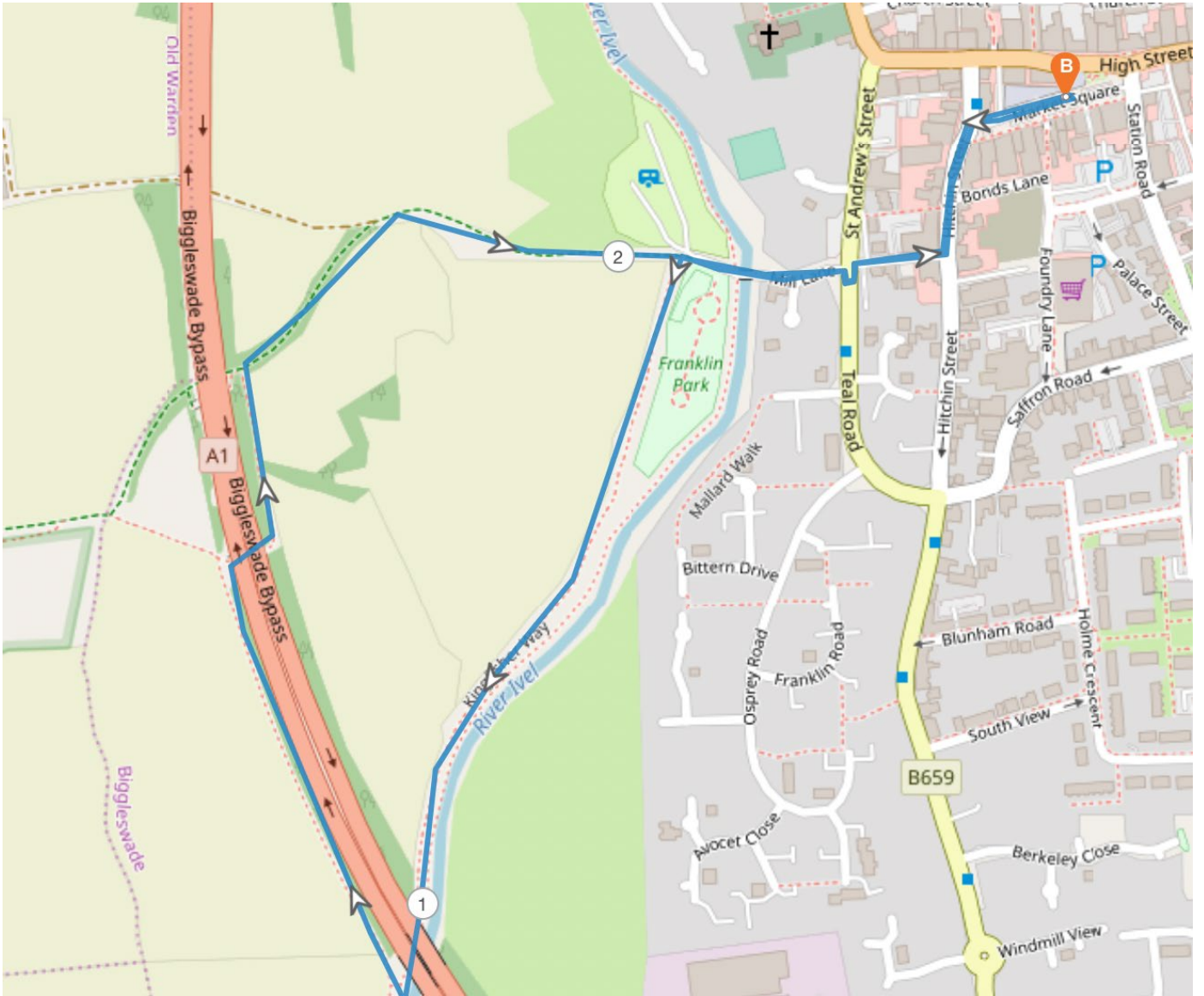
**Recommendation**

That Members acknowledge and welcome the initiative of 'Jones' Fitness' in bringing this event to the town and recognise the assistance being offered by BTC to safely enable this event.

Ian Campbell  
Community Development Manager

Appendix A: Route map: (same as last year).









**BIGGLESWADE TOWN COUNCIL**  
**Town Centre Management Committee 15<sup>th</sup> April 2025**  
**Item 9f: Car Parking Improvements Report**

**Implications of Recommendations**

**Corporate Strategy: Economy: A thriving town:** Improve the management of the car parks, including modernising payment options, and exploit opportunities to secure additional parking.

**Finance:** The Town Council has £12,000 allocated in 2025/26 for car parking maintenance. (Approved by the RFO & Deputy RFO).

**Equality:** Not applicable.

**Environment:** Not applicable.

**Community Safety:** Not applicable.

**Background**

In February, the Town Council received some public enquiries and Member input regarding the provision of disabled parking spaces in the six Council operated car parks. Separately, following Town Council resolution in summer 2023, the contractor instigated a new car parking machines and software change-over project. Seven new machines in six car parks with new software went operational on the 31<sup>st</sup> March with a cheaper maintenance contract.

**Summary**

This report focusses on two strands;

- A) An Officer review into current and potential future disabled parking spaces and blue badge cover in six car parks, and
- B) A three-year (2025-26, 2026-27, 2027-28) maintenance and improvement proposal subject to sourcing sufficient budget across all six car parks, proposing;
  - Improve ground surfaces by filling in potholes and refreshing painted lines
  - Increase the number of disabled parking spaces and blue badge cover
  - Improve all car parking signage and QR code and pay by App option
  - Improve the perimeter knee high railings, retaining walls, street furniture and landscaping.
- A) The disabled parking bay review which considered the national guidance and regulations is set out in figure one.

Fig 1: Current and proposed disabled spaces near machines provision

<b>Car Parks</b>	<b>Other Spaces</b>	<b>Current Disabled</b>	<b>Other Spaces</b>	<b>Future Disabled</b>	<b>Change +</b>	<b>Narrative</b>
Dan Albone	56	3	54	5	2	Larger car park
Rose Lane	140	3	138	5	2	Larger car park
Mill Lane	19	1	19	1	0	Too small to increase
St Andrews	36	1	34	3	2	Larger car park
Chestnut	31	0	29	2	2	Medium size 2 bays machine
White Hart	17	0	15	2	2	2 Dis bays pub wall
<b>Totals</b>	<b>299</b>	<b>8</b>	<b>289</b>	<b>18</b>	<b>10</b>	More spaces viable

Currently there are 8 disabled bays set alongside 299 other bays (inc motorcycle bays). Both Chestnut and White Hart car parks have no disabled bays, and each can fit them. The only car park which is unviable is Mill Lane as it is too small and already has one disabled bay. St Andrews could have 3 disabled bays.

In future there could be **18 disabled bays** from the current 8 disabled bays, set alongside 289 other bays, representing a 225% increase. Blue badge permits should be allowed in the six car parks on current and proposed disabled spaces and the website will need to reflect the changes.

A) Payment machines, improvements, and maintenance:

The car parking project funded via S106, for replacing old for new parking machines and software took under two years. Officers are reviewing the reasons for the cumulative delays, which are primarily due to multiple contractor failures on several levels, communication, hardware, software, engineer lack of consistent training, contractor being taken-over and key contacts leaving. The Town Clerk has formally written to the contractor leadership to complain, request loss of some income, and is awaiting a formal response.

Once the seven new machines have bedded in for several months, and subject to there being sufficient S106 funding, Officers would like to request that the contractor provides a final upgrade to the system by introducing a QR code and pay by App option at additional cost to the agreed original specification. The benefits are that the full spectrum of payment options would be provided to the public like in other towns.

Following some public feedback regarding current signage, Officers had temporarily altered the car parking signs to render them compliant to the TRO change to implement the new ticketless machines. Officers are assessing the need for replacing all 13 metal signs with new ones at cost subject to S106 funding, including instructions on how to use the new machines, and a separate video tutorial which could be placed on social media.

From 1<sup>st</sup> April, there is £12,000 in 2025-26 budget allocation for ground maintenance car parks including the contractor maintenance contract with transaction fees. Officers have assessed the current condition of some Council car parks to be of poor to average condition. Examples include Chestnut Avenue car park which has poor line markings, cracked retaining walls, unlevel paving, poor access, Rose Lane with poor line markings, routine flooding in the centre section, with other car parks having broken sections of knee-high railings and poor line markings. CBC recently replied to the Town Clerk stating that the long-standing flooding issue at Rose Lane car park is the Town Council's to resolve. Officers propose drafting a car park improvement plan as part of a wider maintenance plan which would improve car parks using the existing allocation.

## **Recommendations**

That Committee Members note this report, and enable

- Officers to make the proposed changes to disabled parking and blue badge provision subject to funding.
- Focus wider improvements on two car parks each year, starting on Chestnut Avenue and White Hart.
- Officers to source additional S106 funding from CBC for 13 new signs and the QR code pay by App option with the contractor.

Ian Campbell  
Community Development Manager



**BIGGLESWADE TOWN COUNCIL**  
**Town Centre Management (TCM) Committee 15<sup>th</sup> April 2025**  
**Item 9g: Advertising and Sponsorship Report**

**Implications of Recommendations**

**Corporate Strategy: Place: A Vibrant Town:** The Town Council will promote the Town Centre and allow it to adapt to changing needs and realise its economic and community potential.

**Finance:** New income stream with positive growth aspirations. (Approved by the RFO & Deputy RFO).

**Equality:** Not applicable.

**Environment:** Not applicable.

**Community Safety:** Not applicable.

**Background**

The Town Council has historically operated without an advertising and sponsorship policy. Multiple other Town Councils use their policy to a) appropriately govern the commercial space and b) derive third party income. This item went to the 18<sup>th</sup> of February TCM committee and Members decided for the policy to be put on SharePoint with hard copies and to return to the April TCM committee meeting for consideration.

**Summary**

The proposed advertising and sponsorship policy was placed on SharePoint in mid-February and hard copies were provided. To date there have been few comments made by Members and a clean proposed policy accepting Members' views is provided at appendix A.

Officers have identified that there are opportunities for the Town Council to consider or accept offers of appropriate sponsorship and advertising which could provide a new income stream.

External sponsorship or advertising income could provide an important addition to the Town Council budget by offsetting event costs, which have been historically loss-making.

The proposed policy sets out the principles and framework of drawing new income from advertising and sponsorship as is practised nationwide. The policy would provide the Town Council with an appropriate internal governance mechanism for scrutinising and approving new third-party requests and ensuring these are consistent with good practice. Officers anticipate that there could be significant increases in levels of support, third party collaboration, and opportunities for organisations to demonstrate corporate social responsibility.

**Recommendations**

That Members:

- Agree to introduce the proposed new policy at Appendix A.
- Once introduced, enable Officers to source agreements with external organisations.

Ian Campbell  
Community Development Manager.

Appendix A: Proposed clean Advertising and Sponsorship Policy including Members' views.

Appendix B: Advertising and Sponsorship Policy with tracked changes.

# Advertising and Sponsorship Policy



**Adopted: April 2025**

**Review: April 2028**

## 1. Introduction

Biggleswade Town Council (BTC) recognises the importance of responsible advertising and corporate sponsorship. The Council appreciates that safeguarding the Council's finances and assets is economically, socially and environmentally important. Sponsorship can help by providing more sustainable or disability-friendly products than could normally be afforded. This policy provides a positive framework for proactively seeking and accepting sponsorship, while providing the necessary controls to protect the Town Council's reputation and to ensure any related advertising is appropriate.

This policy is in place to:

- Uphold the Council's reputation and corporate identity.
- Further the Council's strategic vision and support its priorities (by facilitating communication messages).
- Secure best value for money and maximise income.
- Provide a framework and control measures.
- Establish a corporate approach and standards (including best practice).
- Ensure compliance with legislation, advertising industry codes and other Council policies.
- Support development of commercial partnerships with the private sector.

## 2. Context

In the context of this policy, the following definitions apply:

### **'Advertising'**

This is a form of communication used to raise awareness, encourage or persuade an audience - viewers, readers or listeners or a specific group of people - to do or believe something. It is a contractual arrangement between parties for the promoting of a product or service to current and potential customers and is typically displayed on physical signs, murals, websites, social media, emails etc.

### **'Sponsorship'**

3. This is a contractual arrangement between parties whereby one meets all the costs of an activity or project, usually in exchange for a benefit such as advertising.

## 4. Principles

This section provides a list of general principles which will be applied to advertising and sponsorship arrangements.

- a. The Town Council reserves its right in all circumstances to refuse or apply any conditions.
- b. The Town Council welcomes local and national opportunities of mutual benefit and welcomes sponsorship and advertising where this saves money for the precept payer and helps provide added value for services to the public.
- c. Sponsorship is for additions and improvements, not for the Town Council's statutory and core contractual and service obligations.

- d. Transparency of process will apply to protect the Council's reputation and manage expectations.
- e. When working with an advertiser or sponsor, it is important that any agreement supports the Town Council's strategic vision and Constitution.
- f. The Town Council reserves the right to refuse any offer of sponsorship.
- g. The Town Council will uphold the Publicity Code of recommended practice on local authority publicity, meaning that it cannot enter into an advertising or sponsorship agreement which connects the Town Council with lending support to any political party.
- h. Whether advertising and/or sponsorship is a suitable method or whether external requests to use Council-owned platforms should be approved, will be decided on a case-by-case basis.

## 5. Advertising

- a. All advertising on Town Council owned advertising platforms must adhere to the British Code of Advertising, Sales Promotion and Direct Marketing which provides the rules for non-broadcast advertisements, sales promotions and direct marketing communications.
- b. The Town Council will advertise its own services and offers as appropriate using its own platforms. This may include adverts relating to traded services or quasi-trading services, which generate an income. The Town Council will consider paid-for advertising on some of the platforms it owns, and this may include advertising from for-profit companies. The Town Council will comply with the Supply of Goods and Services Act.
- c. The Town Council welcomes responsible advertising on its own platforms that supports its strategic vision for Biggleswade.
- d. The Town Council will not permit any advertising that represents a conflict of interest or is likely to cause serious or widespread offence. Care should be taken to avoid causing offence on the grounds of race, age, religion, sex, sexual orientation or disability.
- e. The Town Council has a duty to seek best value for money when placing advertising. The Town Clerk will provide expertise on whether advertising is the most appropriate marketing communications method.
- f. Content that is not permitted for advertising includes, but is not limited to, advertising that contains, infers or suggests any of the following:
  - Advocacy of, or opposition to, any politically, environmentally or socially controversial subjects or issues.
  - Disparagement or promotion of any person or class of persons.
  - Promotion or incitement of illegal, violent or socially undesirable acts.
  - Promotion or availability of tobacco products, weapons, gambling or illegal drugs.
  - Advertising of financial organisations and loan advancers with punitive interest rates.
  - Promotion or availability of adult or sexually orientated entertainment materials.



- Advertising that infringes on any trademark, copyright or patent rights of another company.
- Claims or representations in violation of advertising or consumer protection laws.

## 6. Sponsorship

- a. It is accepted that most sponsorship will be offered on the basis that it is in return for publicity or an advertising platform. However, the Town Council warmly welcomes any philanthropic sponsorship (donation) that is offered with no expectation of any benefit to the donor.
- b. All potential sponsors and advertisers must sign a declaration to confirm that they are not in arrears on any payments to the Town Council or the subject of investigation or legal dispute with the Town Council or any other statutory body.
- c. Sponsorship is not a way for any company or organisation to be viewed favourably by the Town Council in any other business arrangements they might be a party to.
- d. Organisations that will not be considered or approved for sponsorship opportunities include, but are not limited to, those which represent a conflict of interest or are connected directly or indirectly with the following:
  - Advocacy of, or opposition to, any politically, environmentally or socially controversial subjects or issues.
  - Disparagement or promotion of any person or class of persons.
  - Promotion or incitement of illegal, violent or socially undesirable acts.
  - Promotion or availability of tobacco products, weapons, gambling or illegal drugs.
  - Financial organisations and loan advancers with punitive interest rates.
  - Promotion or availability of adult or sexually orientated entertainment materials.
  - An infringement on any trademark, copyright or patent rights of another company.
- e. The Town Council will arrange publicity and media coverage for all appropriate sponsorship deals.
- f. The use of branding and logos of any sponsoring company must not interfere with the Council's Corporate Identity or Brand Guidelines.
- g. The size and positioning of sponsors' logos on any promotional material, goods or signage must be considered by the appropriate lead Officer in conjunction with the Town Council's Communications and Events Officer.

## 7. Responsibility

- a. This policy applies to all Employees, Volunteers and Councillors.
- b. The Town Council holds personal data of service users and careful consideration needs to be given to whether it is appropriate and legal (Data Protection Act) for this to be used for any advertising or direct marketing purposes. Wherever possible people should be asked whether they are willing to 'opt in' to receive news, information or advertising messages from the Town Council when personal data is gathered.

- c. Whether advertising and/or sponsorship is a suitable method or whether external requests to use council-owned platforms should be approved, will be decided on a case-by-case basis on the merits of each opportunity or request.
- d. Approaches to or by potential sponsors/advertisers must be through the Town Clerk who will determine the route for decision in line with this policy.
- e. Decisions on sponsorship opportunities will be taken by an appropriate Committee.

# Advertising and Sponsorship Policy



Adopted: April 2025

Review: April 2028

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### **'Sponsorship'**

3. This is a contractual arrangement between parties whereby one meets all the costs of an activity or project, usually in exchange for a benefit such as advertising. Sponsorship should be held distinct and ring fenced from other funding.

## 4. Principles

This section provides a list of general principles which will be applied to advertising and sponsorship arrangements.

- a. The Town Council reserves its right in all circumstances to refuse or apply any conditions.
- b. The Town Council welcomes local and national opportunities of mutual benefit and welcomes sponsorship and advertising where this saves money for the precept payer and helps provide added value for services to the public.
- c. Sponsorship is for additions and improvements, not for the Town Council's statutory and core contractual and service obligations.

**Commented [MN1]:** This sentence should not be here. There is no link between sponsorship and grants. They are separate things. Mentioning grants confuses the picture. Sponsorship - they pay us, Grants - we pay them.

- d. Transparency of process will apply to protect the Council's reputation and manage expectations.
- e. When working with an advertiser or sponsor, it is important that any agreement supports the Town Council's strategic vision and Constitution.
- f. The Town Council reserves the right to refuse any offer of sponsorship and will consider each case on its merits.
- g. The Town Council will uphold the Publicity Code of recommended practice on local authority publicity, meaning that it cannot enter into an advertising or sponsorship agreement which connects the Town Council with lending support to any political party.
- h. Whether advertising and/or sponsorship is a suitable method or whether external requests to use Council-owned platforms should be approved, will be decided on a case-by-case basis.

**Commented [MN2]:** Just say "The council reserves the right to refuse any offer of sponsorship" This is too prescriptive and inevitably will have failed to include a situation where we would refuse.

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- The size and positioning of sponsors' logos on any promotional material, goods or signage must be considered by the appropriate lead Officer in conjunction with the Town Council's Communications and Events Officer.

Commented [MN3]: Difficult one in practice, I suspect.

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