



# STOTFOLD TOWN COUNCIL

Greenacre Centre, Valerian Way, Stotfold, SG5 4HG  
01462 730064 [enquiries@stotfoldtowncouncil.gov.uk](mailto:enquiries@stotfoldtowncouncil.gov.uk)

13 November 2025

## Members of Stotfold Town Council:

Attendees: Cllrs J Headington (Chair), Cllr N Venneear, Cllr J Bendell, Cllr S Buck, Cllr S Dhaliwal, Cllr L Miller, Cllr J Smith, , Cllr B Woods,,

**You are hereby summoned** to attend the **Community Engagement Committee** meeting to be held in the **Greenacre Centre, Valerian Way, Stotfold SG5 4HG** on **Wednesday 19 November 2025 at 7.00pm** for the purpose of transacting business detailed in the agenda.

**E Payne**  
Town Clerk

---

## Members of the public:

In addition to attendance in person, you are now able to observe our meetings by joining via MS Teams. Join on your computer or mobile app [Click here to join the meeting](#) Please note, our meetings are recorded for minute taking purposes, and will be deleted after Minutes are approved.

Members of the public are invited to observe the meeting and may speak in the 'public section' agenda item. As per Standing Orders, if you wish to speak, you must notify the Town Clerk of your intention prior to the start of the meeting (contact in advance [enquiries@stotfoldtowncouncil.gov.uk](mailto:enquiries@stotfoldtowncouncil.gov.uk) or 01462 730064 or you will be asked at the appropriate point in the agenda if unable to give prior indication).

---



IN COLLABORATION WITH SLCC, NALC, OVV, COUNTY ASSOCIATIONS

The seven principles of public life  
Selflessness | Integrity | Objectivity | Accountability | Openness | Honesty | Leadership

# AGENDA

## 1. APOLOGIES FOR ABSENCE

For Decision

To receive apologies for absence.

## 2. DISCLOSURES OF MEMBERS' INTERESTS AND DISPENSATIONS

For Decision

1. Members to declare interests in respect of any item on the Agenda.
2. The Proper Officer is to consider written requests from members for dispensations.

Members are reminded that if, at any time during the meeting, they feel they have a personal or pecuniary interest in an item being discussed, they should declare it at that point.

#interests

## 3. PUBLIC SECTION (MAX. 15 MINUTES)

Members of the public may speak on matters of concern, ask questions or make statements (maximum of 3 minutes per speaker), after giving notice of their wish to do so to the Town Clerk prior to the meeting. Order of speakers will be in order of notification. [Public Participation Policy](#) applies.

## 4. MINUTES OF THE PREVIOUS MEETING

For Decision

Members are asked to resolve that the Minutes of the Community Engagement Committee meeting held on 18 September 2025 are a correct record.

## 5. CLERK'S REPORT

For Information

To note the Clerk's report

## 6. REPORTS TO COMMITTEE

### 6.1. Stoffest 2026

For Decision

To consider an alternative format and costs for Stoffest 26.

### 6.2. Community Engagement Budget 2026-27

For Decision

To review the budget for this committee following a request from the Governance and Resources Committee.

#Community #budget

### 6.3. Community Engagement Budget Q2

For Information

To receive an update on expenditure to date.

#Community #budget

**6.4. Proposal for Greenacre Centre Marketing**

For Decision

To receive a proposal for a marketing strategy for the Greenacre Centre.

#greenacrecentre

**6.5. Christmas Lights Updates**

For Decision

To receive an update on the festive light display and a request to install additional columns along the High Street to Hitchin Road junction.

#christmaslights

**6.6. Youth Engagement at Riverside**

For Decision

To consider a request from Public Realm Committee to commission youth engagement at Riverside to counteract ASB.

#Riverside #ASB

**6.7. Residents Survey 2025-26**

For Decision

To receive a report on the proposed resident's survey for 2025-26

#residentsurvey

**6.8. Making IT work**

For Decision

To receive a proposal to support the BRCC initiative to enable residents to be more IT literate.

#brcc

**6.9. BRCC Community Champion**

For Decision

To receive a report on the BRCC community champion scheme.

#brcc #Community

**6.10. Terms and Conditions for Traders at Town Council Events**

For Decision

To receive a proposal for terms and conditions for traders.

#traders #termsandconditions #events

**6.11. Policy Review**

For Decision

To resolve to recommend to Full Council that the following policies are adopted:

- Communication Policy
- Volunteer Policy

#policy #communication #volunteer

**7. WORK PROGRAMME**

For Information

To receive this Committee's Work Programme.

**8. DELEGATED DECISIONS**

For Information

To note the Town Clerk's delegated decisions.

**9. ITEMS FOR INFORMATION PURPOSES, RELEVANT TO THIS COMMITTEE ONLY**

For Information

**10. DATE OF NEXT MEETING**

For Information

Wednesday 14 January 2026

[2025-09-17 - Community Engagement Committee - Minutes.pdf](#)

[CE Clerks Report November 2025.pdf](#)

[Stotfest 2026.pdf](#)

[Report for Budget 2026-27.pdf](#)

[CE Budget 2026-27 V1.pdf](#)

[CE Budget 2026-27 V2.pdf](#)

[CE Budget Q2 report.pdf](#)

[CE Budget 2025-26.pdf](#)

[Proposals for Greenacre Centre Marketing Strategy.pdf](#)

[Katie Hounsome Stotfold Greenacre Centre.pdf](#)

[Christmas Lights - Amendment to Year 2 Scheme.pdf](#)

[Youth Outreach Work at Riverside.pdf](#)

[Residents Survey 2025-26.pdf](#)

[Residents Survey 202425.pdf](#)

[Specification for data analysis for residents survey.pdf](#)

[Making IT Work.pdf](#)

[You Can Do IT! poster 2025 - Katharine v2.pdf](#)

[Volunteer flyer YCDIT.pdf](#)

[BRCC Community Agent.pdf](#)

[Report Traders Terms and Conditions.pdf](#)

[Draft Stotfold Town Council T Cs V2.pdf](#)

[Policy Adoption.pdf](#)

[Communications Policy 2025.pdf](#)

[Volunteer Policy.pdf](#)

[CE WP November 2025.pdf](#)

[CE Delegated Decisions Nov 2025.pdf](#)



**MINUTES OF THE MEETING OF COMMUNITY ENGAGEMENT COMMITTEE HELD IN THE GREENACRE CENTRE, VALERIAN WAY, STOTFOLD SG5 4HG ON WEDNESDAY 17 SEPTEMBER 2025 AT 19:00**

**Present:**

Cllr J Headington (Chair), Cllr N Venneear (Vice Chair), Cllr J Bendell, Cllr S Buck, Cllr J Smith, Cllr S Dhaliwal, Cllr Lisa Miller, Cllr Nigel Venneear,

**Apologies:**

Cllr B Woods

**Also Present:**

Cllr Mary Cooper  
E Payne, Town Clerk  
S Hossack, Community Engagement Officer

---

**1. APOLOGIES FOR ABSENCE**

Apologies were received from Cllr Woods.

**Decision:** It was **RESOLVED** to accept apologies.

**2. DISCLOSURES OF MEMBERS' INTERESTS AND DISPENSATIONS**

There were no disclosures of interest.

**3. PUBLIC SECTION (MAX. 15 MINUTES)**

There were no members of the public present.

**4. MINUTES OF THE PREVIOUS MEETING**

Members were advised that the final film for the outdoor cinema had changed from Jurassic Park to the original Top Gun due to licensing issues. The Chair asked if everyone was happy with the amendment and the rest of the minutes, to which all members agreed. The minutes were then approved with the noted amendment.

**Decision:** It was **RESOLVED** to adopt the minutes of the previous meeting held on 16 July 2025 were approved with the amendment changing the final film for the outdoor cinema from Jurassic Park to the original Top Gun.

**5. CLERK'S REPORT**

There were no updates to this item. Members commented how well the summer programme of events had been received.

**Decision:** It was **RESOLVED** to note the report.



## 6. REPORTS TO COMMITTEE

### 6.1. Proposed Events Programme 2026-27

The proposed events programme for 2026-27 was discussed. Members had reviewed the distributed budget and were asked for feedback. The Chair sought opinions on the events listed and whether any changes were needed. Members agreed that the events programme was well planned out and approved the proposed events for 2026-27 and associated budget.

**Decision:** It was **RESOLVED** to adopt the proposed events programme for 2026-27.

### 6.2. Community Engagement Budget 2026-27

The community engagement budget for 2026-27 was presented, with an amendment noted in the youth engagement budget, which was set at £10,000, and the community engagement budget was adjusted down to £10,000 from the previous £15,000. Members discussed the amendments and agreed to recommend the budget to the Governance and Resources Committee for adoption. The revised budget was approved by the members.

**Decision:** It was **RESOLVED** to recommend to Governance and Resources Committee that the community engagement budget for 2026-27 is approved.

### 6.3. Stall Hire Charges 2026-27

The stall hire charges for 2026-27 were considered. Members discussed the proposed charges, including the increase for food traders from £50 to £250, reflecting market rates. Concerns were raised about the steep increase, but it was justified by the need to generate more revenue. The flexibility of charges based on event size and duration was also discussed. A proposal to set craft stall charges at £25 instead of £30 was made and seconded, but the vote resulted in maintaining the recommended charges. The stall hire charges were approved as per the recommendations in the report.

**Decision:** It was **RESOLVED** that the stall hire charges for 2026-27 were approved as per the recommendations in the report.

### 6.4. Christmas Lights Switch On Update

Members were updated on the Christmas Lights Switch On event. The stage lineup was confirmed, and additional food vendors were noted. The need for a Santa was discussed, with suggestions for potential candidates. Cllr Cooper volunteered her husband and will confirm if he is able to assist. Members debated whether to continue certain activities, such as selling mulled wine, due to the onerous nature of the task. It was suggested to professionalise the event by letting external vendors handle certain aspects. The Christmas Lights Switch On update was noted, and plans were agreed upon.

There was a further discussion highlighted selling advertising space to sponsors, which could help in reducing the financial burden on taxpayers and potentially help with covering the event's costs. There was a mention of changing the stage supply and enhancing the event with a larger screen, better quality sound, and a more substantial structure for the band. The improvements are expected to make the event more successful and provide a compelling sales pitch for future events. The committee aims to explore various revenue avenues to ensure the event's financial viability.

**Decision:** It was **RESOLVED** to note the report.



**6.5. Stotfest Feedback**

Feedback from Stotfest was reviewed. Stall holder feedback indicated general satisfaction with the event, although some suggested improvements like risk assessment templates and clearer pitch markings. The positioning of stalls and noise from generators were noted as areas for improvement. Members discussed the possibility of extending the event to two days to better utilise the security costs and involve local schools in organising activities. Cllr Venneear suggested a car boot sale on the Sunday which was well received. A working group was proposed to further explore these suggestions and improve future events.

**Decision:** It was **RESOLVED** to

- a) **Note the report.**
- b) **Form a Task and Finish Group to investigate further explore the event's organisation comprising of Cllrs Headington, Miller, Smith and Venneear.**

**Task:** **Convene a working group meeting to explore suggestions for improving future Stotfest events.**

**7. WORK PROGRAMME**

The Committee's Work Programme was presented.

**Decision:** It was **RESOLVED** to note the report.

**8. ITEMS FOR INFORMATION PURPOSES, RELEVANT TO THIS COMMITTEE ONLY**

**8.1 Screen on the Green.**

Members sought confirmation on sponsorship for the Screen on the Green event and noted that it was approximately £1500 in sponsorship and advertising revenue. Invoices for advertising had recently been sent out, and more payments were expected. Members discussed strategies to increase sponsorship, including reaching out to local businesses. The information was noted, and members agreed to continue efforts to secure sponsorship.

**9. DATE OF NEXT MEETING**

Wednesday 19 November 2025

**SIGNED BY CHAIR:** .....

**MINUTES APPROVED (date):** .....

**STOTFOLD TOWN COUNCIL**

**COMMITTEE: COMMUNITY ENGAGEMENT**

**MEETING DATE: 19 NOVEMBER 2025**

**REPORTING OFFICER: EMMA PAYNE, TOWN CLERK**

**REPORT TITLE: COMMUNITY ENGAGEMENT – CLERK’S REPORT**

**1. CHRISTMAS LIGHTS SWITCH ON**

Mr Cooper has confirmed that he is able to volunteer as Father Christmas at the Christmas Lights Switch On.

Income of £2,200 has been invoiced for sponsoring the stage, screen, Christmas trees and advertising Christmas messages on the screen. Additional income from stall holders and food vendors is included in that sum.

Christmas tree installed in both sites. Trees and feature pieces being installed 19 November 2025.

**2. STOTFEST WORKING GROUP**

A meeting of this group has yet to be held. Will be scheduled for the new year and can be held online.

**3. SCREEN ON THE GREEN**

A success with approximately 750 people, enjoying three films over the course of the event, alongside a variety of food and drink vendors. £800 in income was received to offset the costs of £4,749.69. The event has been confirmed in the schedule of events to be organised next year.

## STOTFOLD TOWN COUNCIL

**COMMITTEE:** COMMUNITY ENGAGEMENT  
**DATE:** 19 NOVEMBER 2025  
**OFFICER RESPONSIBLE:** ZOE PUTWAIN, BUSINESS SERVICES OFFICER  
**SUBJECT:** STOTFEST 2026

### 1. SUMMARY

To present delivery options for Stotfest 2026, outline estimated costs and income assumptions, and seek approval of a preferred delivery model and associated budget envelope for inclusion in the 2026/27 budget-setting process.

### 2. RECOMMENDATION

Members are asked to:

- a) Consider and approve a preferred delivery option for Stotfest 2026 from those set out in Section 3.
- b) Approve a budget envelope for the event to be included in the draft 2026/27 budget.
- c) Authorise the Stotfest Working Group and officers to progress detailed event planning, procurement, and stakeholder engagement based on the approved option.

### 3. BACKGROUND

- 3.1 Stotfest remains a flagship community event for the town, offering entertainment, activities, and opportunities for local performers, traders, and families. The 2025 event was well received, with strong attendance and positive feedback. Based on the learning from this year, three delivery models have been developed for Member consideration. Each varies in scale, cost, operational complexity, and income-generation potential.

#### **Option 1 – Event as Existing (2025 Model)**

This option replicates the 2025 model, with minor improvements based on feedback.

**Pros:** Proven format; manageable operational footprint; predictable costs; strong resident satisfaction.

**Risks:** Limited scope for growth or diversification; may feel repetitive for returning attendees.

#### **Option 2 – Fairground Instead of Inflatables**

This option replaces the inflatable attractions with a small fairground, subject to sourcing a suitable operator.

**Pros:** Wider age appeal; higher potential wristband income; longer operational period into early evening.

**Risks:** Additional safety and liaison requirements; increased noise; greater complexity; weather impacts may be more significant.

#### **Option 3 – Film and Music Hybrid Event**

A blended format incorporating children's rides, music, performance acts, food stalls, and a scheduled film screening.

**Pros:** Adds a new dimension to the event; creates opportunities for sponsorship; may attract different audience groups; potential to replace or complement "Screen on the Green."

**Risks:** Film licensing/weather requirements; technical complexity; risk of diluting the “festival” feel if not marketed cohesively.

#### 4. FINANCIAL

4.1 Estimated gross costs for each option are as follows:

- **Option 1:** £26,000–£28,000
- **Option 2:** £28,000–£32,000
- **Option 3:** £32,000–£38,000

4.2 Income streams include sponsorship, stallholder pitch fees, and wristband/ride income (where applicable). In 2025, the event generated **£8,500** in external income.

4.3 Indicative net cost ranges (based on 2025 income and subject to market conditions):

- **Option 1:** £17,500–£19,500
- **Option 2:** £19,500–£23,500
- **Option 3:** £23,500–£29,500

4.4 Funding will be allocated within the Community Events revenue budget and supported by relevant earmarked reserves where required.

4.5 In line with the Council’s Best Value duty, the recommended option will balance cost, community impact, and opportunities to generate external income.

#### IMPLICATIONS

Strategic Plan:	Supports the Council’s priorities for community engagement, events, and social cohesion, delivering a high-quality annual event that promotes local pride and participation.
Risk Management:	A full event risk assessment will be completed, covering crowd management, weather, safeguarding, and emergency procedures. All contractors and operators will provide insurance and safety documentation.
Legal:	Compliance required with health and safety legislation, licensing (where applicable), and the Council’s standard terms and conditions for traders and operators.
Resources / Stakeholders:	Significant officer time and volunteer support will be required. The Stoffest Working Group will oversee planning, supported by engagement with performers, vendors, partners, and residents.
Financial:	Cost ranges and income assumptions are set out in section 4. The approved option will determine the required budget envelope for 2026/27.
Procurement:	All supplier appointments will be undertaken in accordance with the Council’s Financial Regulations and Procurement Policy.
Crime & Disorder:	Event management plans will include stewarding, lighting, and coordination with local policing to maintain a safe environment.
Biodiversity & Environment:	No significant ecological impact anticipated. Waste management and sustainability measures will be incorporated into event planning.
Equalities:	The event is accessible and inclusive, with layout and facilities planned to support attendance by all residents.

Residents Impact: High positive community impact; some temporary noise and traffic disruption mitigated through communication and operational planning.

Sustainability / Climate Impact: Use of local suppliers and low-energy equipment will be prioritised. Sustainable transport messaging will be used where feasible.

Data Protection: Personal data for volunteers, performers, traders, and sponsors will be managed in accordance with the Council's Data Protection and Privacy Policies.

## STOTFOLD TOWN COUNCIL

<b>COMMITTEE:</b>	<b>COMMUNITY ENGAGEMENT</b>
<b>MEETING DATE:</b>	<b>19 NOVEMBER 2025</b>
<b>REPORTING OFFICER:</b>	<b>EMMA PAYNE, TOWN CLERK</b>
<b>REPORT TITLE:</b>	<b>BUDGET 2026-27</b>

### 1. PURPOSE OF THE REPORT

To present a revised Community Engagement events budget for 2026–27 following a request from the Governance and Resources Committee to identify savings. This report outlines where reductions have been achieved and the overall financial impact for the Council’s draft 2026–27 budget.

### 2. RECOMMENDATION

Members are asked to:

- a) Note the budget reductions identified within the revised 2026–27 Community Engagement Events Budget (Version 2).
- b) Approve the revised budget (V2) for submission to the Governance and Resources Committee as part of the wider 2026–27 budget-setting process.
- c) Confirm that the Community Engagement Committee is satisfied that the identified savings meet the requirement set by Governance and Resources to reduce expenditure where possible.

### 3. BACKGROUND

- 3.1 As part of the Council’s approach to responsible financial management, the Governance and Resources Committee has reviewed all committee spending and have asked the Community Engagement Committee to review its draft budgets for 2026/27 and identify savings that would not significantly impact service delivery or community outcomes.
- 3.2 The Community Engagement Committee’s original draft budget for 2026–27 (Version 1) totalled **£58,920** for events, with a variety of summer, seasonal and flagship activities planned.
- 3.3 Following review by officers, Version 2 was prepared, incorporating a combination of reduced event delivery costs, revised operating models, and the consolidation of some activities. The revised total budget in Version 2 is **£58,645**, with significantly more income identified, reducing the net cost of the programme.

### 4. SUMMARY OF SAVINGS ACHIEVED

- 4.1 Savings identified against individual event lines and through structural changes to how some activities are delivered.

- 4.2 Instead of eight individual weekly summer activities, an alternative model is proposed in Version 2 “one major Summer activity” in the form of a Beach attraction for the full school holiday period. This change generates significant savings in officer time, staffing, and activity expenditure across the summer events budget.

**Steam Fairs (May and October):**

Reduced from £3,000 to £250 - saving **£2,750**, where only minimal operational costs are now expected.

**Screen on the Green:**

Reduced from £5,000 to £4,500 - saving **£500**, reflecting opportunities to review licensing, suppliers, or delivery model. There is also an alternative option to role this event in Stotfest (see separate report).

**Christmas Events:**

Reduced from £15,000 to £12,450 — saving **£2,550**.

**Remembrance Parade:**

Increased cost identified from £1,500 to £2,200 (reflecting actual cost base), so no saving in this line.

## 5. FINANCIAL IMPLICATIONS

- 5.1 Across all event lines, budget V2 delivers the following:

- **Net expenditure in V1:** £58,920
- **Net expenditure in V2:** £58,645

**Direct savings: £275**

However, The far more significant adjustment is the increased income projection, rising from:

£3,400 (V1) → £14,675 (V2).

This reduces the net cost of the events programme from £55,520 net cost (V1) → £43,970 net cost (V2)

**Total savings in net cost to the Council: £11,550**

- 5.2 Income assumptions are realistic and aligned with previous years’ performance, including increased sponsorship and stronger trading potential for Stotfest and the proposed extended Beach attraction.

## 6. IMPLICATIONS

Strategic Plan:	Supports delivery of a full events programme while responding to the Council’s requirement for financial prudence.
Risk Management:	Budget reductions have been made without removing core events. Operational risks will be managed through standard event planning and risk assessments.
Legal:	No legal implications beyond existing event management and insurance requirements.
Resources/Stakeholders:	Officer time remains a significant factor, but rationalising summer events will improve capacity and streamline delivery.
Financial:	Savings of £11,550 in net costs have been achieved, supporting the Council’s medium-term financial planning.

Procurement:	All event procurement will follow the Council's Financial Regulations.
Crime & Disorder:	No change from the standard low-risk profile of Council events.
Biodiversity & Environment:	Savings have been made without affecting environmental commitments or event-based litter management and recycling expectations.
Equalities:	Events remain inclusive and accessible; no negative equality impacts identified.
Residents Impact:	The overall programme remains strong and varied, protecting community benefit while delivering necessary savings.
Sustainability/Climate Impact:	Opportunities to prioritise low-energy and sustainable event options will continue to be explored.
Data Protection:	No additional data protection implications.

**COMMUNITY ENGAGEMENT  
2026-27 EVENTS BUDGET V1**

Event	Budgeted Amount	Estimated Income	Total Expenditure	Total Income	Balance
Biodiversity Event	£ 200.00				£200.00
Easter Event ( 4Hrs )	£ 500.00				£500.00
Duck Race	£ 670.00	£800.00			-£130.00
Great British Spring Clean ( litter pick 2 hrs )	£ 50.00				£50.00
Steam Fair May	£ 3,000.00				£3,000.00
May Half Term Event	£ 200.00				£200.00
Summer 1 Augmented Reality Trail ( 6 Weeks)	£ 1,000.00				£1,000.00
Summer 2 Pitch and Putt ( Manned 4 hrs)	£ 500.00				£500.00
Summer 3 Craft	£ 200.00				£200.00
Summer 4 Sports Day	£ 400.00				£400.00
Summer 5 Day Beach	£ 2,000.00				£2,000.00
Summer 6 National Playday	£ 200.00				£200.00
Summer 7 Archery	£ 700.00				£700.00
Summer 8 Love Parks Week ( litter pick 2 hrs)	£ 200.00				£200.00
Screen on the Green (or somewhere else)	£ 5,000.00	£2,100.00			£2,900.00
Halloween Activity	£ 200.00				£200.00
Remembrance Parade	£ 1,500.00				£1,500.00
Pancake Race	£ 200.00				£200.00
February Half Term Crafts	£ 200.00				£200.00
Easter 2027	£ 500.00	£500.00			£0.00
Stot Feast (food and drink event)	£ -				£0.00
Skate Comp	£ 1,500.00				£1,500.00
<b>General Events 63/643</b>	<b>£18,920.00</b>	<b>£3,400.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£15,520.00</b>
Stoffest 63/638	£25,000.00	£9,500.00	£0.00	£0.00	£15,500.00
Christmas 63/637	£15,000.00	£3,025.00			£11,975.00
<b>TOTAL</b>	<b>£58,920.00</b>		<b>£0.00</b>	<b>£0.00</b>	<b>£58,515.00</b>

**COMMUNITY ENGAGEMENT  
2026-27 EVENTS BUDGET v2**

<b>Event</b>	<b>Budgeted Amount</b>	<b>Estimated Income</b>	<b>Balance</b>	<b>Alternative Budget</b>
Biodiversity Event	£ 200.00		£200.00	£100.00
Easter Event	£ 500.00		£500.00	£250.00
Duck Race	£ 670.00	£800.00	-£130.00	£670.00
Great British Spring Clean	£50.00		£50.00	£50.00
Steam Fair (May and October)	£ 3,000.00		£3,000.00	£250.00
May Half Term Event	£ 200.00		£200.00	£100.00
Summer 1 Augmented Reality Trail ( 6 Weeks)	£ 1,000.00		£1,000.00	£999.00
Summer 2 Pitch and Putt ( unManned 8 hrs)	£ 500.00		£500.00	
Summer 3 Craft	£ 200.00		£200.00	
Summer 4 Sports Day	£ 400.00		£400.00	
Summer 5 Day Beach	£ 2,000.00		£2,000.00	£ 6,000.00
Summer 6 National Playday	£ 200.00		£200.00	
Summer 7 Archery	£ 700.00		£700.00	£ -
Summer 8 Love Parks Week ( litter pick 2 hrs)	£ 200.00		£200.00	£ -
Screen on the Green (or somewhere else)	£ 5,000.00	£2,100.00	£2,900.00	£ 4,500.00
Halloween Activity	£ 200.00		£200.00	£ 100.00
Remembrance Parade	£ 1,500.00		£1,500.00	£ 2,200.00
Pancake Race	£ 200.00		£200.00	
February Half Term Crafts	£ 200.00		£200.00	£ 100.00
Easter 2027	£ 500.00	£500.00	£0.00	£ 250.00
Stot Feast (food and drink event)	-		£0.00	£ 250.00
<b>General Events 63/643</b>	<b>£17,420.00</b>	<b>£3,400.00</b>	<b>£14,020.00</b>	<b>£12,419.00</b>
Stotfest 63/638	£28,775.00	£9,000.00	£19,775.00	£9,000.00
Christmas 63/637	£12,450.00	£2,275.00	£10,175.00	£2,275.00
<b>TOTAL</b>	<b>£58,645.00</b>	<b>£14,675.00</b>	<b>£43,970.00</b>	<b>£23,694.00</b>

Just bins and extra toilet clean  
Alternative budget less income

See separate report

**Notes**

Summer activities

Just one event instead of one each week. Beach in situ for the duration of the entire summer holidays. Opportunity to earn income through ice cream vendor on site; food vendors; pop up stalls; sponsorship; possible deck chair hire but this would incur additional expense;

## STOTFOLD TOWN COUNCIL

**COMMITTEE:** COMMUNITY ENGAGEMENT  
**MEETING DATE:** 19 NOVEMBER 2025  
**REPORTING OFFICER:** EMMA PAYNE, TOWN CLERK & RFO  
**REPORT TITLE:** COMMUNITY ENGAGEMENT BUDGET Q2 REPORT

### 1. PURPOSE OF THE REPORT

To present a summary of year-to-date Community Engagement budget performance against forecast and highlight the cost centres which fall outside the  $\pm 15\%$  tolerance threshold, to support monitoring and future budgeting decisions.

### 2. RECOMMENDATION

Members are asked to note the variances reported and considers whether any adjustments to planned activity or future budget assumptions are required for the 2026/27 budget setting process.

### 3. BACKGROUND

- 3.1 The Community Engagement budget includes expenditure and income relating to annual events, community programmes and wider engagement initiatives. Regular financial monitoring supports transparent governance and ensures resources continue to align with community priorities.
- 3.2 A budget variance threshold of  $\pm 15\%$  is used to identify areas requiring additional review or explanation. The following cost centres exceed that threshold:

<b>Budget Line / Cost Centre</b>	<b>Variance (%)</b>	<b>Direction</b>	<b>Commentary</b>
Event Income (6006)	+251.9%	Income Over Budget	Event income for each event is added to a single budget line. More information can be found attached.
Stotfest (638)	+109.3%	Expenditure Over Budget	Income from event not against this revenue budget code.
Community Engagement (639)	+97.4%	Expenditure Over Budget	This is over budget as the 50 <sup>th</sup> anniversary town entrance signs are in this cost centre as they were purchased

			in 2025/26 instead of 2024/25
General Events (643)	+70.0%	Expenditure Over Budget	

3.3 The individual event budgets are attached to this report for great clarification and transparency.

#### 4. FINANCIAL IMPLICATIONS

4.1 No immediate in-year corrective action is proposed; however, variance trends will inform the 2026/27 draft budget. If expenditure trends continue, additional allocation or virement from other budgets may be required to ensure sustainability of the events programme.

#### 5. IMPLICATIONS

Strategic Plan	Supports delivery of community participation, engagement, civic pride, and events objectives. Variances reflect higher demand and participation.
Risk management	Continued expenditure increases without review could challenge future financial resilience. Robust monitoring mitigates this.
Legal	N/A
Resources/Stakeholders	Increased community participation has resource implications for staff time and operational planning.
Financial Implications	As outlined above, overspend trends may require budget adjustments in the next financial year.
Contracts/Procurements	Where event costs continue to rise, procurement options may need to be reviewed to secure value for money.
Crime and Disorder	N/A
Biodiversity and environment	Event planning should continue to consider sustainable materials, waste reduction and low-carbon operations.
Equalities	Programmes and events remain inclusive and accessible for all residents.
Residents Impact Assessment	Higher engagement levels indicate positive resident impact and community value from delivered activities.
Sustainability/Climate Impact	Event planning should continue to consider sustainable materials, waste reduction and low-carbon operations.
Data Protection and Privacy	Any data collected will be handled in line with GDPR

**COMMUNITY ENGAGEMENT  
2025 - 2026 EVENT COST TRACKER**

<b>Budget</b>	<b>Event</b>	<b>Budgeted Amount</b>	<b>Total Expenditure</b>	<b>Total Income</b>	<b>Balance</b>
General Events 63/643	Dinosaur Safari	£600.00	£599.00		£599.00
	Kids Biodiversity Morning	£400.00	£41.94		£41.94
	Duck Race	£300.00	£732.23	£341.50	£390.73
	VE Day	£1,000.00	£1,694.37	£740.00	£954.37
	Steam Fair (May)	£500.00	£2,811.00	£385.00	£2,426.00
	Love Parks Week	£800.00	£0.00		£0.00
	Litter Pick	£200.00	£119.54		£119.54
	National Play Day Event	£200.00	£0.00		£0.00
	Teddy Bear's Picnic	£300.00	£118.19		£118.19
	MacMillan Coffee Morning	£0.00	£75.00		£75.00
	Bug Hotel Making	£0.00	£151.59		£75.00
	Kite Making	£0.00	£170.93		£75.00
	Screen on the Green	£2,315.00	£4,802.36	£800.00	£3,949.69
	Working Steam Weekend	£0.00	£0.00		£0.00
	Halloween Event	£500.00	£120.91		£120.91
	Remembrance Day	£2,000.00	£1,338.40		£1,338.40
	Feb Half Term Event / Pancake Race	£1,500.00	£0.00		£0.00
	Defib Training	£0.00	£95.00		£95.00
<b>GENERAL EVENTS SUB TOTAL</b>		<b>£10,615.00</b>	<b>£12,870.46</b>	<b>£2,266.50</b>	<b>£10,378.77</b>
Stotfest 63/638	Stotfest	£25,000.00	£27,686.94	£8,518.05	£19,168.89
Christmas 63/642	Christmas lights switch on	£15,000.00	£11,747.60	£2,200.00	£9,547.60
<b>TOTAL</b>		<b>£50,615.00</b>	<b>£65,175.47</b>	<b>£15,251.05</b>	<b>£49,474.04</b>

## **STOTFOLD TOWN COUNCIL**

**COMMITTEE: COMMUNITY ENGAGEMENT**

**MEETING DATE: 19 NOVEMBER 2025**

**REPORTING OFFICER: EMMA PAYNE, TOWN CLERK**

**REPORT TITLE: MARKETING STRATEGY FOR THE GREENACRE CENTRE**

### **1. PURPOSE OF THE REPORT**

To outline the benefits of adopting a marketing strategy for the Greenacre Centre and seek the Committee's views on progressing a coordinated approach to branding, communications, and promotion.

### **2. RECOMMENDATIONS**

Members are asked to:

- a) Note the benefits of implementing a marketing strategy for the Greenacre Centre.
- b) Consider commissioning the development of a formal marketing and branding package to support increased usage and visibility of the Centre.

### **3. BACKGROUND**

- 3.1 The Greenacre Centre is a key community asset, accommodating the Town Council, community spaces for hire, and the relocated Stotfold Library. While the Centre is located just off the High Street, public feedback indicates a common misconception that it is distant or hard to access.
- 3.2 The proposal provided by a local illustrator and designer, who provided the illustrations for the Town Council's 50<sup>th</sup> anniversary, highlights the opportunity to develop a consistent and recognisable identity for the Centre. This would involve creating a logo, colour palette, typography, layouts, and tone of voice guidance, alongside digital and physical assets such as street banners, posters, and email templates.
- 3.3 The suggested strategy would ensure that all communications and promotional materials present a unified brand, strengthening public recognition and encouraging greater use of the facilities.

### **4. BENEFITS OF A MARKETING STRATEGY**

- Enhanced visibility: Street banners, posters, and digital communications would raise awareness of the Centre and its facilities, particularly the new library.
- Stronger community identity: A clear and recognisable brand would build trust and a sense of place, reinforcing the Centre as a hub for residents.
- Increased footfall: By correcting misconceptions about location and promoting the variety of services, more residents and visitors would be encouraged to use the Centre.

- Consistent communications: Standardised templates and brand guidelines would ensure cohesion across all platforms, from printed posters to social media.
- Commercial opportunities: Improved visibility and professional branding may support greater uptake of room hire and events, generating additional income streams.
- Flexibility for future use: Once established, the brand can be applied to a wide range of communications, including merchandise, wayfinding signage, and seasonal campaigns.

## 5. PROS AND CONS

### Pros:

- Increases awareness of the Greenacre Centre and its facilities.
- Creates a professional, consistent image that enhances community trust.
- Encourages footfall and generates potential income through room hire and events.
- Corrects misconceptions about the Centre's location, improving accessibility.
- Provides long-term assets (brand guidelines, templates) that can be reused across future campaigns.

### Cons:

- Upfront cost of approximately £3,000 may be challenging within current budgets.
- Requires staff capacity to implement and maintain the brand across all communications.
- Benefits are not guaranteed and may depend on wider community engagement.
- Regular updating of materials may be needed, creating ongoing costs.

## 6. FINANCIAL IMPLICATIONS

- 6.1 Initial indicative costs from the proposal are approximately £3,000 for development of logo, brand guidelines, banners, posters, and digital assets. Final costs would depend on agreed scope and deliverables.
- 6.2 Costs can be met from a virement from the Youth Engagement Budget, which has an unspent budget of £8,000 (as of the date of the report).
- 6.3 The costs of implementing the various items contained within the marketing report would need to be costed separately, if Members agree to this proposal.

## 7. IMPLICATIONS

Strategic Plan:	Supports priorities around Community Facilities, Community Engagement, and Partnership & Growth by increasing accessibility and promoting use of Council assets.
Risk Management:	Reduces reputational risk of underuse of the Centre and mitigates community perceptions of inaccessibility.
Legal:	Copyright and licensing arrangements would need to be formally agreed with any appointed designer.
Resources/Stakeholders:	Would require officer oversight and collaboration with external designers; staff training may be needed to apply brand guidelines.
Financial Implications:	Estimated project cost c.£3,000, with potential for increased income through higher room hire and event bookings. Additional costs for street light banners.

Contracts/Procurements:	Procurement regulations would apply depending on final project scope.
Crime and Disorder:	No direct impact.
Biodiversity and Environment:	Potential use of sustainable materials in print outputs could be considered.
Equalities:	Clearer communications and signage improve accessibility for all residents.
Residents Impact Assessment:	Greater awareness of services and activities available, improving community benefit.
GDPR:	Any marketing activity must comply with UK GDPR and the Data Protection Act 2018, including lawful basis for communications, consent/permissions for photography and filming, privacy notice updates, data minimisation and retention, and written processor agreements with any third-party providers; complete a DPIA where appropriate.



Katie Hounsome Illustrator & Stotfold Council  
Greenacre Centre

# Artist Statement

“ I would like to sincerely thank you for this opportunity to present my ideas. I'm confident that a focused visual communications strategy can significantly increase footfall to the Greenacre Centre.

My proposal will address key advertising challenges, specifically helping to highlight the new library's location and correcting the common misconception that the centre is far from the High Street, when it is, in fact, just a short 50-metre walk from the Co-op. ”

# Proposal

We need to create a strong brand for the Greenacre Centre. A brand is a powerful communication tool that goes beyond a logo; it inspires recognition and builds trust.

By developing a distinct identity with iconic visuals and a clear tone of voice, we can ensure the Centre stands out. This will be key to reaching and engaging our community, supporters, and all relevant stakeholders.

# Brand Guidelines

Within this project I would create brand elements to market the Greenacre Centre inclusive of:

- a logo,
- colour palette,
- graphics,
- typography,
- layouts,
- Tone of Voice,
- print,
- digital banners, and
- how to use photography and illustration i.e. street banners



Case Study: Logo design - John Lewis 40<sup>th</sup>

# Proposed illustrations

Inside library, the park, and the main building



# Example: street banners

Once we have developed the branding, we could look to have some banners installed along the High Street to advertise the key offerings at the Greenacre Centre. We would identify these together, but my initial suggestions are the library, the park, and the meeting room hire

Case Study: Dunstable Council



# Example: A4 poster designs

The new logo and visual elements can be carefully developed for use across all print materials, from A4 posters to other print communications. To ensure a cohesive and memorable identity, the branding, graphics, and typography will be fully synchronised and easily identifiable, making the Greenacre Centre's visual presence consistent wherever it appears.



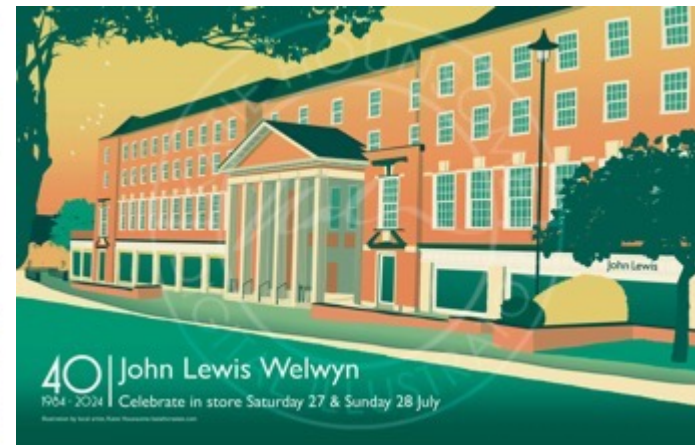
Case Study: Graphical, typography, layouts - Silverstone Auctions

# Example: email banner

Drawing inspiration from the successful 'Celebrating 50 Years of the Town Council' banner, we can create a powerful new banner for the Greenacre Centre. Featuring the Centre itself and a compelling graphic that clearly communicates the key offerings, such as the new library, the park, and meeting room hire, which will directly encourage people to walk the short distance and discover everything the Centre has to offer.



# Full Portfolio: [katiecreates.com/katiehounsomes-portfolio](https://katiecreates.com/katiehounsomes-portfolio)



Costs

# Total costs

The costs presented are preliminary estimates, designed to provide a clear starting point for our partnership.

The final project cost will be determined through a collaborative process where we will work closely together to define the precise scope, outline all key deliverables, and confirm the desired outcomes. This ensures that the final investment is a direct reflection of a tailored strategy that delivers the maximum possible impact for the Greenacre Centre.

<b>PROJECT: Greenacre Centre</b>			
<b>DESCRIPTION - Logo</b>	<b>Man hours</b>	<b>£40 p/h</b>	<b>Price to client</b>
Composition ideas presented (3) Feedback on logo taken and tweaks made Logo (development) and two rounds of amendments Supply vector file / JPEG / .PNG	14	£40.00	£560.00
<b>SUB TOTAL</b>			<b>£560.00</b>
<b>DESCRIPTION - Brand Guidelines</b>	<b>Man hours</b>	<b>£40 p/h</b>	<b>Price to client</b>
Brand Guidance, output: Branding Guidelines which explain how to use: the logo, colour palette, graphics, typography, layouts, Tone of Voice, print, social media, Banners, and photography and illustration	12	£40.00	£480.00
<b>SUB TOTAL</b>			<b>£480.00</b>
<b>Street Lamp banner project</b>	<b>Man hours</b>	<b>£40 p/h</b>	<b>Price to client</b>
<b>OUT OF HOME IN THE U.K. / 1 YEARS USAGE / Non-exclusive limited licence</b>			
Library - including license	10	£40.00	£400.00
Centre - including license	10	£40.00	£400.00
Park - including license	10	£40.00	£400.00
<b>SUB TOTAL</b>			<b>£1,200.00</b>
<b>Email Banner</b>	<b>Man hours</b>	<b>£40 p/h</b>	<b>Price to client</b>
<b>1 years usage for use digitally, on comms / Non-exclusive limited</b>			
Centre illustration adapted to include information about the sites offerings - including license	4	£40.00	£160.00
<b>SUB TOTAL</b>			<b>£160.00</b>
<b>A4 Poster for event</b>	<b>Man hours</b>	<b>£40 p/h</b>	<b>Price to client</b>
Library poster and info	5	£40.00	£200.00
Park poster and info	5	£40.00	£200.00
Meeting room hire poster and info	5	£40.00	£200.00
<b>SUB TOTAL</b>			<b>£600.00</b>
		<b>sub total</b>	<b>£3,000.00</b>

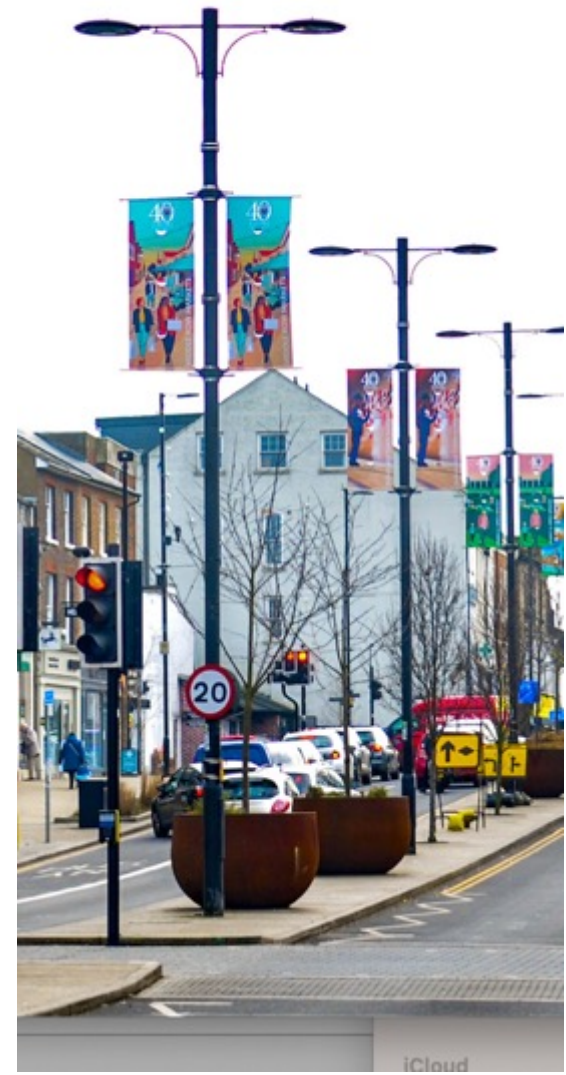
# Town merchandise

I do not have a Stotfold Stockist – another footfall driver could be to sell Stotfold merchandise at the centre.



How I work and License info

I work with a collaborative approach. Working from reference images, I supply you with initial sketches which we use as a starting point to agree on the desired composition. I then propose the colour theme; at this stage we can still make changes to the layout and colour as you are in control of the whole palette. When this has been approved, I move into final artwork and I add in all the details.



# Licence info

Ownership / copyright is governed by the Copyright, Designs and Patents Act, 1988. As an illustrator I own the copyright for anything commissioned by you. Copyright is limited in duration and usually lasts for the life of the author plus 70 years after the calendar year in which the author (illustrator) dies, this is known as the "copyright term".

As I own copyright, I give permission for others to use it. I include a licence within my quotes with an allocated number of years which allows you to use it.

If anyone else makes a copy without my permission, they are infringing copyright (if you were to see someone using a commissioned piece, we would work together to cease them using it).

The artist retains the right to utilise the images produced for self-promotional needs

Thank you

## STOTFOLD TOWN COUNCIL

**COMMITTEE:** COMMUNITY ENGAGEMENT

**MEETING DATE:** 19 NOVEMBER 2025

**REPORTING OFFICER:** EMMA PAYNE, TOWN CLERK

**REPORT TITLE:** CHRISTMAS LIGHTS – AMENDMENTS TO YEAR 2 SCHEME

### 1. PURPOSE OF THE REPORT

To inform Members of amendments to the Year 2 Christmas lights scheme, outline associated cost changes, and seek approval to explore further enhancements to the High Street lighting and festoon provision.

### 2. RECOMMENDATION

Members are asked to:

- a) Note the amendments to the Year 2 scheme and the revised baseline annual cost.
- b) Approve obtaining quotations to extend column displays along the High Street towards the Hitchin Road junction, with options brought back to Committee for consideration.
- c) Approve obtaining quotations for icicle lights on the remaining unlit High Street shops.
- d) Approve obtaining quotations for the purchase of festoon lighting suitable for use at the Christmas Lights Switch-On and other community events throughout the year.

### 3. BACKGROUND

- 3.1 The Council entered into a five-year contract with High Level Electrics for the supply, installation, maintenance, and removal of Christmas lighting, with a total contract value of £137,421.34 and a phased programme of enhancements.
- 3.2 Following installation of the core scheme in Year 1, it was agreed that further incremental improvements would be introduced over the duration of the contract.

#### **Year Two**

- a) The Green – Warm white festoon in remaining two sides of The Green
- b) The Green – Remaining column displays
- c) High Street – Hitchin Road junction: 4 Column displays on lamp columns.

#### **Year Three**

- a) High Street from Brook Street junction to Hitchin Road: Mistletoe or similar tree display in approximately 12 Lime trees.

#### **Year Four Onwards**

- a) The Town Council would like a schedule of work for additional column displays at a location to be determined.

- 3.3 Feedback from High Street businesses has indicated that extending the visual continuity of the display along the remainder of the High Street is preferred to extending the display around The Green at this stage. This approach supports a stronger, cohesive town centre focal point.
- 3.4 The baseline annual cost of the current scheme in year two is £25,428.37. This figure includes the existing festoon to the parade of shops with associated infrastructure which is being paid for over the term of the contract.
- 3.5 The following are additions in year two:
- a) To adjust existing power supply at Satchells to accommodate throne between Satchells and Regency Flowers including installing two hook eye bolts in wall to secure throne against wall. Will add £100 per year to the baseline cost.
  - b) Additional icicle lights twinkle warm white/white. Including supply installation and associated electricals and catenary wires at India Lodge and Cockney Rebel which will add £723 to the baseline cost
  - c) Satchells/Regency flowers along roofline/gutter to front and both side elevations. Approx 35 meters. Will add £522 per year to the baseline cost.
  - d) Cockney Rebel gable end approx. 6m. Will add £96 per year to the baseline cost.
- 3.6 These additions total **£1,546 per annum**, resulting in a revised Year 2 baseline of **£26,974.37**.
- 3.7 Residents have expressed interest in extending column-mounted lights further along the High Street to the Hitchin Road junction. Quotations will be required to assess feasibility and cost. The contract includes provision in Years 4 and 5 for expansion or replacement works.
- 3.8 Members may also want to consider completing the lighting of the High Street shop area by installing icicle lights on the Co-Op and Busy Bees Nursery. There are also the pharmacy, bakers and other shops at the top of Brook Street which were traditionally illuminated.
- 3.9 Festoon lighting used during the Christmas Lights Switch-On is currently borrowed from another customer of the contractor. Acquiring the Council's own festoon system would support repeat use for community events and reduce dependency on external loans

#### 4. FINANCIAL IMPLICATIONS

- 4.1 The initial five-year contract for the Christmas lights

Year 1 (2024) £24,962.78 (was £18,920) but was amended to make the display larger in year 1  
 Year 2 (2025) £26,974.37  
 Year 3 (2026) £28,317.79  
 Year 4 (2027) £33,034.53  
 Year 5 (2028) £33,034.53

Total **£146,324.00** without any further amendments or expansion

- 4.2 Future enhancements will be subject to quotations and brought back to Committee before commitment. There was expansion funding from the contract's identified enhancement in Years 4 and 5 but this was used in year 1.

- 4.3 Members should note that the Town Council doesn't receive any business rates from the town centre shops. This is collected by CBC with 51% being retained in the county and 49% going to central government.

## 5. IMPLICATIONS

Strategic Plan	Supports town centre enhancement and community identity objectives.
Risk management	Works undertaken by qualified contractor; safety inspections standard.
Legal	Contractor compliance with electrical and public realm requirements.
Resources/Stakeholders	Staff time for coordination; positive engagement with local businesses continues.
Financial Implications	Increased annual cost noted; future works subject to quotations and approval.
Contracts/Procurements	Enhancements delivered under the existing contract framework.
Crime and Disorder	N/A
Biodiversity and environment	LED lighting minimises energy use; no direct ecological impacts.
Equalities	Public benefit for all residents; no adverse equality impacts.
Residents Impact Assessment	Enhances festive atmosphere and supports town centre footfall.
Sustainability/Climate Impact	LED systems offer lower energy consumption; future procurement will consider efficiency.
Data Protection and Privacy	N/A

## **STOTFOLD TOWN COUNCIL**

**COMMITTEE: COMMUNITY ENGAGEMENT**

**MEETING DATE: 19 NOVEMBER 2025**

**REPORTING OFFICER: EMMA PAYNE, TOWN CLERK**

**REPORT TITLE: YOUTH OUTREACH WORK AT RIVERSIDE**

### **1. PURPOSE OF THE REPORT**

The Public Realm Committee have asked the Community Engagement Committee to investigate targeted youth outreach work at Riverside, in response to increasing reports of anti-social behaviour (ASB) at the site, affecting the safe use of this public open space and adjacent properties.

### **2. RECOMMENDATION**

Members are asked to:

- a) Approve commissioning youth outreach sessions at Riverside Playing Field for an initial pilot period to be agreed
- b) Delegate authority to the Clerk to procure an appropriately qualified youth work provider, agree the delivery model, and implement the pilot within an agreed budget.
- c) Request a monitoring report at the end of the pilot period assessing outcomes, ASB trends, youth engagement, and options for continuation.

### **3. BACKGROUND**

- 3.1 Riverside Playing Field is a key community asset visited by residents of all ages. However, the Council has received a rising number of reports regarding anti-social behaviour at the site, including noise disturbances, littering, and behaviour perceived as intimidating by some residents and families. Such patterns can undermine community confidence and discourage positive use of the space, particularly during late afternoons and evenings.
- 3.2 The site has the MUGA which includes tennis, netball and football spaces; play area; table tennis tables and a youth shelter.
- 3.3 Detached youth outreach work is a recognised intervention used by councils and youth services to address similar issues. Youth workers engage directly with young people in outdoor settings, providing support, activities, guidance, and early intervention where needed. Their presence can help:
  - reduce ASB
  - strengthen relationships with young people
  - encourage responsible use of public spaces
  - signpost individuals to further support where appropriate

### **4. FINANCIAL IMPLICATIONS**

- 4.1 There is a youth engagement budget of £8,000.

## 5. IMPLICATIONS

Strategic Plan:	Supports safer, welcoming, and well-used public spaces, aligning with objectives to enhance community wellbeing and responsible behaviour in parks and recreation areas.
Risk Management:	Provides early intervention to reduce ASB risk and improve perceptions of safety. Qualified youth workers mitigate safeguarding and operational risks.
Legal:	Providers must hold appropriate insurance, safeguarding policies, and DBS checks. Commissioning will comply with legal and statutory requirements.
Resources / Stakeholders:	Officer coordination required. Partnership working with residents, schools, police, and youth services will support effectiveness.
Financial:	Pilot cost estimated at £1,500–£3,500. Budget provision required.
Procurement:	Quotes will be sought from qualified providers in line with the Council's procurement requirements.
Crime & Disorder:	Likely positive impact by diverting potential ASB, improving engagement, and reducing complaints relating to the site.
Biodiversity & Environment:	No direct impact. Improved behaviour may reduce littering and damage to green spaces.
Equalities:	Supports inclusive engagement and offers constructive support to young people who may face disadvantage or lack positive recreational opportunities.
Residents Impact:	Expected to improve safety, reduce disruption, and encourage broader use of Riverside by families and residents.
Sustainability / Climate Impact:	Minimal environmental impact; activities delivered outdoors.
Data Protection:	Any data gathered by the provider must comply with the Council's data protection and privacy obligations.

## **STOTFOLD TOWN COUNCIL**

**COMMITTEE:** COMMUNITY ENGAGEMENT  
**MEETING DATE:** 19 NOVEMBER 2025  
**REPORTING OFFICER:** EMMA PAYNE, TOWN CLERK & RFO  
**REPORT TITLE:** RESIDENT'S SURVEY 2025-26

### **1. PURPOSE OF THE REPORT**

The annual residents survey is a keyway for the Town Council to ensure that:

- Decisions reflect the interests and needs of residents.
- The Council is better informed on priorities to support effective decision making.
- Long-term planning and resource allocation are evidence-based.
- Engagement fosters transparency and democratic accountability.

### **2. RECOMMENDATION**

Members are asked to:

- a) Agree the reschedule for the release of the 2025/26 Residents Survey;
- b) Review and add any additional questions to the draft survey;
- c) Consider a prize draw to encourage participation.
- d) Consider whether to outsource collation and analysis to a market research company
- e) Approve expenditure for printing, distribution and banners and potentially data analysis.

### **3. BACKGROUND**

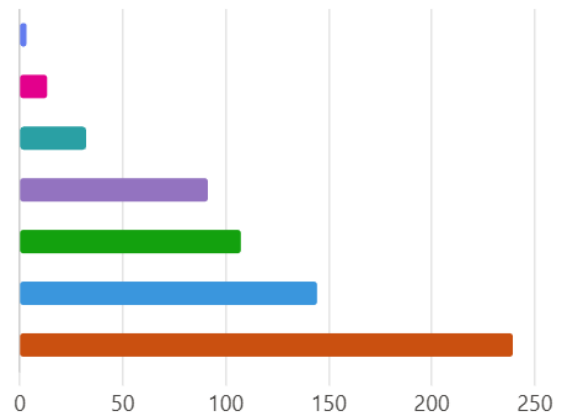
3.1 The Town Council has run the survey for the last three years with the following response rate based on 2021 census figure of 9,015:

2022/23	164 responses	response rate: 1.8%
2023/24	227 responses	response rate: 2.5%
2024/25	628 responses	response rate 6.97%*

\* Introduction of paper copies.

3.2 While the increase is positive, this represents only a proportion of households, and there remains a risk of under-representation of certain groups e.g. under 18s.

● Under 18	3
● 18-24	13
● 25-34	32
● 35-44	91
● 45-54	107
● 55-65	144
● 65 and above	239



- 3.4 To maximise participation, the survey will again be available in both online and paper-based formats. Previous surveys have included open-ended questions, which provide useful qualitative insight but cannot easily be benchmarked year-on-year without additional coding and analysis.
- 3.5 The additional paper copies in 2024/25 did have an effect on staff workload as they needed to be inputted which was time consuming.
- 3.6 Other ways to increase response rates could include:
- Prize draw – shopping vouchers for local businesses e.g. butchers, hair or beauty salon
  - Additional publicity through ‘you said, we did’ in response to previous survey results.
- 3.7 Linking the survey to the Council’s Strategic Plan ensures residents’ views inform decisions on community facilities, services and priorities. Councillors may wish to consider how feedback can feed into the Strategic Plan to demonstrate value to residents.
- 3.8 We also noticed that there would also be a single response from a household and all residents in a home should be encouraged to respond and not just one.

#### 4. Residents Survey 2026 – Project Plan

##### Phase 1: Preparation (Nov–Dec 2025)

- Community Engagement Committee 19 November 2025
  - Draft & approve survey questions
  - Agree promotion plan – Stotfold News insert, banners, social media, councillor networks, prizes
  - Budget approval for print and promotion
- Design online survey (MS Forms) and paper copy (Business Services Officer)
- Privacy notice & GDPR wording checked (Town Clerk)

##### Phase 2: Launch & Promotion (Jan 2026)

- Survey launch – 7 January 2026
- Distribute paper copies – library, Greenacre Centre, Memorial Hall, local shops, GP surgery (Business Services Officer)
- Insert in Stotfold News – Jan/Feb issue (Town Clerk / Editor liaison – **copy deadline 22 December 2025**)

- Promotional push – banners installed, social media posts, councillor sharing (Business Services Officer/Clerk)

**Phase 3: Live Period (Jan–Feb 2026)**

- Survey open for 6–7 weeks (closes 28 February 2026)
- Mid-point reminder campaign – social media, banner photos, councillor shares (early Feb)

**Phase 4: Closing & Analysis (Mar 2026)**

- Survey closes – 28 February 2026
- Data collation – paper responses entered (Business Services Officer/Business Admin Apprentice)
- Analysis & draft report – charts, key themes, response demographics (Cllr Smith & Town Clerk)
- Report to Community Engagement Committee – 18 March 2026 for review and sign-off

**Phase 5: Reporting (April 2026)**

- Final report prepared for Annual Town Meeting (Cllr Smith)
- Presentation materials drafted – slides, “You said, we did” examples (Town Clerk)
- Annual Town Meeting – Wednesday 29 April 2026

**5. ADDITIONAL QUESTIONS**

5.1 Members may want to consider the addition of the following questions, which are themed to support the Strategic Plan

**Communications & Updates**

Would you like to stay informed about news, events and services in Stotfold?

- Yes, sign me up to the Town Council’s monthly e-bulletin
- No, thank you

*(If Yes, please provide your email address. Email addresses will only be used for the purpose of sending Town Council updates and will not be shared with third parties.)*

How would you prefer to hear from the Town Council?

- Email (e-bulletin)
- Social media (Facebook, Instagram, etc.)
- Stotfold News magazine
- Posters/banners around town
- Council website
- Other (please specify)

**Community Events and Engagement**

What types of community events or activities would you like to see more of?

- Family-friendly activities
- Cultural events (music, theatre, arts)
- Outdoor/green activities (walks, environmental projects)
- Sporting activities
- Older people’s activities

- Young people's/youth activities
- Other (please specify)

How likely are you to attend events organised or supported by the Town Council?

- Very likely
- Quite likely
- Not very likely
- Not at all likely

### **Facilities and Services**

How often do you or your household use the following Town Council facilities?

- Greenacre Centre (rooms/events)
- Memorial Hall
- Play parks and recreation grounds
- Allotments
- Cemetery

Options:  Regularly  Occasionally  Rarely  Never

### **Sustainability and Environment**

How important is it to you that the Town Council acts on:

- Climate change (e.g. reducing emissions, energy saving)
- Biodiversity and green spaces (e.g. tree planting, pollinator support)

Options:  Very important  Fairly important  Not very important  Not at all important

### **Community Participation**

Would you be interested in getting more involved in your community through volunteering with the Town Council?

- Yes – please contact me
- Maybe, I'd like more information
- No

### **Knowing your town council – one of the following 3 questions**

#### **Option 1**

*“Do you know who your Town Councillors are and how to contact them?”*

- Yes, I know who they are and how to contact them
- I know who they are, but not how to contact them
- No, I don't know who they are

#### **Option 2**

*“Would you find it helpful if the Town Council shared more information about who your Councillors are and what they do?”*

- Yes
- No
- Not sure

5.2 Introducing additional questions will impact the size of the paper questionnaire depending on the number of questions added

## 6. OUTSOURCING OPTIONS

- 6.1 In considering whether to undertake the data analysis in-house or to outsource this work, Members are asked to balance the higher financial cost of commissioning an external provider against the benefits of increased analytical capacity, methodological consistency and independent reporting. Outsourcing may support clearer year-on-year benchmarking and improve the presentation of results for public engagement; however, completing the analysis in-house would keep costs lower but will require officer time for data entry, coding and interpretation.
- 6.2 Quotations received last year to undertake this were £1,150 and £4,500. However, this was before any specification for what the nature of the data analysis was provided when quotes were sought.
- 6.3 If Members feel that the survey would benefit from this support, a proposed specification is attached.

## 7. PROMOTION

- 7.1 Printing of paper copies is estimated at £400. Distribution via Stotfold News insert is £200
- 7.2 Vinyl banners to promote the survey are £each, located at GAC, the Green, the High Street 3 x £68 each = £204
- 7.3 20 x A2 Correx boards for lamp posts and other locations e.g. play areas £15.00 each = £300
- 7.4 Total cost £1,104. Would normally be met from Community Engagement budget but as this is overspent, would need to be met from General Reserves.

## 8. FINANCIAL IMPLICATIONS

- 8.1 The Community Engagement budget is currently overspent and any costs for the survey and potential data analysis would need to be met from General Reserves

## 9. IMPLICATIONS

Strategic Plan:	Supports Community Engagement, informs priorities across facilities, environment, climate and partnerships.
Risk Management:	Risks of low/biased responses, poor design, or delays mitigated through mixed channels, clear timetable, and expert review.
Legal:	GDPR compliance required; e-bulletin sign-ups need explicit consent; short privacy notice advised.
Resources/Stakeholders:	Officer time if in-house; reduced analysis burden if outsourced; residents and local groups as stakeholders.
Financial Implications:	Costs range £500–£700 (in-house) to £1500–£4,500 (outsourced). Funded from Community Engagement budget via General Reserves.
Contracts/Procurement:	If outsourcing, follow Financial Regulations, use suppliers under MRS code, include data protection clauses.
Crime & Disorder:	No direct implications.

Biodiversity & Environment: None direct; insights may inform future environmental projects.  
Equalities: Duty to ensure accessibility (plain English, paper copies, easy-read, outreach to under-represented groups).  
Sustainability: Promote digital completion, use recycled paper for hard copies, reusable banners.  
GDPR: Public task basis for survey; consent for e-bulletin. Secure storage, limited access, defined retention.  
Residents Impact Assessment: Positive impact by giving residents a stronger voice; monitor response demographics to reduce barriers.







9. Which areas would you like to see Stotfold Town Council prioritise? (choose up to three)

- Play parks and green areas
- Services and support for children and younger people
- Services and support for older people
- Council community events
- Support for local organisations
- Support for local businesses
- Other (please specify)

10. Are there any other comments / issues that you would like Stotfold Town Council to be aware of?

11. What age group are you?

- Under 18
- 18 - 24
- 25 - 34
- 35 - 44
- 45 - 54
- 55 - 64
- 65 and above

13. What is your ethnic background? Choose from one option that best describes your ethnic group or background.

- White/Caucasian
- Asian/Asian British
- Black/African/Caribbean/Black British
- Mixed/Multiple ethnic groups
- Prefer not to say
- Other (please specify)

12. How would you describe your gender?

- Male
- Female
- Other
- Prefer not to say

Please enter your home postcode in Stotfold. This will not be used to identify you but to help us find out which areas of the Town we need to focus on.

Thank you for your feedback. Please return this completed questionnaire either to The Greenacre Centre or to one of the locations listed on page 1.

## Stotfold Town Council

### Tender Brief: Data Analysis for Annual Residents Survey 2026

#### Purpose

Stotfold Town Council invites quotations for the analysis and reporting of the 2026 Residents Survey. The Council is seeking a provider with experience in community or local government research who can deliver clear, reliable and accessible findings to support decision-making and public engagement.

#### Survey Context

- Survey launch: **7 January 2026**
- Survey close: **28 February 2026**
- Distribution: **Online (Microsoft Forms), QR code promotion, and paper copies** available in community locations.
- The 2025 survey received **629 responses**. A similar or higher response volume is expected in 2026.
- The 2026 questionnaire will likely include **more than 12 questions**, with both closed and open-ended responses.

#### Scope of Work

The appointed provider will:

1. **Consolidate and process** all survey responses (online and paper).
2. **Clean and validate** the dataset, removing duplicates and incomplete entries where necessary.
3. **Code and theme open-ended responses**, ensuring year-on-year comparability.
4. Provide **quantitative and qualitative analysis**, including breakdowns and key insights.
5. Produce the following outputs:
  - Full data tables (Excel or CSV)
  - A **written summary report** highlighting key findings and trends
  - A **presentation-ready summary** (PDF or PowerPoint) suitable for councillors and public meetings

#### Timetable

- Raw data supplied by Town Council: **Week commencing 2 March 2026**
- Draft report due: **20 March 2026**
- Final report and presentation outputs: **31 March 2026**  
(to support the **Annual Town Meeting on 6 April 2026**)

#### Data Protection

The provider must handle all personal data in compliance with the **UK GDPR** and provide a brief statement of data processing and security practices.

### **Quotation Requirements**

Your quotation should include:

- Total **fixed cost** (with any optional costs clearly itemised)
- Brief description of proposed approach
- Relevant experience and sample(s) of similar work
- Confirmation of ability to meet the timetable
- Contact details for two referees (if available)

### **Evaluation Criteria**

- Value for money
- Methodological robustness
- Clarity and accessibility of reporting outputs
- Relevant experience
- Ability to meet deadlines

### **Submission**

Please submit your quotation by email to: [events@stotfoldtowncouncil.gov.uk](mailto:events@stotfoldtowncouncil.gov.uk)

**Deadline:** [insert date, e.g. Friday 12 December 2025]

## **STOTFOLD TOWN COUNCIL**

**COMMITTEE: COMMUNITY ENGAGEMENT**

**MEETING DATE: 19 NOVEMBER 2025**

**REPORTING OFFICER: EMMA PAYNE, TOWN CLERK**

**REPORT TITLE: MAKING IT WORK**

### **1. PURPOSE OF THE REPORT**

To present information on the “You Can Do IT!” digital inclusion scheme delivered by Bedfordshire Rural Communities Charity (BRCC), and to consider opportunities for Stotfold Town Council to support the recruitment of digital volunteers and the establishment of local support sessions in partnership with the library service.

### **2. RECOMMENDATION**

Members are asked to:

- a) Supports the promotion and recruitment of digital volunteers locally; and
- b) Authorise Officers to work with Stotfold Library and BRCC to explore hosting regular digital support sessions at the library, subject to available space and scheduling.

### **3. BACKGROUND**

- 3.1 BRCC’s “You Can Do IT!” programme helps residents gain confidence in using digital devices, such as smartphones, tablets and laptops. The scheme relies on volunteers who provide informal, friendly, one-to-one support. No formal teaching experience is needed, volunteers are simply asked to be patient, approachable and able to share everyday digital skills.
- 3.2 The initiative aims to address a recognised need across Central Bedfordshire:
  - Many residents struggle with online forms, health portals, banking, and everyday digital tasks.
  - Social isolation can be reduced when residents feel confident using video calls, messaging and online community information.
  - Increasing digital capability helps residents remain independent and connected.
- 3.3 The library is a natural venue for delivery, due to its central location, accessibility, and existing community role. Hosting the scheme in Stotfold would enhance the library’s offer and strengthen partnership working. Alternatively, it could be hosted in the community room, with approval of the Building Management Committee.
- 3.4 This aligns with the Council’s objectives relating to community inclusion, connection, and supporting residents to live confidently and independently.

#### 4. FINANCIAL IMPLICATIONS

- 4.1 No direct financial implications if hosted by the library. If hosted by the Town Council, potential loss of income from room hires.

#### 5. IMPLICATIONS

Strategic Plan	Supports priorities relating to community wellbeing, connection, and inclusion.
Risk management	No significant risks at this stage. Volunteer support and safeguarding frameworks would be provided by BRCC and library services.
Legal	N/A
Resources/Stakeholders	Some coordination time may be required from staff to liaise with BRCC and the library and assist with volunteer promotion.
Financial Implications	No direct cost anticipated unless a future funding contribution is considered. BRCC currently funds the agent role supporting the scheme. Possible costs if community room used.
Contracts/Procurements	N/A
Crime and Disorder	N/A
Biodiversity and environment	N/A
Equalities	Supports access for digitally excluded groups, particularly older residents and carers.
Residents Impact Assessment	Likely positive impact through increased confidence, independence, and connections within the community.
Sustainability/Climate Impact	N/A
Data Protection and Privacy	Volunteer and service users' data handed by BRCC

# You Can Do IT!



We're here to help!

Learn to use your phone or tablet

Get help using websites and online services

Find out how to use phone apps

Get FREE and Friendly Support using a phone, tablet or computer and do more online!

Find us at: [ywb.org.uk/IT](http://ywb.org.uk/IT) or contact:

**Katharine: 07399 115865**

**Voicemail: 01234 838771**

Areas supported by Katharine: Ampthill, Biggleswade, Dunstable, Flitwick, Houghton Regis, Leighton Buzzard and Sandy

# You Can Do IT!



## Become a Digital Volunteer!

**Do you enjoy using smartphones, tablets or computers? Want to make a real difference in someone's life?**

*Join our friendly team of volunteers and help others gain the confidence to get online and stay connected.*

Support people to use their devices

Help with websites, apps and online services

Share your digital skills in a relaxed, welcoming setting

No formal teaching experience needed – just patience, kindness and a willingness to help! Volunteer with us and empower your community.

Find us at: [ywb.org.uk/IT](http://ywb.org.uk/IT) or contact:

**Katharine - 07399115865**

**Voicemail - 01234 838771**

You Can Do IT – *and so can they, with your help!*

## **STOTFOLD TOWN COUNCIL**

**COMMITTEE:** COMMUNITY ENGAGEMENT  
**MEETING DATE:** 19 NOVEMBER 2025  
**REPORTING OFFICER:** EMMA PAYNE, TOWN CLERK  
**REPORT TITLE:** BRCC COMMUNITY AGENTS

### **1. PURPOSE OF THE REPORT**

To provide the Committee with an overview of the Bedfordshire Rural Community Charity (BRCC) Community Agent model, drawing on examples of positive outcomes and client feedback, and to consider whether the Town Council may wish to explore participation in, or future commissioning of, a similar model in Stotfold at a later date.

### **2. RECOMMENDATION**

Members are asked to:

- a) Note the information contained in the report
- b) If in agreement, recommends to Full Council that the Community Agent model be considered in future strategic planning and budget cycles, subject to resources, partnership opportunities, and identified need.

### **3. BACKGROUND**

3.1 Community Agent programmes are designed to provide early, practical, person-centred support to residents, usually older people, carers or those at risk of isolation. The agent role typically involves:

- Visiting residents in their homes
- Identifying needs, concerns or risks
- Signposting and supporting access to wider services (health, care, voluntary sector, benefits and grants)
- Enabling independence and reducing avoidable escalation to statutory services

3.2 The case studies attached demonstrates the following types of support delivered:

- Assistance with Blue Badge and Attendance Allowance applications, including form-filling and documentation
- Telecare and equipment referrals (pendant alarms, OT assessments, home adaptations)
- Carers support referrals, including signposting to Carers in Beds and NHS Carers support schemes
- Identifying and enabling social inclusion opportunities and supporting volunteer matching
- Council Tax reduction and benefits advice

The Town Clerk has been advised that the Stotfold Good Neighbour Group does offer some of these as a service to their participants

- 3.3 Client feedback highlights repeated themes of increased confidence, reduced stress, and families feeling better connected and supported. Many residents noted they would not have known how to access services without the agent.
- 3.4 This type of initiative aligns with preventative community support models designed to promote wellbeing and independence and reduce loneliness and isolation. It also ties closely to the Council's strategic priority of enabling strong, inclusive and resilient communities.
- 3.5 At present, Stotfold does not operate its own community agent scheme. However, there may be opportunities to explore partnership models with neighbouring parishes, voluntary sector organisations, or service providers in future financial years, subject to capacity and funding.
- 3.6 Members may question whether this is a duplication of the advice offered by Citizen's Advice. BRCC advise that the waiting list for Citizen's Advice home visits is between 6-8 weeks and the BRCC can action within 2-3 weeks. They are also more likely to build a rapport with the clients of the service as they can offer a dedicate worker to the area. They do refer to Citiizen's Advice when the matter is complex or needs more specialist advice.

#### 4. FINANCIAL IMPLICATIONS

- 4.1 A community agent would cost £19,000 per annum for 14 hours of support, solely based in Stotfold. If there were to be a cluster arrangement agreed with other councils, then a negotiation with BRCC on the number of hours allocated would be undertaken.

#### 5. IMPLICATIONS

Strategic Plan	Supports priorities on community wellbeing and reducing isolation.
Risk management	Future implementation would require clear safeguarding and service oversight which is undertaken via BRCC.
Legal	None identified at this stage.
Resources/Stakeholders	BRCC and potential parish partners
Financial Implications	Any future involvement would need to be considered as part of budget planning.
Contracts/Procurements	Relevant only if a service were commissioned; procurement requirements would be followed at that time.
Crime and Disorder	N/A
Biodiversity and environment	N/A
Equalities	Potential for positive benefits by improving access to support for vulnerable and isolated residents.
Residents Impact Assessment	Likely improvement in wellbeing, independence, and access to support services if the initiative were adopted in future.
Sustainability/Climate Impact	N/A
Data Protection and Privacy	BRCC would handle GDPR

## **STOTFOLD TOWN COUNCIL**

**COMMITTEE:** COMMUNITY ENGAGEMENT  
**MEETING DATE:** 19 NOVEMBER 2025  
**REPORTING OFFICER:** EMMA PAYNE, TOWN CLERK & RFO  
**REPORT TITLE:** TRADER TERMS AND CONDITIONS

### **1. PURPOSE OF THE REPORT**

To present Terms and Conditions for traders at Stotfold Town Council events (Stotfest, Screen on the Green, and Christmas Lights) for approval and adoption with effect from January 2026.

### **2. RECOMMENDATION**

Members are asked to:

- a) Approve the Event Trader Terms and Conditions.
- b) Delegate authority to the Town Clerk to make minor administrative amendments as required.

### **3. BACKGROUND**

3.1 The Council provides trading opportunities at its flagship community events. The existing Terms and Conditions have been devised to ensure they are fit for purpose, compliant with current legislation, and aligned with best practice.

3.2 Key points to note are:

- Payment deadlines and cancellation provisions.
- Requirements for risk assessments, PAT testing, and fire safety.
- Compliance with Natasha's Law on allergen information.
- Employers' Liability Insurance where staff are employed.
- Explicit restrictions on nuisance (noise, lighting, generators).
- Environmental responsibility through sustainable packaging.
- Inclusion of a force majeure clause to clarify limits of Council liability.

3.3 The Terms and Conditions also introduce a dedicated section for charity and community stalls. These set out eligibility criteria, clarify when reduced or waived fees may apply, and ensure that charity stalls remain subject to the same health, safety, and compliance standards as commercial traders when selling food or drink. The framework also confirms that any fundraising activity (e.g. raffles or collections) must comply with relevant legislation and that stall allocation will remain at the Council's discretion to maintain a balanced offer at events.

#### 4. FINANCIAL IMPLICATIONS

- 4.1 Adoption of these Terms and Conditions ensures fair treatment of traders while protecting the Council from unnecessary risk and liability. No direct additional cost to the Council is anticipated.

#### 5. IMPLICATIONS

Strategic Plan	Supports delivery of high-quality, safe, and inclusive community events
Risk management	Reduces legal, reputational, and health and safety risks.
Legal	Aligns with relevant legislation (Food Safety Act, Natasha's Law, equalities and employment law).
Resources/Stakeholders	Minimal additional staff time required for compliance checks. Supports positive engagement with traders and residents.
Financial Implications	No significant impact; ensures recovery of costs in case of trader breach.
Contracts/Procurements	Sets clear contractual framework with traders.
Crime and Disorder	Covers sale of alcohol
Biodiversity and environment	Promote sustainable packaging and waste reduction
Equalities	Prevents discrimination and promotes inclusivity in trading activity
Residents Impact Assessment	Safeguards visitor safety and experience at Council events.
Sustainability/Climate Impact	Promotes sustainable packaging and waste reduction
Data Protection and Privacy	All information handled in line with GDPR



## STOTFOLD TOWN COUNCIL

### TRADER TERMS AND CONDITIONS

Applies to: Stotfest, Screen on the Green, and Christmas Lights Events

Effective: January 2026

#### 1. Trader Registration

- 1.1 Traders must be registered and submit all required documents at the time of booking. Pitches are allocated on a first-come, first-served basis.
- 1.2 Pitch allocation is managed by Stotfold Town Council Community Engagement team. The pitch must be used only for the purpose listed in the booking form.
- 1.3 It is the trader's responsibility to comply with employment laws and provide proof of eligibility to work upon request.
- 1.4 A pitch is not confirmed until payment and all required documents are received.
- 1.5 No contract exists between the trader and Stotfold Town Council until payment is made in full and documents are supplied.
- 1.6 Payment must be made within 14 calendar days of booking to confirm the pitch; otherwise, the pitch may be reallocated.

#### 2. Stall Pitch and Space

- 2.1 Traders must ensure their equipment is safe and secure.
- 2.2 Gazebos must be in good condition and weighted securely.
- 2.3 Traders are responsible for adhering to any government health and safety guidelines (e.g. Covid-19).
- 2.4 Traders may only use their allocated space.
- 2.5 Only pre-approved goods listed in the booking form may be sold. Any changes must be requested in writing.
- 2.7 Alcohol sales are prohibited unless special permission is granted and a TENs would be a compulsory requirement to trade.

#### 3. Reserved Rights of Stotfold Town Council

- 3.1 The Community Engagement Team may request removal of items not listed in the booking documentation.
- 3.2 The Community Engagement Team reserves the right to refuse admission.
- 3.3 Appeals must be submitted in writing to the Town Clerk within 28 days of the decision.
- 3.4 Stotfold Town Council accepts no responsibility for traders' valuables.
- 3.5 While efforts will be made to avoid duplicate products, exclusivity is not guaranteed.

#### 4. Conduct

- 4.1 Traders are responsible for the conduct of themselves and their staff.
- 4.2 Professional behaviour is expected at all times.

- 4.3 Traders must comply with all applicable laws.
- 4.4 Traders must dispose of their own rubbish and maintain cleanliness around their pitch.
- 4.5 All traders and their staff are subject to these Terms and Conditions.
- 4.6 Offensive items (e.g., sexist or racist content) are strictly prohibited.
- 4.7 Traders must comply with equal opportunity legislation and avoid discrimination of any kind.
- 4.8 Traders must carry a first aid kit appropriate to their activities.
- 4.9 All electrical equipment must be PAT tested and certificates supplied upon request.
- 4.10 Where amplified music is played; appropriate PRS/PPL licences must be held.
- 4.11 Traders must ensure noise, lighting and generators do not cause nuisance to other traders, residents, or visitors
- 4.12 Traders must follow the Government guidance on single use plastics and adherence is compulsory. No single-use plastics, polystyrene and materials alike will be permitted at the event.

## **5. Charities and Community Stalls**

- 5.1 Stotfold based charities, local schools, and community groups with a connection to Stotfold are eligible for free pitch fees. Proof of charitable status (e.g. charity number) may be required.
- 5.2 Charity stalls are permitted to sell goods, collect donations, or run raffles, subject to compliance with relevant legislation (e.g. small society lottery licence where applicable).
- 5.3 Where charity stalls sell food or drink, they must comply with the same food hygiene, insurance, and safety requirements as commercial traders.
- 5.4 Allocation of charity/community stalls will be at the Council's discretion to ensure a fair balance of traders.

## **6. Damage**

- 6.1 Traders are liable for any damage caused by them or their representatives, excluding normal wear and tear.

## **7. Trader Vehicles**

- 7.1 Vehicles must be road legal.
- 7.2 Vehicles must not be moved during the event.
- 7.3 Emergency access must be maintained at all times.

## **8. Public Liability Insurance**

- 8.1 All traders must hold a minimum of £5 million public liability insurance and submit proof at booking.
- 8.2 Insurance must cover goods, fixtures, fittings, and any staff.
- 8.3 Stotfold Town Council reserves the right to recover costs resulting from trader-related claims.
- 8.4 By submitting a booking, traders agree to indemnify the Council for any losses, claims, or legal actions arising from accidents, injury, or damage.
- 8.5 Where traders employ staff, even casually, they must also hold valid Employers' Liability Insurance.
- 8.6 Traders must provide an up-to-date risk assessment for their stall and activities.

## **9. Cancellation by the Trader**

- 9.1 Cancellations more than two weeks in advance may be refunded if the pitch is resold.
- 9.2 Bookings without full payment and documents within 14 days of the event may be cancelled at the Council's discretion.
- 9.3 Refunds may be subject to an administration fee and will only be given if the pitch can be resold.

## **10. Event Cancellation by Stotfold Town Council**

- 10.1 Traders will be notified as early as possible in the event of cancellation.
- 10.2 Events cancelled due to force majeure circumstances (e.g. terrorism alerts, severe weather, pandemics) will not attract compensation beyond refund of fees.
- 10.3 No compensation will be provided for loss of income. The Council will refund the pitch fee only; it accepts no liability for consequential loss such as travel, accommodation, or stock costs.
- 10.4 Weather-related cancellations will follow MET Office warnings.
- 10.5 Cancellations due to government restrictions will be communicated promptly.
- 10.6 Final decisions on cancellations for health and safety reasons lie with the Community Engagement Team or their representative.

## **11. Marketing**

- 11.1 Stotfold Town Council will support event marketing. Traders are encouraged to promote the event via social media using accurate and up-to-date information.
- 11.2 Traders may display signage and distribute leaflets in good condition and securely attached to their stall.
- 11.3 Social Media will be used to promote the event.

## **12. Food Trucks and Vans**

- 12.1 All food vendors must comply with the Food Safety Act 1990 and related regulations.
- 12.2 All food traders must comply with Natasha's Law by displaying allergen information clearly.
- 12.3 Food traders must provide Food Hygiene Certificates.
- 12.4 Cooking units must be enclosed on three sides.
- 12.5 A strict cleaning schedule must be followed.
- 12.6 No glass or brittle containers are allowed for food service.
- 12.7 Traders must display their food hygiene rating and inspection report.
- 12.8 All food handlers must provide proof of hygiene certification.
- 12.9 Vendors will be required to supply all Gas safe compliance certificates and or Electrical testing.
- 12.10 Each food trader must have a minimum of one CO<sub>2</sub> fire extinguisher and one fire blanket at their pitch.

## **13. Trading Hours and Setup/Breakdown**

Event-specific timings are as follows:

### **Stotfest:**

Trading Hours: 11am – 5:00 PM (General Traders); Food Court open until 9:00 PM

Setup: 8:00 AM – 10:00 AM (vehicles removed by 10:15 AM)

Breakdown: General traders from 5:00 PM; food court breakdown after 9:00 PM

### **Screen on the Green:**

Trading Hours: 12:00 PM – 9:00 PM

Setup: 9:30 AM – 11:00 AM (vehicles removed by 11:30 AM)

Breakdown: From 9:00 PM

### **Christmas Lights:**

Trading Hours: 4:00 PM – 7:00 PM

Setup: 2:00 PM – 3:30 PM (vehicles removed by 3:30 PM)

Breakdown: From 7:00 PM

Late arrivals may be refused entry for health and safety reasons, and early departures are prohibited without permission from Council staff.

If you need to have access outside of the times stated please contact [events@stotfoldtowncouncil.gov.uk](mailto:events@stotfoldtowncouncil.gov.uk) before the event date.

Please note that parking near a pitch is not always possible and there may be a walk from a pitch to the location of your vehicle.

DRAFT

## **STOTFOLD TOWN COUNCIL**

**COMMITTEE: COMMUNITY ENGAGEMENT**

**MEETING DATE: 19 NOVEMBER 2025**

**REPORTING OFFICER: EMMA PAYNE, TOWN CLERK**

**REPORT TITLE: POLICY ADOPTION**

### **1. PURPOSE OF THE REPORT**

To present the draft Communications Policy 2025 and Volunteer Policy for review and agreement by the Community Engagement Committee, prior to recommending them to Full Council for adoption.

### **2. RECOMMENDATION**

Members are asked to:

- a) Review and approve the draft Communications Policy
- b) Review and approve the draft Volunteer Policy.
- c) Recommend both policies to Full Council for formal adoption at its December 2025 meeting.

### **3. BACKGROUND**

3.1 As part of ongoing governance improvements and best practice alignment, as well as providing support to the Local Council Award Scheme, two new policies have been drafted for consideration:

- Communications Policy
- Volunteer Policy

3.2 Both policies strengthen the Council's operational framework, support transparency and consistency, and formalise current working practices. Adoption will ensure the Council meets its statutory responsibilities, sector standards, and community expectations.

### **4. Policy Summaries and Rationale**

#### **4.1 Communications Policy 2025**

This policy sets out how the Council communicates with residents, partners, and the media. It defines the principles of lawful, transparent, respectful, and politically neutral communication; clarifies roles of the Clerk and Mayor in media and public information; outlines expectations for councillors' and officers' use of social media; and ensures that public information is accessible, timely, and aligned with statutory requirements.

The policy also covers confidentiality, complaints, accessibility standards, data protection, and the management of official and personal communication channels.

Why adoption is important:

- Provides a clear, consistent corporate communication framework.
- Reduces risk of inappropriate or unauthorised communication.
- Ensures compliance with the Local Government Act 1986, Publicity Code, and UK GDPR.
- Supports transparency and builds trust with residents.
- Strengthens governance, especially around councillor use of social media.
- Ensures communication is accessible, respectful, and aligned with the Civility & Respect pledge.

## 4.2 Volunteer Policy

This policy sets out how volunteers are recruited, supported, trained, and managed when working on behalf of the Council. It defines roles and responsibilities, safeguarding requirements, supervision arrangements, induction, training, insurance coverage, risk assessments, expenses, and mechanisms for managing concerns or complaints. An accompanying Volunteer Agreement (Appendix A) formalises the relationship between the Council and individual volunteers.

Why adoption is important:

- Provides a consistent, safe, and structured approach to managing volunteers.
- Ensures volunteers are treated fairly, supported appropriately, and covered by Council insurance.
- Helps manage risk through induction, DBS checks (where appropriate), safeguarding measures, and clear expectations.
- Strengthens governance for volunteer-led initiatives, especially where volunteers support events, environmental work, and community projects.
- Ensures compliance with relevant policies, including Health & Safety, Data Protection, Equalities, and Safeguarding.
- Reinforces that volunteers supplement but do not replace paid staff.

## 5. IMPLICATIONS

<b>Strategic Plan:</b>	Both policies support strong governance, transparency, and community engagement, aligning with the Council's priorities for communication, participation, and operational excellence.
<b>Risk Management:</b>	Policies reduce risk associated with inconsistent communication, unstructured volunteer activity, data protection, safeguarding, and reputational exposure.
<b>Legal:</b>	Supports compliance with the Local Government Act 1986, Publicity Code 2011, Data Protection Act 2018, UK GDPR, Health & Safety legislation, and safeguarding duties.
<b>Resources / Stakeholders:</b>	Policies provide clarity for councillors, officers, volunteers, and community partners. Implementation requires officer oversight but reduces ambiguity in daily operations.
<b>Financial:</b>	No direct financial implications beyond standard training, DBS checks (where required), and occasional volunteer expenses already budgeted.
<b>Procurement:</b>	No procurement implications.
<b>Crime &amp; Disorder:</b>	No direct impacts; structured volunteer engagement and clear communication can support community confidence.

**Biodiversity & Environment:** Volunteer policy supports safe environmental volunteering where relevant; no environmental risks identified.

**Equalities:** Both policies emphasise inclusive, accessible, and non-discriminatory practice.

**Residents Impact:** Positive impact through clearer communication, better-managed volunteering opportunities, and strengthened community experience.

**Sustainability / Climate Impact:** No significant direct impact; policies support sustainable engagement and digital-first communication where appropriate.

**Data Protection:** Policies reinforce adherence to data protection requirements and strengthen compliance.



# STOTFOLD TOWN COUNCIL

## COMMUNICATION POLICY 2025

### VERSION 1

#### 1. Purpose

The Council is committed to open, timely, and accessible communication that encourages two-way dialogue with residents, partners, and the media, supporting informed participation in local democracy.

This policy sets out how Stotfold Town Council communicates with the public, media, and stakeholders, ensuring all communications are lawful, transparent, inclusive, and in line with statutory requirements and best practice.

#### 2. Scope

This policy applies to all councillors, employees, volunteers, and contractors acting on behalf of the Council, covering all forms of communication, including:

- Press and media relations
- Social media and digital platforms
- Council publications and notices
- Correspondence (letters, emails)
- Public meetings and consultations

Definitions: For the purpose of this policy, 'Council communications' refer to all statements, publications, and digital content issued by or on behalf of the Council.

'Official channels' include Council-approved media, website, and social media platforms. Councillors using personal accounts must make clear when speaking in a personal capacity.

#### 3. Principles

The Council upholds the principles of the Civility and Respect Pledge in all communications, ensuring courteous, inclusive, and professional exchanges at all times.

- **Lawfulness:** All communications must comply with the Local Government Act 1986, the Code of Recommended Practice on Local Authority Publicity (2011), the Data Protection Act 2018, and the Freedom of Information Act 2000.
- **Objectivity and Impartiality:** Council communications must be factual, objective, and politically neutral.
- **Inclusivity:** Information will be accessible to all sections of the community, with reasonable adjustments made for accessibility needs.
- **Transparency:** The Council will be open about its activities, decisions, and policies, subject to legal and confidentiality constraints.
- **Respect and Civility:** All communications must be respectful and uphold the Council's Code of Conduct. The Council upholds the principles of the Civility and Respect Pledge

in all communications, ensuring courteous, inclusive, and professional exchanges at all times.

#### **4. Press and Media Relations**

- All media enquiries must be directed to the Town Clerk or an authorised spokesperson (usually the Mayor).
- The Mayor acts as the civic spokesperson, and the Clerk acts as the administrative spokesperson.
- Press releases and official statements will be approved by the Clerk and/or Mayor before release.
- Councillors must not issue statements on behalf of the Council unless authorised.
- Councillors may issue personal press statements but must distinguish them from official Council communications
- Officers may respond to factual queries but must not express political opinions.

#### **5. Social Media**

- The Council's official social media accounts are managed by the Clerk or designated officer.
- All Council social media must comply with the Public Sector Bodies (Websites and Mobile Applications) Accessibility Regulations 2018. Members are personally responsible for their online conduct under the Code of Conduct, Defamation Act 2013, and Equality Act 2010.
- A moderation and take-down procedure will be applied for inappropriate or offensive content, with clear reasons for removal documented.  
Councillors may use personal social media but must not present personal views as those of the Council, nor disclose confidential information.
- The Code of Conduct applies to all online activity relating to Council business.
- Social media must not be used to criticise Council decisions or bring the Council into disrepute.

#### **6. Correspondence**

- Official correspondence should be sent by the Clerk or authorised officer. In exceptional cases, the Chair may correspond on behalf of the Council.
- Councillors should not correspond with external parties on behalf of the Council unless authorised.
- All correspondence should be professional, clear, and respectful.

#### **7. Public Information and Consultation**

- Plain English and accessible design standards will be used throughout.
- The Council will use a range of methods (website, noticeboards, newsletters, meetings) to inform and consult the community.
- Information will be published in accessible formats on request.
- Statutory notices and documents (e.g., agendas, minutes) will be published in accordance with legal requirements.
- Please see the Council's Consultation Policy for more specific information.

## 8. Confidentiality and Data Protection

- All communications will comply with UK GDPR, Data Protection Act 2018, and Freedom of Information Act 2000. Requests for information should be directed to the Town Clerk. Records will be managed in line with the Council's Document Management Policy
- Confidential or personal information must not be disclosed without proper authority.
- All communications must comply with the Council's Information and Data Protection Policy and relevant legislation.

## 9. Complaints and Feedback

- The Council welcomes feedback and will respond to complaints in line with its Complaints Policy.

## 10. Review

- The Town Clerk will monitor communication effectiveness annually through engagement analytics and resident feedback, reporting outcomes to the Community Engagement Committee.
- This policy will be reviewed every two years or sooner if required by changes in legislation or best practice.

---

### Revision History:

Version	Date Adopted	Date for Review	Notes
1	November 2025	November 2027	



## STOTFOLD TOWN COUNCIL

### VOLUNTEER POLICY

VERSION: 1.0

#### 1. Purpose

This policy applies to all individuals who volunteer on behalf of the council, regardless of their role, length of service, or the nature of their volunteering activity. It covers all council-managed or council-supported volunteering, including one-off events, ongoing projects, and regular activities. The policy applies to volunteers working directly with the council as well as those involved through partnerships or community initiatives under the council's direction.

#### 2. Scope

This policy applies to all individuals who volunteer on behalf of the council, regardless of their role, length of service, or the nature of their volunteering activity. It covers all council-managed or council-supported volunteering, including one-off events, ongoing projects, and regular activities. The policy applies to volunteers working directly with the council as well as those involved through partnerships or community initiatives under the council's direction.

Definitions: For the purpose of this policy, a 'volunteer' is an individual who undertakes activity for the benefit of the Council without financial remuneration. This may include informal helpers, formal volunteer roles, or partner groups operating under Council direction.

#### 3. Policy Statement

The council recognises the vital role volunteers play in supporting its work and is committed to providing a positive, inclusive, and safe volunteering environment. Volunteers will not replace paid staff but will complement and enhance council services. The council will ensure that all volunteers are valued, supported, and given appropriate training and supervision to carry out their roles effectively and safely.

#### 4. Roles and Responsibilities

The Clerk is responsible for the recruitment, induction, and support of volunteers, though day-to-day supervision may be delegated to designated managers or project leads. Councillors must not directly instruct volunteers. The council will ensure all volunteers are appropriately supervised and supported. Volunteers are responsible for following council policies and procedures.

- Volunteers will be recruited openly and fairly, with clear role descriptions.



- All volunteers will complete an application form and may be subject to references or DBS checks, depending on their role. Volunteers under the age of 18 may be accepted with appropriate parental/guardian consent and safeguarding measures in place.
- Induction will be provided, covering council aims, structure, and relevant policies.
- Volunteers will have a named contact for support and regular check-ins.
- Risk assessments will be carried out for all volunteer activities.
- Reasonable out-of-pocket expenses will be reimbursed, including travel and subsistence, subject to prior agreement and receipts. Claims should normally be submitted within one month of expenditure.

## **6. Training and Support**

All volunteers will receive an induction and appropriate training, which may include:

- Health & safety awareness (including risk assessments and equipment use)
- Safeguarding (if working with children or vulnerable adults)
- Data protection and confidentiality
- First aid (where relevant)
- Specialist training in specific roles (e.g. machinery, lone working)

Ongoing support and refresher training will be offered as needed. Volunteers will be covered by the Town Council's insurance, including public liability and personal accident cover. Volunteers must abide by the Town Council's data protection policy. Volunteers are not employees of the Council and do not have employee rights.

Complaints about volunteers will be dealt with by the Town Council's complaints procedure. Concerns raised by volunteers about their experience or treatment will also be addressed through the same procedure.

## **7. Monitoring and Review**

The Clerk will monitor the implementation of this policy and report to the council as required. Annual light-touch monitoring, such as volunteer feedback surveys and tracking engagement, will also be undertaken. The policy will be reviewed every two years or sooner if required by legislation or best practice.

## **8. Related Policies and Documents**

- Health & Safety Policy
- Safeguarding Policy
- Data Protection Policy
- Complaints Procedure
- Risk Assessments
- Lone Working Policy
- Volunteer Agreement



- Equalities Policy

## 9. Approval and Review

Approved by: Committee Engagement Committee  
Date: 19/11/2025

---

### Version History:

Version No	Date Approved/ Reviewed	Summary Of Changes	Review Date
1.1	4/12/2025	Adopted	December 2027



## **Appendix A – Volunteer Agreement**

### **Stotfold Town Council**

This Volunteer Agreement sets out what you can expect from us, and what we ask of you in return. It is not intended to be a contract of employment, and you are not an employee of the Council.

### **Our Commitment to You**

We will:

- Welcome you as a valued part of our team and treat you with respect.
- Provide a clear role description and induction.
- Offer training and support appropriate to your role.
- Ensure you have a named contact for advice and regular check-ins.
- Cover you under our insurance while you carry out agreed volunteering activities.
- Reimburse reasonable, agreed expenses (e.g., travel, subsistence) with receipts.
- Listen to your feedback and review your volunteering experience with you.
- Recognise and appreciate your contribution.

### **What We Ask of You**

We ask that you:

- Carry out your role responsibly and in line with Council policies and procedures.
- Work safely and follow health and safety guidance.
- Respect confidentiality and data protection requirements.
- Treat councillors, staff, fellow volunteers, and residents with courtesy.
- Let us know if you cannot attend or need to change your availability.
- Raise any concerns promptly with your named contact.

### **Ending the Agreement**

You may stop volunteering at any time. We also reserve the right to end the arrangement if necessary. We will always aim to discuss this openly with you first.



**Volunteer Name:** \_\_\_\_\_

**Volunteer Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Council Representative:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**COMMUNITY ENGAGEMENT COMMITTEE - WORK PROGRAMME 2025-26**

Meeting Date	Agenda Publication Date	Agenda Item	Description	Responsible Officer
14/01/2026	08/01/2026			
		Policy Adoption	Community Engagement Policy	Town Clerk
18/03/2026	12/03/2026	Neurodiverse Report	To consider supporting a neurodiverse event in the Memorial Hall	Town Clerk
		Q3 Budget Review	To note the nominal ledger for the end of Q3 in 2025 - 2026, potential virements and possible transfers to EMR	Town Clerk

## Future Meetings



Report Deadline
05/01/2026
09/03/2026





