

## EXECUTIVE

YOU ARE REQUESTED TO ATTEND A MEETING OF THE EXECUTIVE TO BE HELD IN THE PRINCIPAL COMMITTEE ROOM, THE DEANE HOUSE, BELVEDERE ROAD, TAUNTON ON WEDNESDAY 19TH SEPTEMBER 2007 AT 18:15.

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### **AGENDA**

1. Apologies
2. Minutes of the meeting of the Executive held on 22 August 2007 (attached)
3. Public Question Time
4. Declaration of Interests. To receive declarations of personal or prejudicial interests, in accordance with the Code of Conduct
5. Taunton Ice Rink 2007  
Report of Chief Executive of Taunton Town Centre Company Ltd (attached)

The following item is likely to be considered after the exclusion of the press and public because of the likelihood that exempt information would otherwise be disclosed relating to the Clause set out below of Schedule 12A of the Local Government Act 1972.

6. Resources for Somerset Square  
Report of Strateguc Director (attached)

G P DYKE  
Democratic Services Manager  
11 September 2007





Members of the public are welcome to attend the meeting and listen to the discussion. Lift access to the main committee room on the first floor of the building is available from the main ground floor entrance. Toilet facilities, with wheelchair access, are also available. There is a time set aside at the beginning of the meeting to allow the public to ask questions



An induction loop operates to enhance sound for anyone wearing a hearing aid or using a transmitter. If you require any further information, please contact Greg Dyke on:



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Website: [www.tauntondeane.gov.uk](http://www.tauntondeane.gov.uk) (Council, Executive, Review Board & Review Panel Agenda, Reports and Minutes are available on the Website)

## **Executive – 22 August 2007**

Present: Councillor Henley (Chairman).  
Councillors Brooks, Coles, Horsley, Mullins, Prior-Sankey and Mrs Smith.

Officers: Mrs P James (Chief Executive), Ms S Adam (Strategic Director), Ms J Wishlade (Strategic Director), Mrs K Hughes (Leisure Development Manager), Mr A Priest (Asset Holdings Manager), Mr A Highton (Scrutiny Officer) and Mr R Bryant (Democratic Support Manager).

Also Present: Councillors Bishop, Critchard, Hall, House, Mrs Stock-Williams, Stuart-Thorn, Miss Wood and Williams. Mr I Atkins from Project Taunton and Mr J Ridsdale and Mr C Haworth from the Property Consultants Alder King.

(The meeting commenced at 6.15 pm).

### **83. Apologies**

Councillors R Lees and A Wedderkopp.

### **84. Minutes**

The minutes of the meetings held on 18 and 19 July 2007, copies of which had been circulated, were taken as read and were signed.

### **85. Public Question Time**

Councillor Leighton reminded the Chairman of the Executive, Councillor Henley, of the question she had asked at the Council meeting on 17 July 2007 about the need for Somerset County Council to fully consult with local residents over the proposed Park and Ride site to the east of Taunton. She was still awaiting a reply to this question and to her suggestion of a site visit.

Councillor Henley confirmed that arrangements for a visit to the site would be made shortly. However, in terms of the question asked at Council, Councillor Henley was aware that Somerset County Council would be submitting a planning application quite soon for the park and ride site. Full consultation would therefore take place with the local residents, the Parish Council and Taunton Deane through the planning process.

### **86. Declarations of Interests**

Councillors Henley, Brooks and Prior-Sankey declared personal interests as Members of Somerset County Council. Councillor Prior-Sankey also declared a prejudicial interest in relation to the item concerning charges to charities for hiring public open spaces for events and left the meeting during its consideration.

## 87. A Play Strategy for Taunton Deane

Considered report previously circulated, concerning the development of a Play Strategy for Taunton Deane.

The purpose of this Strategy was to guide the Council's actions in areas impacting on children's play and to provide a framework for decisions about "play" for children from 0-19 years for the next five years. In the short term, it would also enable the Council to apply for an allocated sum of money from the BIG Lottery Fund for the delivery of play for children up to 16 years of age.

Development of the Strategy had included a review of relevant policy, a comprehensive audit of play opportunities, a review of existing consultation, new consultation with play providers, parish and town councils, children and young people and with agencies and Council Members. From this, the key issues had been identified and an Action Plan developed.

A Play Partnership comprising representatives from a variety of organisations had been established which had met regularly over the past 12 months to monitor and consider progress with the Strategy.

The Strategy consisted of the following five documents under the title "Play in Taunton Deane":-

Document 1: The Play Policy – this set out the vision for play and expressly adopted a position on the approach on risk;

Document 2: A Strategy Development Document – this set out the policy context, the current position of play provision in the District and set out the five priorities identified;

Document 3: The Needs Assessment – which gave full findings of the research undertaken;

Document 4: The Issues Analysis – this document identified the key issues arising from the research; and

Document 5: The Action Plan – this proposed actions to be taken by the partners to address the issues.

Noted that all the actions identified in the Strategy would be delivered within existing resources or with the funding allocation from the BIG Lottery.

Reported that the priorities identified for play in Taunton Deane were:-

**Priority 1:** Ensuring all children and young people had access to play opportunities in their local area;

**Priority 2:** Making play more exciting and challenging;

**Priority 3:** Making play inclusive;

**Priority 4:** Funding; and

**Priority 5:** Raising the profile of play and its value.

Submitted details of the consultations that had been undertaken on the draft Strategy. The responses received to the consultation exercise were set out for the information of Members together with recommended action or amendments to the Strategy.

Further reported that an involvement exercise with children and young people to prioritise the Action Plan was held at the French Weir Fun Day on 12 August 2007. This had helped to confirm the priority of the items in the Action Plan which would form the play project portfolio to be submitted to the BIG Lottery for funding. The top priorities for the children at the fun day were:-

- EC4 – Involving children and young people in designing play areas;
- LP4 – Filling the gaps in play provision;
- EC3 – Build a destination playground;
- EC1 – Let children play in wild/natural places;
- LP1 – Play Rangers;
- EC2 – Include natural features in play areas; and
- I2 – Play Days around the district.

The Health and Leisure Review Panel had considered and endorsed the draft Strategy at its meeting on 26 July 2007. Noted that the top priority actions for the Review Panel Members were:-

- LP4 – Filling the gaps in provision;
- LP1 – Play Rangers;
- F1 – Supporting organisations to access funding; and
- P4 – Play Development Co-ordinator.

The application to the BIG Lottery would be made by the end of August 2007 with the outcome expected in early January 2008. The application would be for £208,000 over three years to fund direct play provision.

The Play Partnership had identified two key projects in the Action Plan which fulfilled the BIG Lottery criteria. These were Play Rangers and Play Days.

The work of a Play Ranger included enabling children to play freely and to feel safe within the play environment, empowering children through free choice and open activities, increasing usage levels in play and open space areas and helping to increase local community cohesion.

There was also a possibility in the future of Play Rangers bringing into use school play areas during the holiday times in areas of the district where play space was limited.

It was estimated that the Play Ranger service would cost £170,000 over three years.

The proposed Play Days would be focused on giving children new experiences of play in natural environments in their local parks or by taking them to a wild/natural space for play. It was likely that £18,000 over three years would be applied for to fund the Play Days project.

Reported that if the Council was not awarded its allocation, the above two projects would not go ahead. All other actions in the Strategy were fundable within existing budgets or were officer time.

RESOLVED that:-

- (a) The Play Strategy, including the Taunton Deane Play Policy, be adopted;
- (b) The Executive Councillor for Community Leadership be delegated to approve the final alterations to the Play Strategy documents resulting from the consultation and the outcomes for the Action Plan as they were developed; and
- (c) The submission of a bid to the BIG Lottery for £208,000 to fund Play Rangers and Play Days in the district over three years from 2008/2009 be approved.

**88. Review of the charges to charities for hiring public open spaces for events**

Reference Minute No 70/2007, reported that the Executive's decision on the subject of waiving charges to charities for the hire of Taunton Deane's Open Spaces and Parks for events had been called in by Councillors Edwards and Brockwell.

Reported that the call in had been considered by the Review Board at its meeting on 2 August 2007 where it had been decided to refer the decision back to the Executive with the request that it:-

- (1) Gave proper consideration to the effect its decision would have on Council resources and how the shortfall would be resourced;
- (2) Retained a charging structure which could be applied consistently and which was equitable to all charities;
- (3) Retained a system where a charity was required to demonstrate need before charges were waived; and
- (4) Considered deferring any decision on abolishing the charging structure for a further year – it was far too early to assess whether the charging structure was having any effect on charities.

The Chairman reported that the respective positions of the two main political groups was well known on this issue and nothing had changed since the meeting of the Executive on 18 July 2007.

RESOLVED that the previous decision of the Executive in relation to the waiving of charges to charities for hiring public open spaces for events be endorsed.

**89. Exclusion of the press and public**

RESOLVED that the press and public be excluded from the meeting for the items of business covered by Minute 90, 91 and 92 below because of the likelihood that exempt information would otherwise be disclosed relating to clauses 7 and 9 of Schedule 12A of the Local Government Act 1972, and the public interest in withholding the information outweighed the public interest in disclosing the information to the public.

**90. Firepool, Taunton – Procurement of Development Partner**

Considered report previously circulated, concerning the process undertaken to date towards the procurement of a development partner for the Firepool area of Taunton.

Following the receipt of expressions of interest, a number of candidates had been invited to participate in a dialogue with the Council culminating with the submission of written proposals during July 2007.

Reported on the evaluation of the proposals which had led to a shortlist of companies being drawn up.

If this recommended list was approved, further discussions would take place and the companies involved would be required to make a presentation to Councillors towards the end of September, prior to formal tenders being invited.

It was anticipated that a development partner would be selected towards the end of the year.

During the discussion of this item, the Strategic Director, Joy Wishlade, reported that a visit to the Harbourside at Bristol was being arranged to enable Councillors to obtain an appreciation of the kind of scale and massing that could work in a riverside location.

She also sought and obtained confirmation as to the design criteria for Phase One of the Firepool development in connection with affordable housing, the height of buildings and the need for a high level of design and sustainability.

RESOLVED that the proposed shortlist of companies be invited to continue the dialogue with the Council and submit final tenders in due course.



91. **Proposed disposal of land in Wellington**

Considered report previously circulated, concerning the disposal of an area of Council owned land in Wellington in connection with a proposed redevelopment.

Submitted details of the main terms and conditions that had been negotiated between the parties.

RESOLVED that:-

- (1) The proposed transaction involving an area of land in Wellington be approved, subject to the main terms and conditions negotiated by the Asset Holdings Manager; and
- (2) The fair net receipt attributable to the loss of a Council owned dwelling within the overall transaction be set aside for affordable housing purposes.

92. **Wellington Cemetery**

Reference Minute No 85/2006, reported in detail the likely financial implications of carrying out the recommendations of the Wellington Cemetery Task and Finish Group.

RESOLVED that:-

- (1) The recommendations of the Task and Finish Group be endorsed; and
- (2) The financial element of the project be considered further by the Executive during the budget setting process for the 2008/2009 financial year.

(The meeting ended at 7.26 pm).

## TAUNTON DEANE BOROUGH COUNCIL

### EXECUTIVE MEETING – 19 September 2007

#### REPORT OF THE CHIEF EXECUTIVE OF TAUNTON TOWN CENTRE COMPANY LTD

##### TAUNTON CHRISTMAS ICE RINK 2007

(This matter is the responsibility of Executive Cllr Horsley)

#### **Purpose of Report**

To inform the Executive of the current plans to bring an ice rink to Taunton town centre for the 2007 Christmas period, to request the use of a portion of the Coal Orchard car park, *and to seek financial support.*

#### **Executive Summary**

Taunton Town Centre Co (TTCCo) has brought a very successful ice rink to Taunton for the past two years. Last year It was enjoyed by over 16,000 people. There is popular demand to bring a larger rink back to the town again this year.

TTCCo would combine with APR Media in the management and responsibility for this initiative using contractor Cousins Entertainment.

Last year the rink was sited on the Brewhouse staff car park. This area will be unavailable this year as it will be in use as a compound for the contractors redeveloping the Somerset County Cricket site. The most practical alternative site is on the Coal Orchard car park.

As before, the costs of bringing this to Taunton are considerable. We are therefore requesting that Taunton Deane Borough Council should pledge £16,000 as a contribution to the rink, as last year and bear the consequential loss of the car parking revenue.

### **1. Background**

- 1.1 Taunton is a thriving and dynamic town, which has, over the past few years, striven to find new and exciting ways to attract greater market share to the town centre.
- 1.2 For the past two years Taunton Town Centre Co has brought a real ice rink to Taunton over the Christmas period to attract new customers and to provide a facility for the local community.
- 1.3 A small temporary real ice rink was installed in Goodland Gardens in 2005 and open to the public from December 5<sup>th</sup> to January 2<sup>nd</sup>. During the period of operation over 12,000 people used the ice rink. In 2006 a larger rink was installed

in the staff car park at the Brewhouse Theatre. Despite exceptionally wet weather the rink saw an uplift in usage of over 25%. Many of the skaters had travelled many miles to Taunton to skate, but the majority of users were from within Taunton Deane.

- 1.4 There was a great deal of public demand for this facility to be available again this year.
- 1.5 Members will be aware that the new Princesshay shopping centre development in Exeter will be open by Christmas this year. This development poses a very severe threat to Taunton's retailers this year. We need to enhance the attraction of Taunton as a Christmas shopping destination; the ice rink will certainly help in that regard.

## **2. Proposal for 2007**

- 2.1 Taunton Town Centre Co agreed that there is still enough support for an ice rink in Taunton to make it worth bringing it back to the town again for a third year.
- 2.2 Ideally the rink should be the same size as last year 20m x 20m. This size was much appreciated by skaters last year and the increase in cost is proportionately less than for the smaller rink installed in 2005, which reduces the financial break-even point.
- 2.3 The site used last year on the Staff car park of the Brewhouse Theatre will not be available this year as it will be a compound for the contractors working on the Cricket Club site.
- 2.4 A suitable site has been identified on the Coal Orchard car park adjacent to St James St swimming pool and the rear of the solicitors' office. The proximity to the Brewhouse is sufficiently close to facilitate cross marketing of their Christmas production (A Christmas Carol) and the ice rink. It is also sufficiently close to the town centre for customers to make combined trips to the rink and the town via St James St.
- 2.5 The Parking & Civil Contingencies Manager has confirmed that, with the information available, the rink, viewing gallery and skate hire marquee can be accommodated in the area describe without affecting the operation of the remainder of the car park. The site will take 43 car park spaces out of use for approximately six weeks. The maximum consequential loss would be approximately £12,500. Some vehicles would obviously park elsewhere, but it has to be recognised, that with the loss of 56 spaces to the Cricket club development at the same time that parking over the Christmas period will be at a premium in this area.
- 2.6 The period of operation will be slightly longer than last year as the school term begins on 7 Jan viz 6 December to 6 January. In effect the rink will be operational for 28 days. The site will be required from 28 November to 11 January to allow for set up and dismantling.

## **3. Finances**

### 3.1 Budget Estimate for a 20m x 20m ice rink

## **Expenditure ex VAT**

Rink Hire	£69,200
Marketing	£14, 000
Staffing	£11,500
Fuel	£6,500
Security	£4, 500
Contingency	£1, 000
<b>Total</b>	<b>£106,700</b>

## **Income**

Tickets priced at:

£5 children and concessions/. £6 adults

£20 family (2 adults + 2children / 1 adult + 3 children)

Total sessions for period of operation	319 sessions
Total capacity @ 120 skaters per session	38,280 skaters
Average ticket price <b>ex VAT</b>	£ 4. 68p
Total possible income (max. predicted)	<b>£179182.97</b>

**Please note that previous experience indicates that achieving anywhere close to maximum capacity is very unlikely.**

- 3.2 In order to 'break even' at £106,700 with no additional financial support, 22799 skaters @ £4.68 over the period would be required, an increase of 6700 on last year.
- 3.3 Sponsorship has been secured from the Taunton Park and Ride of £5000. This contribution reduces break even to £101,700, requiring 21,730 skaters @ £4.68 over the period, an increase of 5000 skaters on last year.
- 3.4 Financial support from Taunton Deane Borough Council of £10,000 would make the task of achieving break even much easier. Such a contribution would reduce break even to £91,700, requiring 19594 skaters @ £4.68p over the period, an increase of c 3000 on last year.
- 3.5 Other sponsorship and commercial opportunities are being sought to close the gap. This year Taunton BID would underwrite any loss.

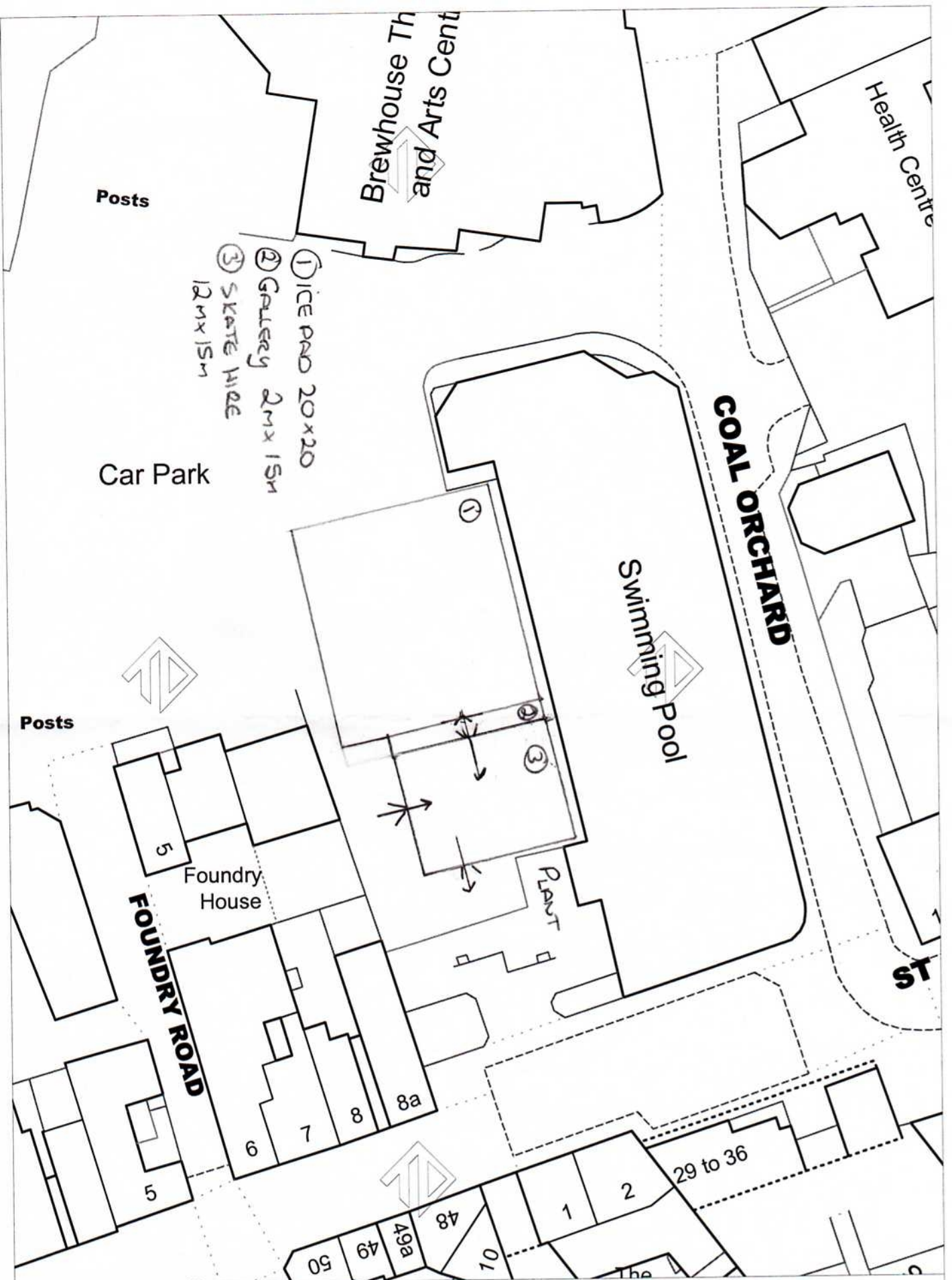
## **4. Recommendation**

4.1 Taunton Town Centre Co requests that TDBC should commit to contribute £10,000 sponsorship to the 2007 ice rink and, to bear the consequential loss of car parking revenue (maximum £12,500) for the period of installation, operation and dismantling of the ice rink.

4.2 This will be funded by a virement of £22,500 from the existing budget for Leisure Services

Contact Officer:

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**Coal Orchard Car Park, TAUNTON**

Date: 21/08/2007 Scale 1: 500

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