



WENDOVER PARISH COUNCIL

Address: The Clock Tower, High Street, Wendover,
Aylesbury, Buckinghamshire HP22 6DU
Tel: 01296 623056 Email: clerk@wendover-pc.gov.uk

AMENITIES COMMITTEE AGENDA

Tuesday 17th September 2024 at 7:30pm
St Anne's Hall, Aylesbury Road, Wendover, HP22 6JG

Committee Membership: Councillors Stephen Worth, Mark Standen, Jennifer Ballantine, Diane Washington, Sam Walker, Julie Lloyd-Evans, Leigh Porter and Clive Gallagher (ex-officio)

To all Committee Members:

YOU ARE HEREBY SUMMONED TO ATTEND THE ABOVE-MENTIONED MEETING, WHEN IT IS PROPOSED THAT THE BUSINESS TO BE TRANSACTED SHALL BE AS SET OUT BELOW.

MEMBERS OF THE PUBLIC AND PRESS ARE INVITED TO ATTEND. MEMBERS WISHING TO ATTEND MUST CONTACT THE CLERK PRIOR TO THE MEETING.

AGENDA

- 1) **APPOINT COMMITTEE MEMBER**
To appoint Cllr Anne Wales as a member of the Amenities Committee.
- 2) **APOLOGIES FOR ABSENCE**
To consider any apologies for absence received.
- 3) **DECLARATIONS OF INTEREST**
In accordance with Sections 30(3) and 235(2) of the Localism Act 2011 and the Wendover Parish Council Code of Conduct.
- 4) **MINUTES – page 3**
To confirm the minutes of the meeting of 16th July 2024.
- 5) **PUBLIC PARTICIPATION**
A maximum of 3 minutes per speaker will be allowed.
- 6) **UPDATE REPORT FROM THE CLERK – page 6**
To receive an update on correspondence and actions from the Clerk.
- 7) **FINANCE**
To consider the list of payments.
- 8) **OPEN SPACES AND HAMPDEN POND**
 - a) **Health and Safety Tree Works – page 7**
To consider approving the cost of health and safety tree works completed on Dobbins Lane.
 - b) **Playpark Equipment Removals – page 9**
To consider approving the cost to remove the multi-play in Ashbrook Playpark and the slide in Hampden Playpark.
 - c) **Playpark Inspection – page 10**
To note the playpark inspection report.

9) OTHER MATTERS

a) Christmas Event Sponsorship - page 12

To consider authorising the office to look for sponsorships for the 2024 Christmas Light Switch On event.

b) Purchase of New PA System – page 16

To consider the cost of a new PA System and authorise the office to order.

c) Local Produce Market Report – page 19

To note the report. To consider authorising the office to get a proposal in line with option 2 from business 1.

10) CONFIDENTIAL ITEMS

The Public Bodies (Admission to Meetings) Act 1960 makes provision for excluding the public by resolution when confidential business is being considered or there are other special reasons and publicity would be prejudicial to the public interest.

a) To move the meeting into confidential session (commercially sensitive information)

To consider moving the meeting into confidential session because of the discussion of commercially sensitive information.

b) Lease for Ashbrook Recreation Ground (commercially sensitive information)

To consider the lease for Ashbrook Recreation Ground presented by the Estates and Events Manager.

11) ITEMS FOR NEXT AGENDA

12) DATE OF NEXT MEETING

The next scheduled meeting of the Amenities Committee is 15th October 2024.

13) CLOSURE OF MEETING

Signed by *Andy Smith*
Clerk and Finance Officer

Date: 12th September 2024

WENDOVER PARISH COUNCIL

Minutes of the Amenities Committee Meeting

16th July 2024 at 7:00pm

St Anne's Hall, Aylesbury Road, Wendover HP22 6JG

Present: Councillors Worth (Chair), Williams, Standen, Washington, Porter, Ballantine & Walker

Absent: Lloyd-Evans

Clerk & Minutes: Phoebe Sharps

Members of Public: 6

APOLOGIES FOR ABSENCE

A24.028 Apologies were received from Councillors Gallagher, and they were accepted.

DECLARATIONS OF INTEREST

A24.029 Cllr Walker declared an interest in the item of Renewal of the Allotment Policy and the Review 10-Year Fixed Index Charge as an allotment tenant, it was agreed that he would not vote on these items.

MINUTES

A24.030 It was **RESOLVED** to amend the minutes of 21st May 2024 to make it clear that it was the total cost to empty one dog bin for a year.

A24.031 The minutes as amended of the meeting of 21st May 2024 were **RESOLVED** as a true record to be signed by the Chair.

PUBLIC PARTICIPATION

A24.032 Members of the public spoke on item 7a, about the concerns over the boundary removal or adaptation, this included an increase of pedestrian traffic, safety impacts, and questions of liability in the case of accidents, they stated that they have sought legal advice on this subject.

A24.033 A member of the public spoke on item 7a, they discussed the boundary removal or adaptation, saying that it had been open for years without any concerns, and that a barrier or staggered entry through boundary line would mitigate the volume of pedestrians. Cllr Ballantine asked the member of the public about the parking situation at the business.

UPDATE REPORT FROM THE CLERK

A24.034 The report presented by the Clerk was NOTED. A verbal report was NOTED about the potential removal or fencing off two pieces of play equipment following the recent inspection report.

FINANCE

To consider the list of payments and sign cheques

A24.035 – The payments to consider totalling £3,892.82 were **RESOLVED** and signed.

OPEN SPACES AND HAMPDEN POND

a) **Proposal from Business**

To consider the proposal from a local business for potential changes to Ashbrook Recreation Ground.

A24.036 – It was **RESOLVED** to discuss this item after public participation.

A24.037 – It was **RESOLVED** not to accept the proposal for the change to the boundary post. It was **RESOLVED** to bring it back to the Council in August following investigation.

A24.038 – It was **RESOLVED** to accept the proposal for picnic tables and anchor fixings.

A24.039 – It was **RESOLVED** to accept the proposal for a bin and anchoring fixture.

A24.040 – It was **RESOLVED** accept one banner on the Ashbrook Recreation Ground railings, and one banner on site safe in Ashbrook Recreation Ground.

b) Hampden Playpark Fence

To consider the quotes to replace the fence in Hampden Playpark.

A24.041 – It was **RESOLVED** to accept the quote for option 1 costing £6,609.68 ex VAT from company 1 and award the work to company 1.

A24.042 – It was **RESOLVED** to take the quote to Full Council to consider.

c) Hampden Playpark Rope Climber

To consider the quotes to repair the broken rope climber in Hampden Playpark.

A24.043 – It was **RESOLVED** to accept the quote from company 1 and award the work to company 1.

d) Playpark Inspection

To note the playpark inspection report.

A24.044 – The playpark inspection report was NOTED.

e) Bus Shelter and Notice Board Repairs

To consider the quotes for repairs to the Bus Shelter and Notice Boards on Aylesbury Road.

A24.045 – It was **RESOLVED** to accept the quote from company 3 and award the work to company 3.

OTHER MATTERS

a) Review 10-Year Fixed Index Charge

To review the 10-year fixed index charge and consider the recommendations from the office.

A24.046 – It was **RESOLVED** to have a 3 year plan that is renewed on an annual basis.

A24.047 – It was **RESOLVED** differentiate our charging for commercial organisation and community groups/local charities.

A24.048 – It was **RESOLVED** to increase the allotment deposit to £100.

A24.049 – It was **RESOLVED** to charge additional costs above the hire fee to cover direct expenditure in holding the event.

A24.050 – It was **RESOLVED** to approve the Charging Policy in Appendix A.

b) Local Produce Market Negotiations

To consider authorising the office to enter negotiations with a company regarding the management of the local produce market.

A24.051 – It was **RESOLVED** to authorise the office to enter negotiations regarding the management of the Local Produce Market.

c) Purchase of Grillo

To consider the purchase of an additional small ride on mower as a part of the estates equipment strategy.

A24.052 – It was **RESOLVED** to delay purchase of the Grillo until the outcome of the devolved services discussions and the outcome of the works needed in the parks.

d) Policy Renewals

To review the policies and consider the recommendations from the office.

A24.053 – It was **RESOLVED** to renew the Hampden Pond Policy.

A24.054 – It was **RESOLVED** to renew the Ashbrook Protocol.

A24.055 – It was **RESOLVED** to renew the London Rd Open Space Protocol Formally Skate Park.

A24.056 – It was **RESOLVED** to renew the Hampden Meadow Protocol.

A24.057 – It was **RESOLVED** to renew the Rope Meadow and Orchard Protocol.

A24.058 – It was **RESOLVED** to renew the Memorial Benches and Trees policy with the accepted amendment.

A24.059 – It was **RESOLVED** to accept the amendment to the Memorial Benches and Trees policy as worded in the paper.

A24.060 – It was **RESOLVED** to amend the Charges policy to include the charge for memorial benches.

A24.061 – It was **RESOLVED** to renew the Memorial Benches and Trees policy as amended.

A24.062 – It was **RESOLVED** to renew the Allotment Policy.

PLANNING APPLICATIONS

A24.063 24/01900/ADP Hideaway Farm Wendover Road Stoke Mandeville Buckinghamshire

Submission of details reserved matters for appearance, landscaping, layout and scale to outline planning permission 22/01071/AOP (Outline application (all matters reserved except access) for the erection of seven rural business units for E(g) (iii) (light industry) with 38 parking spaces, access to be provided from Wendover Road) Condition 1: Details of the Appearance, landscaping, layout & scale; Condition 14: Details of the surface water drainage scheme; Condition 15: Whole-life maintenance plan relating to the drainage system - (partial discharge because as-built details will need to follow construction); Condition 16: Details of hard & soft landscaping & Arboricultural Impact Assessment; Condition 18: Landscape & Ecological Management Plan. It was **RESOVLED** to support this application.

A24.064 24/01813/APP Woodside Little London Wendover Buckinghamshire

Demolition of existing dwelling. Erection of replacement dwelling including garage and creation of swimming pool. It was **RESOVLED** to support this application.

10. ITEMS FOR NEXT AGENDA

A24.065 It was **NOTED** that the committee will consider the appointment of Cllr Wales to the Amenities Committee on the next agenda.

DATE OF NEXT MEETING

A24.066 The next scheduled meeting of the Amenities Committee is 17th September 2024.

CLOSURE OF MEETING

A24.067 As all business was transacted the meeting was closed at 8.20pm

Signed by
Chair to the Amenities Committee

Date: 17th September 2024



ITEM 6 – CLERKS REPORT

Wendover PROW

The office received the reports for WENDOVER PROW WEST and EAST, this was shared with the Amenities Committee in an email.

Damaged Bus Shelter and Notice Board – Aylesbury Road

The damaged bus shelter and notice board on Aylesbury Road has now been fixed.

Picnic in the Park 2024

The Picnic in the Park event took place on Saturday 31st August in Witchell Meadow, the event included live music, food and drink vendors, local businesses and charity stalls, fairground rides and inflatables, a skate ramp, and a Dog Show. The event went well, and the feedback has been positive. Thank you to all the volunteers on the day, and to the Events Working Group for their assistance.

Hampden Pond – Management Plan

As part of the Hampden Pond project the Council paid for a 10-Year management plan for the contractor, this will be coming to Full Council in October to discuss and consider, the Estates and Events Manager and the Estates and Grounds Team will have a look at the plan when it comes in to add any comments and will send the plan to Full Council ahead of the meeting for any comments.

The management plan needs to be submitted to HS2 along with the project completion report by the 31st of October, as part of the funding agreement.

Playparks –

The Estates and Events Manager is in talks with the inspector after the quarter 1 & 2 inspections to get more advice on what work needs to be completed from the outcome of the reports. They are also gathering quotes for the replacement of the two removed pieces of equipment and quotes for the remaining works that have been highlighted. Once these are all received they will come to the Council to consider. They will also be researching grant options for the full renewal/upgrade of the parks.



ITEM 8a – Health and Safety Tree Work

BROUGHT BY

Office

SUMMARY

To consider approving the cost of health and safety tree works completed on Dobbins Lane.

PARISH COUNCIL BACKGROUND

As part of the Devolved Services agreement with Buckinghamshire Council we are required to cut back epicormic growth on trees.

Example of epicormic growth on Dobbins Lane trees below:



DETAILS

The office received reports from residents about the growth in some areas completely covering the footpath and growing into the road on Dobbins Lane.

After a conversation with the Estates and Grounds Team they stated that this job was too big for them, as there are over 30 trees down Dobbins Lane, they highlighted that clearing the vegetation after the cut would be difficult. Therefore the office got a quote from the tree surgeon that we use regularly.

Due to the rapid growth of the epicormic growth and the potential risks for pedestrians and road users the Clerk signed this off as Health and Safety work out of the Clerks delegated authority.

The cut back has been done under health and safety work and cost £500 to cut back and clear the growth on over 30 trees.

The Estates and Events Manager has spoken to the Estates and Grounds Team and outlined that after this initial cut back it is now their responsibility to maintain and cut back the growth.



FINANCIAL CONSIDERATIONS

- This came out of 4417 Tree Works.

LEGAL AND OTHER IMPLICATIONS

- Wendover Parish Council is contracted to do this work under the Devolved Services Agreement with Buckinghamshire Council.

PROPOSAL

To resolve to:

- Approve the cost of £500 for the health and safety tree works completed on Dobbins Lane.



ITEM 8b – Playpark Equipment Removal

BROUGHT BY

Office

SUMMARY

To consider approving the cost to remove the multi-play in Ashbrook Playpark and the slide in Hampden Playpark.

PARISH COUNCIL BACKGROUND

In the 2024 Quarter 1 Annual Inspection Report for the Wendover Parish Council playparks there were two pieces of equipment that had multiple high risk level reports. These were the big multi play in Ashbrook Playpark and the slide in Hampden Playpark, after getting further advice from the inspector the office decided as these pieces of equipment are popular and frequently used the likelihood of the risks was high.

DETAILS

Because of the above health and safety concerns relating to the pieces of equipment accepting the cost for the removals was out of the Clerks delegated authority. The pieces of equipment have been removed from the playparks.

The removals were done by a local company, who have previously done work on WPC playparks.

Removal of Hampden Playpark slide - £575.00 ex VAT (£690.00 incl. VAT)

Removal of Ashbrook Playpark multi play - £995.00 ex VAT (£1,194.00 incl. VAT)

Total cost - £1,570 ex VAT (£1,884 incl. VAT)

FINANCIAL CONSIDERATIONS

- This came out of 4440 Play Equipment Repairs & Maintenance

LEGAL AND OTHER IMPLICATIONS

- Wendover Parish Council has the responsibility to ensure the safety of the residents using the park.

PROPOSAL

To resolve to:

- Approve cost of the total cost of £1,570 to remove the multi-play in Ashbrook Playpark and the slide in Hampden Playpark.



ITEM 8c – Playpark Inspection

BROUGHT BY

Office

SUMMARY

To note the playpark inspection report.

PARISH COUNCIL BACKGROUND

2024 Quarter 1 Annual Inspection Report was received on 14/06/2024 and was sent to Full Council on 11/07/2024 ahead of the July 2024 Amenities Committee meeting.

Since the Quarter 1 Inspection Report, two high risk pieces of equipment have been removed and the rope climber in Hampden Playpark is set to be repaired:

Hampden Playpark Rope Climber

To consider the quotes to repair the broken rope climber in Hampden Playpark.

A24.043 – It was **RESOLVED** to accept the quote from company 1 and award the work to company 1.

The office is gathering quotes to replace the equipment that has been removed, once these have been received, they will come to the Council to consider.

The office has contacted three companies to quote for further repairs needed to playpark equipment in Hampden Playpark and Ashbrook Playpark. Once these quotes have been received, they will come to the Council to consider.

DETAILS

The playpark inspection took place on Friday 6th September. The full inspection report was sent to the Council via email, please see the overall summary below in appendix a.

FINANCIAL CONSIDERATIONS

- There will be a large financial consideration for the works needed at the playparks.

LEGAL AND OTHER IMPLICATIONS

- Wendover Parish Council has the responsibility to ensure the safety of the residents using the park.

PROPOSAL

To resolve to:

- Note the playpark inspection report.



APPENDIX A – Overall Summary of Inspection Findings

OVERALL SUMMARY OF INSPECTION FINDINGS	TOTAL	Risk level	Risk level	Risk level	Risk level	Risk level
	Issues or hazards found	Trivial	Tolerable low	Moderate medium	Substantial high	Intolerable immediate
Significant Issues found are recorded, assessed, and dated when first reported. If a HAZARD a highlighted RISK LEVEL is given to help work prioritisation. Issues that are not HAZARDS should be considered and resolved. The TOTAL column without any HAZARDS is given a Blue highlight.						
2024 Q1 Annual Inspection						
Hampden Meadow Playground	24			9	6	
Hampden Meadow Fitness Trail	8			2		
Ashbrook Park	31			8	10	1
Haddington Playpark	5			2		
TOTALS	68			21	16	1
2024 Q2 Operational Inspection						
Hampden Meadow Playground	15			7	3	
Hampden Meadow Fitness Trail	8			3		
Ashbrook Park	22			5	7	
Haddington Playpark	5			2	1	
TOTALS	50			17	11	
2024 Q3 Operational Inspection						
2025 Q4 Operational Inspection						
2025 Q1 Operational Inspection						



ITEM 9a – Christmas Event Sponsorship

BROUGHT BY

Office

SUMMARY

- To consider authorising the office to look for sponsorships for Christmas Light Switch On Event 2024.

PARISH COUNCIL BACKGROUND

At the Amenities Committee Meeting on 18th July 2023 the below was resolved:

Christmas Light Switch On Event 2023

To consider approving the recommendations brought by the Christmas Event Working Group.

A23.033 – It was RESOLVED to

- Authorise the office to look for sponsorship opportunities for the Christmas Light Switch On Event 2023.
- Approve the family friendly policy for the event.

DETAILS

Last year we promoted a sponsorship proposal seen in appendix A below.

We had 3 local businesses sign up for the Festive Christmas Sponsorship package priced at £300 in 2023.

The Estates and Events Manager has contacted last years sponsors enquiring into their interest in being a sponsor again and one business has already come back to say they would like to be a sponsor again for the £300 package.

The office would propose following the same sponsorship proposal as last year but being flexible specifically if anyone is interested in sponsoring just the tree which was done in previous years.

FINANCIAL CONSIDERATIONS

N/A

LEGAL AND OTHER IMPLICATIONS

N/A

PROPOSAL

To resolve to:

- Authorise the office to look for sponsorship opportunities for the Christmas Light Switch On Event 2024.



APPENDIX A – 2023 Sponsorship Proposal



Wendover Parish Council



Investment: £600

PREMIUM CHRISTMAS SPONSORSHIP

Our premium sponsorship package, priced at £600, offers an exceptional opportunity for a business to gain maximum exposure during Wendover's annual Christmas Celebration Event. By becoming a sponsor, you'll enjoy prominent visibility through various channels of publicity.

Package includes:

- Logo prominently displayed on all event publicity materials, including banners and posters displayed around Wendover, the Parish Council and Welcome to Wendover's website, and social media posts.
- Logo featured around the 18ft Christmas tree in the heart of Wendover on Manor Waste, remaining on display for over a month.
- Inclusion in a two-week promotional campaign on Bucks Radio, reaching a wide radio audience and enhancing brand visibility.

estates@wendover-pc.gov.uk

www.wendover-pc.gov.uk



Wendover Parish Council



Investment: £300

FESTIVE CHRISTMAS SPONSORSHIP

Our festive sponsorship package, priced at £300, offers an opportunity for two businesses to gain exposure during Wendover's annual Christmas Celebration Event.

Package includes:

- Logo displayed on all event publicity materials, including banners and posters displayed around Wendover, the Parish Council and Welcome to Wendover's website, and social media posts.
- Inclusion in a two-week promotional campaign on Bucks Radio, reaching a wide radio audience and enhancing brand visibility.

estates@wendover-pc.gov.uk

www.wendover-pc.gov.uk



Sponsorship LOGO PLACEMENT



Banner displayed in and around Wendover



18ft Christmas tree in the centre of Wendover - Premium Package only



Poster displayed in and around Wendover

estates@wendover-pc.gov.uk www.wendover-pc.gov.uk



ITEM 9b – Purchase of New PA System

BROUGHT BY

Office

SUMMARY

To consider the cost of a new PA System and authorise the office to order.

PARISH COUNCIL BACKGROUND

The Parish Council currently owns a PA System that was originally purchased to use at the annual quiz and have also been used for outdoor events.

The Council currently owns the Escort 3000 PA System, see picture below:



DETAILS

The current PA system that the Council owns is in working order, however the sound quality is poor when used outside.

Since the Council is going to be assisting more with the organisation of the Remembrance Parade/Service in Wendover we have been advised that a new PA system would improve the experience of the service for attendees. As we have received some feedback from residents and attendees that the sound didn't carry to the whole crowd.

The new PA system would also be used at some future WPC events and meetings, and would be an asset that could open up more opportunities for meetings and events in the future.

The office would propose keeping the current PA system as well as having the new system as there are outputs on the new system that we can plug the speakers from the current system into, which means we can get a louder sound if needed, depending on the event or crowd.

The below PA system has been recommended:



QTX | QX15PA Complete Portable PA System - 2 x Wireless Microphones & Media player with USB/SD/FM & Bluetooth Connectivity

PRODUCT FEATURES:

- Slip cover included (protection for when you are on the move)
- Deeper ported cab, designed for more lower end (More Bass)
- Up to 8 hours playback from one single charge (Internal battery)
- 2 x UHF handheld wireless microphones included (less chance of interference)
- Integral USB/SD/FM media player with wireless remote control
- Bluetooth Connectivity (Easily connect wirelessly for audio playback)
- Built-in trolley facility for portability
- Switchable VCV "mic override" function

SPECIFICATION:

- Wireless microphone frequencies 863.8MHz + 864.8MHz
- Dimensions 675 x 420 x 395mm
- Weight 18.1kg
- Power supply 220-240Vac, 50/60Hz (IEC) / external 12Vdc / internal battery
- HF driver 25mm (1") Titanium compression driver
- Amplifier : output 50 + 50Wrms
- Battery life Up to 8 hours
- Controls Volume, Bass, Treble, Echo, Mic vol, UHF vol, Contour, VCV
- Inputs 2 wired mic (jack) and aux (RCA & 3.5mm)
- Bluetooth version 4.2
- Dispersion 90° x 60° (H x V)

BOX CONTAINS:

- QXPA+ portable PA unit
- 2 x UHF wireless handheld microphones
- Media player wireless remote control
- IEC mains lead(s)
- Slip cover
- Manual





This new system is more portable than the current system, and can be wireless which is an advantage depending on where it's being used and for what event. The Council would need to purchase a separate speaker stand, QTX sell a heavy duty adjustable speaker stand.

See the below prices:

Company 1 –

PA System (as above) - £249.93 (299.92 incl. VAT)

Speaker Stand - £29.99 incl. VAT

Free Delivery

Total - £329.91 incl. VAT

Company 2 –

PA System (as above) - £299.00 incl. VAT

This Company does not sell the QTX speaker stand (would be purchased separately from Company 1) - £29.99 incl. VAT

Free Delivery

Total - £328.99 incl. VAT

Company 3 –

PA System (as above) - £279.00 incl. VAT

Speaker Stand - £30.99 incl. VAT

Free Delivery

Total - £309.99 incl. VAT

Company 1 is a company that the office has ordered from before.

FINANCIAL CONSIDERATIONS

- This would come out of 4111 Parades this has a budget of £500.00

LEGAL AND OTHER IMPLICATIONS

N/A

PROPOSAL

To resolve to:

- Accept the cost of the PA System from company x.
- Authorise the office to purchase the PA System.



ITEM 9c – Local Produce Market Report

BROUGHT BY

Office

SUMMARY

To note the report. To consider authorising the office to get a proposal in line with option 2 from business 1 to bring back to the Council for consideration.

PARISH COUNCIL BACKGROUND

The Council hired a 150 hours summer placement for a Local Produce Market developer.

Project Purpose

This is project-based work with some administrative duties.

This project will support the development and promotion of the Local Produce Market. Example tasks include:

- Talking to stallholders to find their views on the market
- Engaging with the local community on ideas for the market.
- Looking at the presence of the market on social media and websites
- Advising on events and promotions for the market and setting out an implementation plan to achieve that events plan.
- To undertake advertising and promotion for the market.
- To review the impact of the project on the success of the market

If successful the project will make the market more popular with higher footfall, appreciated by the business group.

Project Outcome

The project outcome will be a development plan for the market with a 12-month events and promotions plan and a list of any new stalls.

DETAILS

See the final report in Appendix A.

Additonal information

Financial considerations -

At the meeting with the business owner of business 1 with the Estates and Events Manager and the Local Produce Market developer the owner stated that the maximum they would be willing to pay the Council to hold and manage the market on the Manor Waste would be £175.00 a month. They stated that at other markets they run, they don't pay to attend and that in some cases a percentage of their takings goes to local charities picked by the business. The £175.00 would differ from the commercial hire of Manor Waste listed in the 3-year charging plan which is £205.00 per market.



The average monthly pitch fee total from taken from Aug 23 – Aug 24 is £83.00, so the £175 a month from business 1 would see an increase to the Councils income from the Local Produce Market.

Risk Management –

The office would look at asking the business for a long term contract (over 1 year), with a clause that the business must give 6 months notice if they are going to stop managing the market and hand it back to the Council. There could be a situation where companies who had been coming to the market managed by business 1 might stay on in the case that the Council manages it again.

As well as this in the short term, as discussed in the meeting with the owner of business 1, the office would propose paying the difference in pitch fee for existing regular traders, so they continue paying £17.50 for the first 3 months, as the difference in pitch fee is substantial. If this was 8 – 10 traders it would result in the office offering the first 3 months free to business 1 to cover the fee difference. The proposed 3 month period would be a break clause in the contract, so would mean if business 1 didn't continue after the 3 months the Council can continue managing the Local Produce Market the next month with the regular traders.

FINANCIAL CONSIDERATIONS

- The potential proposal could result in a 3-month period of no income from the market to the Council but would likely lead to an increase in the average income from the Local Produce Market.

LEGAL AND OTHER IMPLICATIONS

- The office will seek advice regarding the potential proposal and contract.

PROPOSAL

To resolve to:

- Note the report.
- Authorise the office to get a proposal in line with option 2 from business 1 to bring back to the Council for consideration.



Appendix A – Local Produce Market Report

Review of the Wendover Local Produce Market

By Ross Bleakley

Executive summary

This report highlights the Wendover Local Produce Market's challenges, including declining footfall and insufficient stalls, compounded by rising online shopping and reduced high street activity. Current efforts to revitalize the market include offering new stallholders three months of free pitches, enhancing social media presence, and planning local events.

Recommendations for further improvement include investing in new advertising, considering a rebrand, and potentially hiring additional staff. An alternative proposal from business 1, known for successful market operations and strong marketing, is also considered. However, their suggested shift of the market to a Sunday could impact local shopping patterns. The decision hinges on evaluating the ways forward for the council to continue to manage the market against the pros and cons of transferring management of the market to a company.

Intro

The local Produce Market (LPM) has been run by the parish council since 2005, opening on the third Saturday of the month every month with the exception of covid.

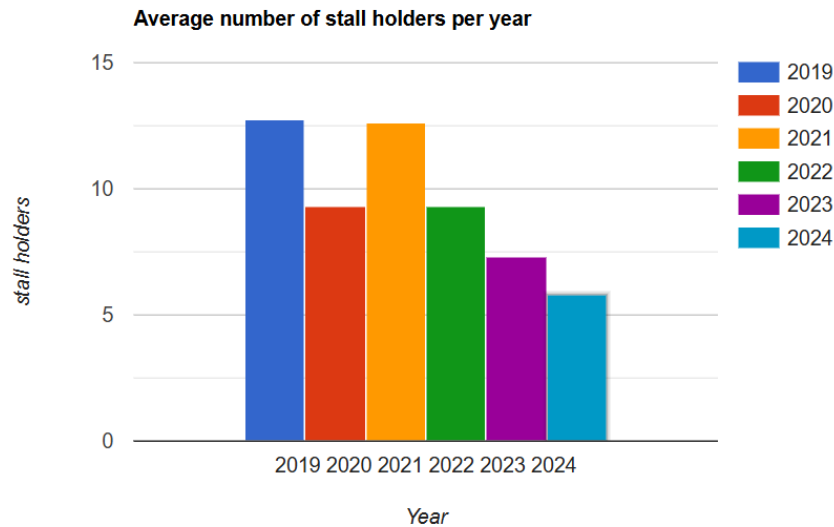
However, in this time of nearly a quarter of a century the market has been in a slow, yet undeniable decline as reflected in the decrease in both stall holders and foot traffic. This led to the Council wanting to look into the viability of the Local Produce Market, resulting in my summer project. Within this role it was my responsibility to lead efforts to help the council with dynamic solutions to help improve the market.

The end goal of this project was to make the market more popular and increase footfall.

As the project evolved, my initial goal of increasing footfall quickly became more complex and less realistic within the six-week timeframe. Recognizing this, my focus shifted toward recommending actionable strategies for the council to implement, rather than attempting to achieve an immediate increase in visitor numbers. Given the constraints, it became clear that providing detailed recommendations for sustainable growth would be a more practical and effective use of my time. By outlining specific steps the council could take, I aimed to offer a more feasible path forward for revitalizing the market in the long term.



Figure 1



As seen in figure 1 the average number of stall holders has decreased significantly over the previous 5 ½ years to its lowest ever amount at an average of around 6 stalls. This information dramatically changed my initial strategy of launching a marketing campaign across Wendover.

I believed that investing in a marketing campaign for Wendover would be ineffective under the current market conditions, as any boost in footfall would likely be short-lived. With the market averaging only six stalls, it was crucial to prioritize increasing the number of stallholders. Although this was not part of the original plan, the data indicated it was a necessary step. Launching a marketing campaign without first addressing the stall shortage would be counterproductive, as it would only emphasize the market's current decline.

After finding out about the current condition of the market the estates and events manager made me aware that a local market management company was interested in taking over the LPM in Wendover. As a result, this reports conclusion will be framed in the context of two scenarios.

- 1) The Council continue to manage the market.
- 2) The management of the market is given to a company.

Contextual research

To achieve this, I first set out to research the reasons for the decline of the market:

This began with meeting the current market manager who has been a stall holder at the market for over 20 years. He provided me with his insight into why he believes markets across England are in decline:

- The market manager believes that markets have been in decline for 'decades and decades' as the purpose of markets has evolved away from being the place where most people go to do their shopping.



- He believes that the rise and dominance of supermarkets has led to a decline in markets.
- Further to this he believes that online shopping has also helped the decline of markets, this trend was accelerated by covid where many businesses moved there trade online.
- Economic pressure over the last year has been the reason why the average amount of stall holders has slumped to its lowest ever, this economic pressure is more commonly known as ‘the cost-of-living crisis’ and has resulted in a phenomenon known as the ‘death of the high street’ as it is harder for businesses to make money as consumers cut back on spending and there shopping habits change e.g. online shopping.

The market managers perspective offered a unique insight into the market however in order to get the big picture of what people in Wendover think of the LPM I went to the weekly charter market that takes place every Thursday. This would give me the opportunity to talk to locals and get a feel for how popular this market is to see if it too was struggling to the same extent.

Figure 2.A

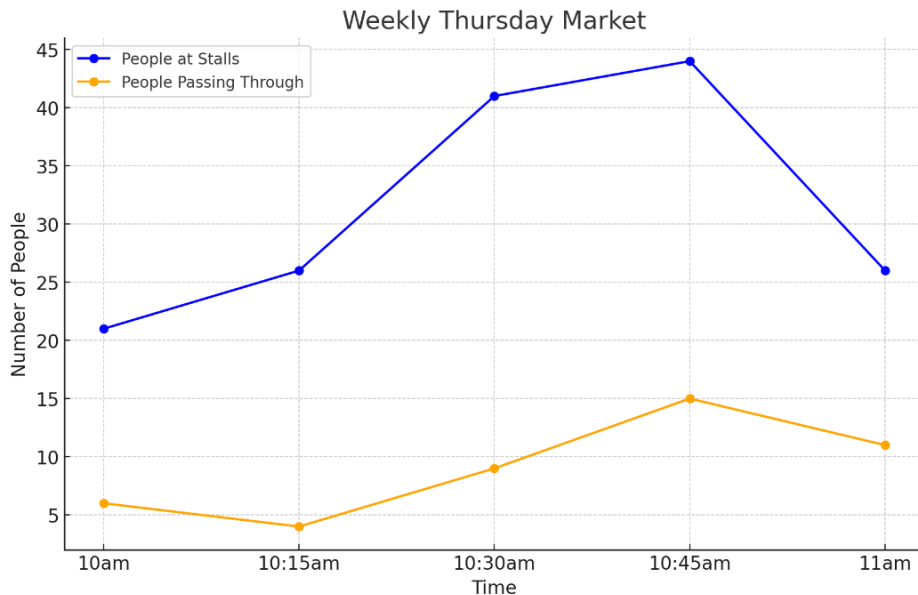
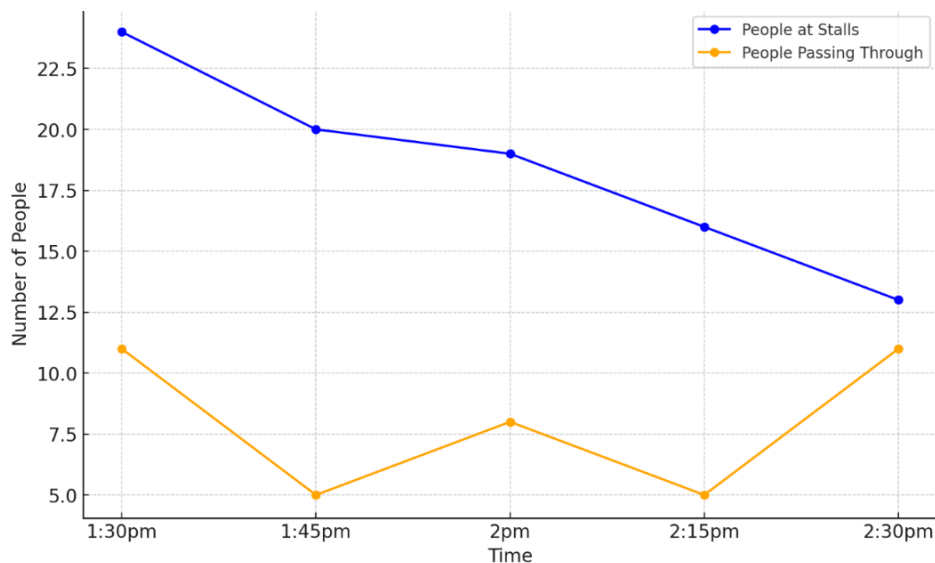


Figure 2.B





During my visit to the charter market, I surveyed footfall from 10–11am and 1:30–2:30pm to gauge its popularity. The market's location on Manor Waste naturally drew foot traffic from those passing through to reach nearby shops. Each graph distinguishes between visitors at stalls and those just passing by. The data (Figures 2.A and 2.B) show a peak in stall visitors at 10:45am, with a decline in the afternoon as many stalls packed up early, reducing the market's appeal and resulting in inconsistent foot traffic patterns.

Thursday charter market 18/7/24

When I was not surveying the footfall, I was interacting with members of the public to ask them question to find out what their opinions were about the market and the LPM.

My method involved asking every third member of the public who walked past me, where those happy to help would answer questions from a pre prepared questionnaire designed to find out their thoughts and feelings around the LPM.



The questions were as follows:

- 1) Did you know about the Local Produce Market held on the 3rd Saturday of every month before now?
- 2) If yes how often do you go?
- 3) How highly do you rate the current Local Produce Market in terms of the value it brings to Wendover?

I also launched a QR code with survey questions, advertised in Wendover News, to reach a broader and more varied audience. This approach aimed to capture different demographics, as the mid-week, midday timing of the charter market often attracts older or retired individuals, which could skew the responses.



Survey results

As a result, the QR code was launched in the hopes of giving more balanced results:

Did you know about the local produce market held on the 3rd Saturday of every month before now?

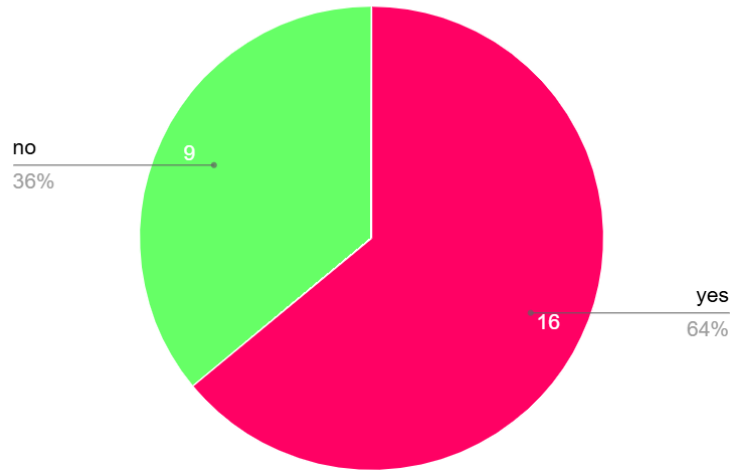


Figure 3.A

The survey data, shown in Figure 3.A, revealed that most respondents are aware of the LPM and its schedule. This insight guided the future marketing campaign, highlighting that the market's decline likely stems not from a lack of awareness but from an insufficient number of stalls. A shortage of stalls diminishes the market's appeal, making it less attractive for visitors seeking variety and vibrancy. As a result, my focus shifted to strategies for increasing stall availability and enhancing the market's overall appeal.

If yes how often do you go?

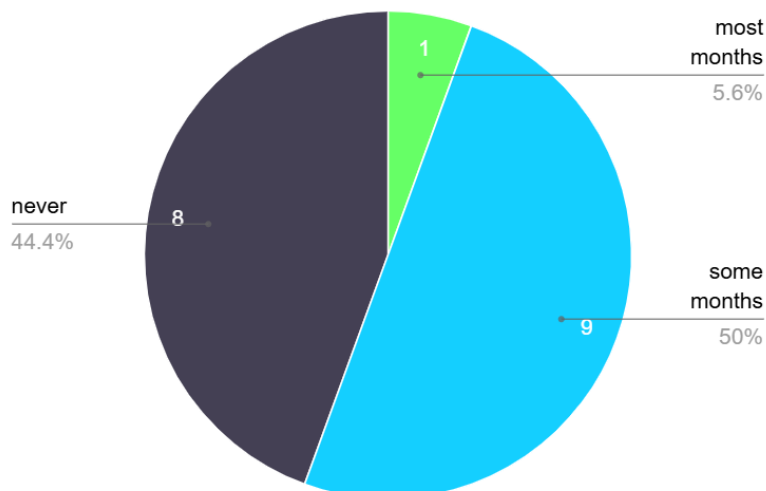


Figure 3.B



Figure 3.B shows that while some are aware of the LPM, footfall is inconsistent, with respondents acknowledging that they are not frequent visitors. This inconsistency hampers the market's success, as businesses thrive on a reliable customer base, which is easier to build at the weekly Thursday market compared to the monthly LPM. To address this, it's crucial to align events in Wendover with the LPM to boost its appeal and create a more regular attraction.

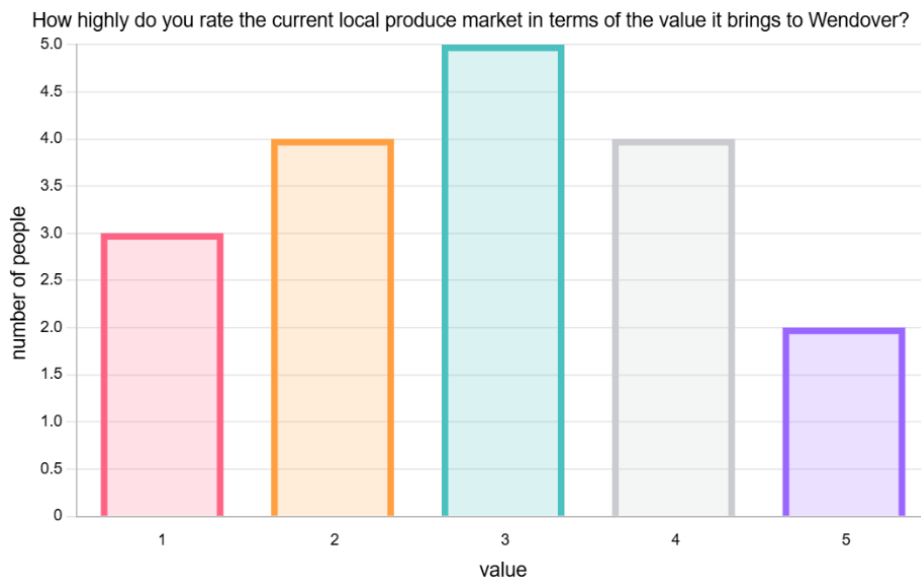


Figure 3.C

I thought it crucial to gather data on public perceptions of the LPM and its value. Figure 3.C shows that many past visitors feel the market does not add significant value to Wendover. Despite this, many still appreciate the LPM and recognize that such small markets contribute to the town's charm and appeal.

Visiting the Local Produce Market

After finishing the survey, my next step was to gather feedback from the stallholders. I planned a visit to the LPM to engage with them directly, aiming to integrate both public and stallholder perspectives. This approach would help me develop strategies that address their concerns and propose effective solutions for improving the market.

I introduced myself and the project to all current stallholders via email and arranged to speak with everyone, including a new stallholder. I arrived at the market as it opened, during the quieter period, to ensure ample opportunity for in-depth conversations with the stallholders.



Local Produce Market - 20/07/24

Main Takeaways from Stall Holders:

1. Market Decline and Recent Improvements:

- Perception of Decline: Many stallholders have observed a gradual decline in the market's success, mainly due to online shopping competition and reduced high street foot traffic. However, there is optimism due to recent upticks in footfall, likely linked to seasonal variations with summer markets.
- Market Growth Opportunities: New stallholders have had mixed results; some have seen growth, especially when the market is paired with local events, while others face challenges in establishing themselves.



2. Importance of Advertising and Marketing:

- Need for Better Signage: Stallholders highlighted the necessity for more prominent signage and suggested placing signs earlier in the week to raise awareness.
- Social Media Presence: Many stressed the importance of a strong social media presence to inform potential visitors about market schedules, featured stalls, and events.

3. Diversity and Variety of Stalls:

- Need for More Stalls: Increasing the number of stalls was widely suggested to create a more engaging and attractive market atmosphere.
- Product and Experience Variety: Adding diverse products and experiences, like food stalls or live entertainment, was recommended to enhance visitor interaction and prolong visits.

4. Community Engagement and Events:



- **Events as a Draw:** Organizing events such as live music or themed market days was seen as a way to boost attendance and create a vibrant market atmosphere.

After spending the first hour gathering information, I started counting the footfall from 11:30 AM to 12:30 PM. During this hour, I recorded the number of people at stalls and those passing through or around the market every 15 minutes. This approach aimed to provide a comprehensive view of the market's footfall during that period.

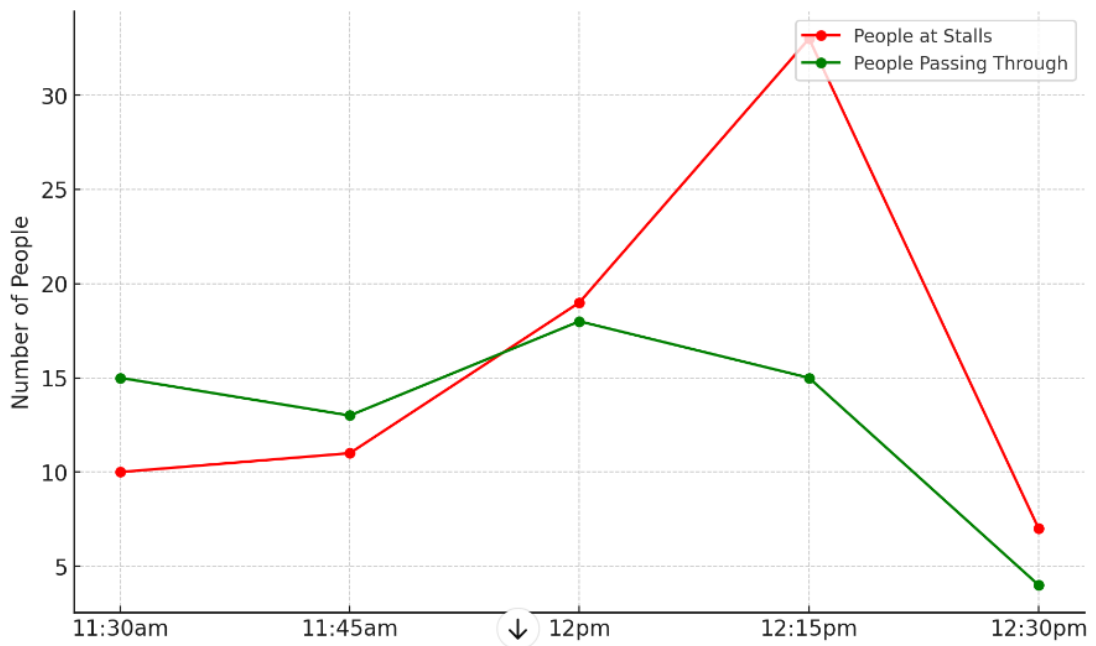


Figure 4

Figure 4 shows that the market struggled to gain traction in the morning, with a sharp increase in footfall between 12:00 and 12:15 PM, followed by a sharp decline. Stall holders reported that the market lacks a consistent footfall trend, often being quiet for long periods before a sudden spike occurs. Although this peak was the most notable during my visit, it still fell short compared to the Charter Market, which consistently hosts around 15 more people at stalls. The higher number of people passing through the LPM than the Charter Market suggests that, despite a higher overall footfall on Saturdays, fewer people stop to shop at the LPM.

Research into the LPM's performance reveals several issues: declining footfall due to online shopping and reduced high street activity, a lack of new and returning visitors, limited product variety, and insufficient marketing. Stall holders have stressed the need for better advertising and suggested that organizing events could enhance the market's appeal.



The next report section will explore strategic options for the market, including whether the council should retain management or transfer it to business 1. Recommendations will focus on expanding product offerings, improving marketing, and integrating community events to revitalize the market and ensure its long-term success.

The way forward – Wendover parish council (option 1)

Since the start of this project, my goal has been to develop a viable plan to help the council save the market, especially given the potential transfer of control to business 1, which had already approached the council before my involvement. After thoroughly researching the market and considering feedback from both the public and stall holders, I began implementing key steps to revive the market.

Ideas enacted

- 3-Month Free Offer – Discussions with newer stallholders and market manager revealed that a key issue with the market's decline is difficulty in retaining stallholders. Many businesses visit, find the market not very busy, and choose not to return. However, a new stall that has persisted, has now become one of the market's most popular stalls. To address this, the estate and events manager and I proposed a 3-month free offer to help new stallholders establish themselves. This offer is contingent on their participation for three consecutive months; failure to do so requires them to cover previous pitch fees. While this initiative has already attracted two new stallholders, its long-term effectiveness remains to be seen.
 - Part of the reason I was able to help persuade 2 stall holders to join up to the 3-month free offer was through reaching out to previous stall holders who have left and in particular going and talking to stall holders at other markets.
- Social Media Presence – The Wendover LPM's social media presence is notably weaker compared to other markets. Its Facebook page, with 271 followers, pales in comparison to similar pages like Chesham's, which has over 1,500 followers. Given that Facebook is less popular among younger users, I established an Instagram page for the market. Although it has few followers currently, it provides a new platform to reach broader and younger audiences.
 - Local MP Promotion – To boost the market's profile, I contacted local MP Greg Smith to leverage his community influence. He agreed to visit the market on September 21st, providing an opportunity for publicity and social media content. Although my project will end before then, this visit should make the market on the 21st more popular and attract greater attention.
 - Wendover News Article – I wrote an article for the August edition of Wendover News, highlighting the market's decline. Although the article was small and on page 8 due to the short notice, it aims to raise local awareness. A QR code included at the end directed readers to a survey, providing valuable insights into



public opinions on the market. While responses were limited, they offered useful feedback on community perceptions.

- I have also worked with our graphic designer on creating new banners and brochures for advertising of the market in future as currently there are only 2 A frame advertising boards where only one side advertises the market. One of the biggest single issues stall holders complained about was the lack of marketing.

Ideas that I suggest should be taken forward

- Marketing Materials – While banners and other marketing materials have been designed and quoted, we have postponed printing due to costs and the potential market takeover by business 1. We await the council's final decision. If the council decides to retain the market, investing in advertising will be crucial to its success; without it, the market will likely continue to struggle.
- Banners 1800 x 600mm = £180.64



400mm = £95.17

After surveying potential sites for the banners to be put my final recommendation would be to put the bigger of the two on the fence outside castle park as the council owns this land meaning it would be easy to put up and down every month. For the smaller banner numbers (accountancy next to sweeneys) have allowed us permission to put the banner up on their fence provided it is taken down promptly after the market.



- 1x A frame = £237.59



A third a frame is necessary as it would allow us to put an A frame along the pavement of each major road into Wendover, increasing the area covered in advertising will be key to improving the footfall.

- Brochures and Trifolds – I recommend creating brochures and trifolds for distribution to stallholders and community members. These materials will serve as reminders of the market, particularly since it occurs on the third Saturday of the month, a date that can be easily forgotten, especially when there are five Saturdays in a month.



Brochure A5

Tri fold A5

About us




Contact Us

The market is organised and promoted by Wendover Parish Council, who appoints one of the stall holders as a Market Manager.

The market is held 10am - 2pm on the third Saturday of every month on Manor Waste (area outside of Sweeney's) in Wendover.

If you are a trader who is interested in becoming part of the Local Produce Market then please contact us for a copy of our Market Regulations.

Tel
01296 623056

Email
markets@wendover-pc.gov.uk

Address
The Clock Tower
High Street,
Wendover, Aylesbury
Buckinghamshire, HP22 6DU

WENDOVER LOCAL PRODUCE MARKET

Wendover is a market town and the High Street, with its historic Manor Waste, is the heart of the village.

www.wendover-pc.gov.uk

FIND WHAT YOU NEED

Make a day of your visit to the market and enjoy the beautiful village and its surrounding countryside.

Wendover is a market town and the High Street, with its historic Manor Waste, is the heart of the village.

Welcoming restaurants and pubs are interspersed with shops offering anything from food to antiques, clothes to newspapers and hats to hardware.

The village is well known for its quality of independent shops and galleries.

You might like to enjoy the services of a beautician, have your hair cut or even find that you love it here so much that you want to visit one of the estate agents!

WENDOVER LOCAL PRODUCE MARKET

10AM - 2PM
3RD SATURDAY OF EVERY MONTH
MANOR WASTE
WENDOVER HIGH STREET

COMMUNITY SUPPORTED MARKET

www.wendover-pc.gov.uk

Stall Guide



Wendover Local Produce Market has been established to further the interest of local producers and businesses, as well as for the benefit of local people.

Useful info


Catchment Criteria

- Priority to stallholders from within the initial catchment area of 35 miles from Wendover.
- Secondary catchment area to be within 50 miles from Wendover.
- Guest Producer from outside the catchment - by special invitation only. They must withdraw if a local stall holder selling the same type of goods applies.

Pitch Fees

- £17.50 per single pitch (3m x 3m)
- £35.00 per double pitch (no exceptions)
- Fees will be collected by a representative of the Council on the day of each Local Produce Market.

Please contact us for a copy of our Market Regulations



VISIT OUR STALLS

The market varies slightly from month to month but you can usually find...

- Beef, lamb, pork, poultry & game
- Speciality sausages, bacon, pate & pies
- Artisan bread, sweet & savoury tarts, cakes, biscuits & pastries
- Seasonal fruit & vegetables
- Free range eggs & cheese
- Flavoured oils & fruit juices
- Hand crafted wood designs
- Local crafts including rugs
- Homemade jam, marmalade, pickles & local honey
- Herbaceous, pot & patio plants
- Snacks, marinades, chutney & sauces
- Hot cooked food
- Charity & other guest

2024 Market Dates

17th August	16th November
21st September	21st December
19th October	

Our community of local farmers and sellers come together every third Saturday of the month on Manor Waste (area outside of Sweeney's) on Wendover High Street.

If you are a trader who would like to become part of the Local Produce Market then please contact us.

01296 623056
markets@wendover-pc.gov.uk
www.wendover-pc.gov.uk

LOOKING FOR SOMETHING?

1000 units = £39.99

1000 units = £114.99

Prices quoted from Vista print

- Broaden Advertising Reach – To attract more visitors, advertise the market beyond Wendover, targeting a 10-mile radius. This approach will expand the market's visibility and attract more people from surrounding areas each month.
- Name Change– Consider renaming the market to better reflect its current offerings. The name "Local Produce Market" may be misleading since not all stalls feature local



produce. A new name, like "Wendover Artisan Market," could better align with the market's diverse range of stalls and attract more visitors.

- Part-Time Staff Member – It's clear that the market's decline is partly due to the staff's heavy workload, which limits their ability to focus on the market. The Estates and Events Manager can manage the market but lacks the time to fully address its needs. Hiring a part-time staff member dedicated to the market, who would also handle other administrative tasks, could significantly improve its management and success. However, this would cost an estimated £18,000, which may affect its feasibility.

Ideas considered but not taken forward

- Door-to-Door Community Engagement – Although I considered door-to-door outreach due to my background in sales, I decided against it. The market's poor condition made it difficult to effectively promote, and there were more efficient methods for gathering public feedback. Thus, I opted for other data collection strategies.
- Paying Stall Holders to Attend – I suggested offering payments to new stall holders to encourage their participation, as the market's monthly schedule made it challenging for them to build a customer base and often led to financial losses. This idea was deemed too costly, so we opted for a 3-month free offer instead, which has shown promising results.
- Changing the Market Day – A key issue identified early on was the low awareness of the Local Produce Market (LPM), including among some councillors. This might stem from the market's less memorable date, the third Saturday of the month, compared to the more successful weekly Thursday market. While shifting to a more memorable date, such as the first Saturday of the month, could potentially improve long-term success, it poses significant challenges. Current stall holders have established routines that align with the existing date, making any change difficult and potentially disruptive in the short term.

Looking ahead, the next section of the report will present the case for transferring control of the market to business 1, which has already expressed interest in taking over its management. Business 1 could bring its expertise in managing similar markets to reinvigorate the LPM, potentially providing a more sustainable path forward. The report will outline the potential benefits and challenges of such a transition, helping the council decide the best course of action for the market's future.



The way forward – Business 1 (option 2)

Business 1 presents a compelling alternative to the council's management of the Wendover Local Produce Market (LPM), particularly given the council's financial and administrative constraints. Specialising in artisan food and drink from the Chilterns, Business 1 has successfully operated 4 markets in the local area. Wendover's proximity to popular tourist spots like Wendover Woods and Coombe Hill makes it an attractive addition to their portfolio, benefiting from increased tourist traffic.

Business 1 enjoys greater popularity than the LPM due to its dedicated focus on market operations. During a meeting with the owner of Business 1, I learned that their markets consistently attract nearly 20 stalls per event, a figure that far surpasses the participation levels of the LPM. In contrast, Wendover Parish Council staff must juggle multiple responsibilities, limiting their ability to focus exclusively on market development. Business 1 robust social media presence, with nearly 4,000 Instagram followers, also significantly outperforms Wendover's efforts. Their marketing strategy includes promoting the market in surrounding towns, which could boost visitor numbers and local business activity.

While the council aims to increase foot traffic on the high street rather than generate revenue, business 1 established brand could help achieve this goal. By taking over the market, business 1 would relieve current staff of the pressure to develop the market, potentially attracting more visitors to Wendover. Additionally, lease payments from business 1 for using council land would exceed current market earnings, offering a financial benefit to the council.

To evaluate business 1 effectiveness, I visited their newest market. Despite some stallholders being absent, the market hosted 13 stalls, demonstrating a notable improvement over the LPM's numbers. Conversations with stallholders provided further insights into their experiences with business 1, reinforcing the potential benefits of their management.

Here is a general overview of the feedback from stallholders regarding their experiences with business 1 and other markets:

- **Social Media and Advertising:** Stallholders noted that business 1 tend to have a stronger social media presence and better advertising compared to some council-run markets. This increased visibility often leads to higher foot traffic.
- **Foot Traffic:** Business 1 generally attract more visitors than many council-operated markets, which can be beneficial for stallholders looking to reach a larger audience.
- **Organization and Management:** Many stallholders praised business 1 for being well-organized. They appreciate the professional management, which contrasts with some council-run markets where organizers may have other responsibilities.
- **Market Saturation:** Some concerns were raised about the saturation of markets in close proximity, which can dilute attendance and sales. The presence of many markets



operated by business 1 in nearby areas might impact the uniqueness and draw of each individual market.

- **Economic Factors:** Stallholders have observed a general slowdown in market sales, attributing it to economic factors such as the cost of living and changing consumer habits. This slowdown affects both business 1 and council-run markets.

While feedback on business 1 is largely positive, there are concerns regarding their proposal to move the Local Produce Market (LPM) from the third Saturday to the third Sunday of the month. Despite seeming like a minor change, many shops in Wendover are closed on Sundays, which may limit the market's potential impact on the high street. The owner of business 1 is confident that the success of their market will prompt shops to open on the third Sunday, arguing that creating an additional busy day is preferable to saturating the already busy Saturday. While this logic is sound, it may cause some friction within the community.

Business 1 offers a compelling alternative to the council's management of the LPM, especially given the financial and administrative challenges of revitalizing the market. Their proven success with artisan products in other locations suggests they could attract more stalls and visitors to Wendover. However, the proposed shift to Sundays could affect existing shopping patterns. The council must balance the potential benefits of increased foot traffic and financial gain from business 1 lease payments with the possible impact of changing the market day. Ultimately, the decision should align with community interests and long-term goals for Wendover's market and high street.

Conclusion

In conclusion, the Wendover Local Produce Market faces critical challenges, including dwindling footfall and stall holders, which have been compounded by the rise of online shopping and reduced high street activity. While recent efforts to revitalize the market, such as offering free stall pitches and enhancing social media presence, have shown some positive results, they require ongoing investment and may not fully address the underlying issues. To make the market sustainable, the council could consider strategies detailed in this report, but this approach may still fall short due to the market's limited reach and the staff's capacity constraints. Transferring management to Business 1 appears to be a more advantageous option. Business 1 established track record in managing successful markets, coupled with their superior marketing capabilities and ability to draw larger crowds, could significantly boost the market's appeal and footfall. Additionally, business 1 offer would likely surpass the current revenue from the market, benefiting the council financially while potentially revitalizing the high street. Thus, despite the potential disruption of existing shopping patterns with a proposed move to Sundays, the council should strongly consider transferring management to business 1 to secure the market's future and maximize its impact on the local community.