

Democratic Services Officer: Carrie O'Connor (Ext. 37614)

2 March 2017

## **ENVIRONMENT & LEISURE WORKING GROUP**

A meeting of the Environment & Leisure Working Group will be held in Committee Room 1 (the Pink Room) at the Arun Civic Centre, Maltravers Road, Littlehampton on **Tuesday 14 March 2017 at 6.00 p.m.** and you are requested to attend.

Members: Councillors; Hitchins (Chairman), English (Vice-Chairman), Mrs Bence, Bicknell, Brooks, L. Brown, Buckland, Cates, Mrs Daniells, Dingemans, Maconachie, Mrs Maconachie, Mrs Neno, Northeast, Oliver-Redgate, Mrs Porter, Purchase, Reynolds, Dr Walsh, Warren, Wells and Wheel

## **A G E N D A**

1. APOLOGIES FOR ABSENCE
2. DECLARATIONS OF INTEREST

Members and Officers are reminded to make any declaration of personal and/or prejudicial/pecuniary interests that they may have in relation to items on this agenda.

You should declare your interest by stating:

- a) the item you have the interest in
- b) whether it is a personal interest and the nature of the interest
- c) whether it is also a prejudicial/pecuniary interest

You then need to re-declare your interest and the nature of the interest at the commencement of the item or when the interest becomes apparent.

3 MINUTES

To approve as a correct record the Minutes of the meeting held on 17 January 2017 (attached).

4 ITEMS NOT ON THE AGENDA THAT THE CHAIRMAN OF THE MEETING IS OF THE OPINION SHOULD BE CONSIDERED AS A MATTER OF URGENCY BY REASON OF SPECIAL CIRCUMSTANCES

5 SPONSORSHIP OF THE COUNCIL'S LAMP POST BANNERS

The purpose of this report is to inform members of the initiative to seek sponsorship for the Council's Lamp Post Banner Scheme. The Council's 32 lamp post banner sites located in the three towns of Bognor Regis, Arundel and Littlehampton are used to support and promote local events.

The Sponsorship seeks to enable the promotion of events within the Arun District area at, no cost or a reduced cost to the District Council in accordance with the Council's 2020 Vision.

6 MEMORIAL SEAT OR CELEBRATION OF LIFE SEAT SCHEME

The Council has run a memorial seat scheme for many years which has proved very popular. It has however been a victim of its own success leading to over provision of seats in some areas.

This report briefly reviews the existing scheme and informs Members of the replacement scheme. The scheme will introduce an attractive circular seat in an area of open space. The new scheme will be entitled the Celebration of Life seat scheme and is expected to be self-funding.

7 LITTLEHAMPTON LEISURE CENTRE UPDATE

Members will receive a verbal update at the meeting.

Note: Indicates report is attached for all Members of the Working Group only and the press (excluding exempt items). Reports can be accessed through the Council's website at [www.arun.gov.uk](http://www.arun.gov.uk)

'Subject to Approval at the Next Working Group Meeting'

ENVIRONMENTAL & LEISURE WORKING GROUP

17 January 2017 at 6.00 p.m.

Present: - Councillors Hitchins (Chairman), English (Vice-Chairman), Mrs Bence, Bicknell, Brooks, Buckland, Cates, Mrs Daniells, Dingemans, Mrs Maconachie, Maconachie, Mrs Neno, Northeast, Mrs Porter, Purchase, Reynolds, Dr Walsh and Warren.

[The following Councillors were absent from the meeting during consideration of the matters referred to at the Minute indicated:- Councillors Buckland, Mrs Maconachie, Purchase and Dr Walsh, Minute 29 (part); and Councillor Bicknell, Minutes 24 to 26.].]

Councillors Bence, Dendle and Chapman were also present at the meeting.

24. APOLOGIES FOR ABSENCE

Apologies for absence had been received from Councillors Oliver-Redgate and Wheal.

25. DECLARATIONS OF INTEREST

The Monitoring Officer has advised Members of interim arrangements to follow when making declarations of interest. They have been advised that for the reasons explained below, they should make their declarations on the same basis as the former Code of Conduct using the descriptions of Personal and Prejudicial Interests.

Reasons

- The Council has adopted the government's example for a new local code of conduct, but new policies and procedures relating to the new local code are yet to be considered and adopted.
- Members have not yet been trained on the provisions of the new local code of conduct.
- The definition of Pecuniary Interests is narrower than the definition of Prejudicial Interests, so by declaring a matter as a Prejudicial Interest, that will cover the requirement to declare a Pecuniary Interest in the same matter.

‘Subject to Approval at the Next Working Group Meeting’

Where a Member declares a “Prejudicial Interest” this will, in the interest of clarity for the public, be recorded in the Minutes as a Prejudicial and Pecuniary Interest.

26. MINUTES

The Minutes of the meeting held on 1 November 2016 were approved and signed by the Chairman as a correct record.

27. UPDATE ON LITTLEHAMPTON LEISURE CENTRE

*(During the course of consideration of this item Councillor Bicknell declared a personal interest as he worked for Southern Water.)*

The Principal Landscape Officer circulated a written report update at the meeting which set out progress to date with regard to the development of a new leisure centre in Littlehampton.

Members were informed that:

- Approval of the planning application had been granted on 4 January 2017, subject to conditions, although a further amendment would have to be presented to the Development Control Committee due to the fact that the sewer location required a rotation to the position of the building. It was not anticipated that this would have a significant impact.
- Tree removal works would be carried out during February 2017, prior to the start of the bird nesting season.
- Design work was continuing.
- Identification of different procurement packages would be commencing shortly and Willmott Dixon proposed to meet potential suppliers ahead of the tendering process.
- The project team had met with Willmott Dixon and STEM (Science, Technology, Engineering & Mathematics) Sussex to learn how the project would positively impact on the wider community.

In the course of discussion, concern was again expressed that the adequacy of the public convenience provision at the centre would not be sufficient for the use of members of the public who were not using the centre, particularly when coaches arrived and dropped off people for their day visits to Littlehampton. An assurance was given that Freedom Leisure were happy with the arrangements and Environmental Health did not feel there was an under provision of facilities.

In response to a number of questions at the meeting, officers were able to advise that:-

‘Subject to Approval at the Next Working Group Meeting’

1. A meeting was scheduled on Monday 23 January 2017 with Sport England, who would be leading on a workshop specifically to deal with their new strategy on the application for funding of the leisure centre.

2. A firm date for the commencement of construction work had still to be confirmed but early indications were that it would be in the late summer.

3. Tree removal work would ensure that only those essential to clearance of the site would be removed. A band of trees would be retained which were close to residential properties and contact would be made with nearby residents to inform them of the works due to take place.

4. The involvement of STEM Sussex was welcomed as an important way of promoting the fields of science, technology, engineering and maths to encourage the take up of those subjects by young people in schools.

5. Although there was no firm date for closure of the Sportsdome, Freedom Leisure had been requested to work to 31 March 2017 and were working to provide facilities for a number of activities at alternative venues.

The Chairman thanked the Principal Landscape Officer for her update.

## 28 ARUN'S PLAY AREA STRATEGY 2017-2027

The Greenspace & Cleansing Contract & Development Manager advised that the managing of play areas was extremely costly and that a robust strategy was now required to consolidate the Council's resources and ensure that the best value for money was provided to local communities. This report set out what the key aims of the new strategy would be and how the relevant information would be obtained to inform that strategy. It was anticipated that the review would take place during the year, with a draft of the strategy to be presented to the Working Group in the Autumn of 2017 for recommendation to Cabinet for final approval.

In the course of discussion, Members were pleased to hear that the monitoring of play areas would be carried out across evenings, weekends and school holidays to enable a truer picture of useage to be obtained. It was felt that the approach being proposed was sensible but it was requested that if facilities were withdrawn from particular areas then there should be an alternative available within walking distance. Comment was also made that the Town and Parish Councils should be fully consulted and an assurance was given that that would be done.

The Working Group

RECOMMEND TO CABINET

That the Council sets out a 10 year sustainable Play Area Strategy based on

‘Subject to Approval at the Next Working Group Meeting’

- (a) aligning the strategy with the Council’s agreed 2020 Vision;
- (b) the aims identified in Section 3 of the report; and
- (c) the process outlined in Section 4 of the report.

29. NO COST LITTER AND DOG FOULING ENFORCEMENT SERVICE TRIAL

The Environmental Health Manager presented a report which proposed the initiation of a pilot scheme whereby the Council would, at zero cost, participate in a 12 month trial with a trading company wholly owned by East Hampshire District Council to take enforcement action in relation to litter and dog fouling offences. Members were advised that the benefit of undertaking this trial was that it could be tested to ascertain its financial sustainability for all parties prior to making any long term decisions. A further report would come back to the Working Group prior to the conclusion of the trial with options for a way forward.

The Working Group applauded the initiative of the Environment Health Manager in sourcing this scheme and Members were unanimous in their support. It was requested that an update report be provided in 6 months from the commencement of the trial.

It was suggested that a publicity exercise be undertaken to inform public awareness and that the Town and Parish Councils be provided with the relevant information for inclusion in their newsletters. The Cabinet Member for Environmental Services contributed to the debate by advising that, following the replacement of the lamp posts in the District by West Sussex County Council, new notices would be produced and reworded to make people aware of their responsibilities and he hoped that every Ward Councillor would have 10 of these to put up where they would provide the most benefit.

Following a full discussion, with a number of questions being responded to by the Environmental Health Manager, the Working Group

RECOMMEND TO THE CABINET MEMBER FOR ENVIRONMENTAL SERVICES AND THE CABINET MEMBER FOR LEISURE AND AMENITIES

That, by way of Individual Cabinet Member decision, authorisation be given to participate in a litter and dog fouling enforcement trial, including delegation of enforcement powers to East Hampshire District Council and delegation to officers to enter into an agency agreement.

(The meeting concluded at 7.45 pm)

## ARUN DISTRICT COUNCIL

### ENVIRONMENT AND LEISURE WORKING GROUP - 14 MARCH 2017

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#### Information Paper

Subject : Sponsorship of the Council's Lamp Post Banners

Report by : Jasmine Ede

Report date: February 2017

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#### EXECUTIVE SUMMARY

The purpose of this report is to inform members of the initiative to seek sponsorship for the Council's Lamp Post Banner Scheme. The Council's 32 lamp post banner sites located in the three towns of Bognor Regis, Arundel and Littlehampton are used to support and promote local events.

The Sponsorship seeks to enable the promotion of events within the Arun District area at no cost or a reduced cost to the District Council in accordance with the Council's 2020 vision.

#### 1.0 INTRODUCTION & BACKGROUND

- 1.1 Arun District Council's (ADC) lamp post banners have provided information to the public, residents and visitors on events that are happening in the local community for over 6 years.
- 1.2 The lamp post banners scheme was created to promote the large range of events and tourism related activities that take place across the district. Each town's lamp post banners display events that are specifically happening within the town for Bognor Regis, Littlehampton and Arundel.
- 1.3 The Council currently has 32 existing lamp post banner sites with 12 locations in Bognor Regis, 12 sites in Littlehampton and 8 Sites in Arundel.
- 1.4 On average 30 events have used the lamp post banners to promote events across the district each year. The lamp post banners are able to host up to 26 banners per town per year (each banner is displayed for a two week period). It is therefore possible to promote up to 78 events per year across the district. Examples of events banners to date can be seen at appendix 2.0.

## 2.0 THE HISTORIC COSTS OF THE LAMP POST BANNER SCHEME TO THE COUNCIL

- 2.1 The Council has funded the lamp post banner scheme for the last 6 years. The table at appendix 1.0 shows the cost to the Council over the 6 year periods with regards to the printing and installation.
- 2.2 In 2015 Stagecoach sponsored the lamp post banners on an event by event basis for a year. This was the first year the Council had received an income from the lamp post banners. The Council received a total income of £6,300 from Stagecoach sponsorship.
- 2.3 In 2016, in order to reduce costs the Council asked event organisers to pay for lamp post banners (to cover installation and printing). However, this resulted in significantly less events being promoted across the district than in previous years as many events were unable to fund this element of promotion.

## 3.0 POTENTIAL SPONSORSHIP OFFER

- 3.1 In order to be able to reduce costs to the Council in accordance with the 2020 vision and to continue to support events with promotion the Council is seeking a Sponsor for the scheme.
- 3.2 In 2015 the Council received planning permission in the form of advertisement consent to display adverts on the banners enabling full sponsorship of all lamp post banner. Along with the license for the lamp post banners to overhang the highway.
- 3.3 ADC is looking for a sponsor to cover all or part of the printing and installation costs for the lamp post banners for events across the district for a 3 year period.
- 3.4 The estimated minimum costs that are sought from a sponsor are £9,000 a year, a total of £27,000 for the 3 year period. This sum would cover the costs of printing and installation for the banners for 30 events a year across the district (based upon the estimated cost of £300 per event per town). The cost, however, would increase if more events would like to use the lamp post banners for promotion.
- 3.5 The Sponsor would be offered the following in return for covering the costs of printing and installing the lamp post banners
- Company logo to be included on all lamp post banners ensuring 365 days per year of guaranteed exposure of your company across the Arun District.
  - Sponsor will be able to have a full advertising banner on display between 31st January and 31st February for a two week period. The banner will be displayed on the Council's 32 sites.



- Sponsor's banners will be on display alongside the Council's Sussex by the Sea banners when there are no events to promote.
- Sponsorship of the lamp post banners will support and promote to residents and visitors the events that take place in Bognor Regis, Littlehampton and Arundel.
- Sponsor associated with key events that take place in the district attracting between 1,000 and 10,000 attendees per event each year.

3.6 Arun District Council's role would remain as follows:

- Management of the booking process for the lamp post banners through the Events Officer.
- Completion of all designs of the lamp post banner by the Council's design department.
- Checking and giving approval for all designs before they are sent to print.
- Management of the contract with the printing/installation company

#### 4.0 SUMMARY

- 4.1 The Council would like to be able to continue supporting and promoting events across the district through the use of the Council's lamp post banner scheme whilst reducing the costs to the Council in line with the 2020 vision. In order to do so the Council is seeking a sponsor for the lamp post banner scheme.

Appendix 1.0 Print, Installation and Reinstallation costs for the period 2009 -2016.

| <b>Year</b> | <b>Lamp post banner costs</b>  |
|-------------|--|
|             | <b>ADC</b>   |
| 2016        | Estimated up to £1000<br><br>Event Organiser asked to pay for their own banners.<br>Only costs incurred are for Sussex by the sea banners. |
| 2015        | £6,300 income received from stagecoach<br><br>£3,000 – cost incurred by the council  |
| 2014        | £8,000   |
| 2013        | £9,000   |
| 2012        | £6,000   |
| 2011        | £7,000   |
| 2010        | £5,000   |
| 2009        | £4,000   |

Note: In 2016 the number of lamp post banners sites in Arundel was reduced to 8 from 12 during the planning permission process.

Appendix 2.0 – The table below shows examples of events that have used the lamp post banner sites.

|  |   |
|--|---|
| <p><b>Bognor Regis - South Down Folk Festival</b></p>  <p>The banner for the Southdowns Folk Festival features the text 'SOUTH DOWNS Folk Festival' in large, colorful letters. Below it, it says '23-25 September 2016' and 'www.southdownfolkfest.co.uk'. At the bottom, there are logos for 'Bognor Regis Post', 'sussex by the sea', and 'ARUN DISTRICT COUNCIL'.</p> | <p><b>Drive through time event</b></p>  <p>The banner for 'A Drive Through Time' features a vintage car. The text includes 'A Drive Through Time', 'Sunday 10 July 11am-4pm', and 'West Park'. Logos for 'sussex by the sea' and 'ARUN DISTRICT COUNCIL' are at the bottom.</p>  |
| <p><b>Arundel - Arundel by Candlelight</b></p>  <p>The banner for 'Arundel by Candlelight' has a dark blue background with a city skyline and candles. Text includes 'PEGASUS PROPERTIES SPONSOR', 'Arundel by Candlelight', 'Saturday 3rd December', and logos for 'PEGASUS', 'sussex by the sea', and 'ARUN DISTRICT COUNCIL'.</p>                                     | <p><b>Arundel Festival</b></p>  <p>The banner for 'Arundel Festival' features a large 'a' logo and the text 'Arundel Festival   2016' and '20th - 29th August'. It includes social media icons, the website 'www.arundelfestival.co.uk', and logos for 'sussex by the sea', 'Arundel Castle', and 'ARUN DISTRICT COUNCIL'.</p>  |
| <p><b>Littlehampton - Chesnut Tree House</b></p>  <p>The banner for 'Littlehampton Arts Week' features a stylized 'LOCA' logo and the text 'Littlehampton ARTS WEEK' and '16-23 JULY'. It includes a Facebook logo and logos for 'sussex by the sea' and 'ARUN DISTRICT COUNCIL'.</p>   | <p><b>Loca Arts Week</b></p>  <p>The banner for 'Chestnut Tree House Littlehampton 10k' features the text 'Chestnut Tree House Littlehampton', '10k', 'Sunday 11 September 2016', and 'www.chestnut-tree-house.org.uk/10k'. It includes logos for 'sussex by the sea', 'Chestnut Tree House', and 'ARUN DISTRICT COUNCIL'.</p> |

ARUN DISTRICT COUNCIL

ENVIRONMENT & LEISURE WORKING GROUP – 14 MARCH 2017

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Information Paper

Subject : Memorial seat or Celebration of life seat scheme

Report by : Sue Howell

Report date: Feb 2017

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EXECUTIVE SUMMARY

The Council has run a memorial seat scheme for many years which has proved very popular. It has however been a victim of its own success leading to over provision of seats in some areas.

This report briefly reviews the existing scheme and informs Members of the replacement scheme. The scheme will introduce an attractive circular seat in an area of open space. The new scheme will be entitled the Celebration of Life seat scheme and is expected to be self funding.

**1.0 INTRODUCTION**

The Council has run a memorial seat scheme for many years. This has involved the option of either the installation of a new seat or for the adoption of an existing seat on land owned by the Council, primarily areas of greenspace and foreshore.

For a new seat an Officer will assist a member of the public to find a suitable location, and will organise the purchase and installation of a new seat. Included within the package is an engraved gold laminate plaque, and 10 years maintenance of the seat by the council.

Adopting a seat involves refurbishing and re-staining an existing bench in an existing location, again the package includes attaching a gold laminate plaque, and 10 years maintenance.

The scheme has enabled the installation of seats across various greenspace and foreshore sites at the cost of those using the scheme and the wider public has benefitted from this, however the scheme has proved so popular on some sites it has led to an over supply of seats in some locations. (See photos in Appendix 1.0)

## **2.0 The existing donated seat scheme**

Beyond the clear advantage of having seats installed at the cost of those using the scheme there are a number of disadvantages which are listed as follows:

- Some locations, in particular Foreshore sites, are amongst the most popular where seats have been installed to cater for the demand. This has led to over provision of seats to the extent that on some sites the number could be viewed as visually detrimental to the location.
- Sites that have already reached capacity are repeatedly requested; customers become frustrated when told that their requested location is not available.
- The process of agreeing a location can be lengthy. The process involves site visits to confirm locations are appropriate all of which is time consuming when resources have become more limited.
- The Council is obligated to continue to maintain an increasing number of seats which has financial implications on the council.
- Maintenance request are made to rectify minor vandalism, by both the donors and members of the public.

## **3.0 The Celebration of Life Tree seat scheme**

This initiative involves the purchase and installation of an attractive communal tree seat which will accommodate multiple dedications. The dedications for this new scheme would not be limited to memorials, but to include celebration of life events which may be requested i.e. births, marriages and special celebration / events.

An example of the seat is shown at Appendix 2. The seat located within an area of Greenspace will enable up to 24 dedications on a single seat.

This scheme will have a number of benefits over the past donated seat scheme

- The scheme will remain available as a public service for seat dedications.
- The tree seats can be installed in set locations which will reduce the resource needed in finding a location.
- Easier to check on a single location rather than having to search numerous locations.
- Maintenance of a single seat rather increasing the number of seats will assist with the future monitoring and maintenance costs.

There is an initial cost for the purchase of the seat, however the cost of an inscription on the seat public will offset this cost. If there is a good uptake of dedications within the new scheme it is expected that the scheme will be self-sustaining over time. The dedication in the form of a plaque will have a lifespan of 10 years, after which the dedication will be renewed at a further cost or removed and made available for re use.

A proportion of the fee charged would be set aside to build a fund which would subsequently contribute to a further seat in another location.

An initial layout for the purchase of the first seat and no guarantee that there would be an uptake of the scheme by the public. However the evidence of the Memorial seat scheme has highlighted that there is continued request for this service to be made available.

A seat is planned to be installed in Hotham Park as the initial trial location. If there is good uptake and sustained interest, other similar greenspace sites will be selected and the scheme rolled out to other locations within the district.

#### **4.0 Cemeteries**

The public will continue to be able to donate seats with memorials in identified locations within the Council's cemeteries. There are a number of identified locations within the cemeteries where seats are required.

This will be reviewed depending on the popularity of the Celebration of Life seat.

#### **5.0 Summary**

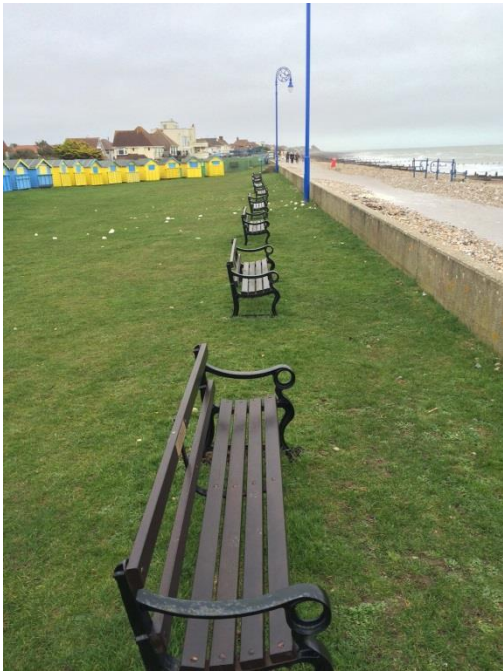
This scheme will over come the need to provide a sustainable scheme, which provides a service to the public and which is visually pleasing. To provide a scheme which is self funding and potentially income generating, which reduces officer time to administer and the liability to the Council in providing this scheme.

This scheme is an alternative to the Longest bench on Littlehampton seafront which will be an option for the public to have inscriptions in that location and is a separately run scheme. Promotion of these scheme can be run together and shown as different options available to the public.

**Background Papers:** None

**Contact:** Sue Howell, Landscape and Leisure Officer, ext 37943

Appendix 1 - Blakes Road, Felpham – Donated seats



Appendix 2 – Example of new seating

