

# Haverhill Town Council



**HAVERHILL**  
TOWN COUNCIL

Notes of a Meeting of Haverhill Town Council's

## LEISURE & COMMUNITY WORKING PARTY

Held remotely on Tuesday 11<sup>th</sup> January 2022 at 7.15pm

**Present:** Councillor J Burns (Chairman)  
Councillor A Brown  
Councillor P Firman  
Councillor A Luccarini  
Councillor M Marks  
Councillor J Mason  
Councillor D Smith

**Apologies:** Councillor P Fox  
Councillor L Miller-Jones  
Mayor L Smith  
Councillor D Roach

**In Attendance:** Colin Poole, Town Clerk  
Gary Wilson, Operations Manager  
Sara Marsh, Marketing and Customer Experience Manager  
Alisha Jenkins, Office Administrator

0 members of the public joined the Zoom meeting.

### Welcome:

The Chairman welcomed everyone to the meeting and noted that this Working Party has no delegated authority and may only make recommendations to Full Council. Urgent actions may be taken by the Clerk under delegated powers and reported to the next Full Council meeting. The Clerk advised that the meeting was being streamed live on the Council's YouTube channel.

## MINUTES

		ACTION
LC22 /001	<b><u>Apologies for Absence</u></b> The above apologies were noted.	
LC22 /002	<b><u>Declarations of Interest and requests for Dispensation</u></b> Councillor J Mason declared a non-pecuniary interest on item LC22/070 Arts Centre report regarding the pantomime as his wife manages the dance school involved.  Councillor J Burns declared a non-pecuniary interest on item LC22/071 Annual Events Programme regarding the Haverhill Beer Festival as a founding member of CAMRA	
LC22 /003	<b><u>Minutes of the Last Meeting</u></b> It was proposed by Councillor M Marks, seconded by Councillor D Smith that the minutes of the meeting held 9 <sup>th</sup> November 2021 be agreed as a true record. <b>RESOLVED</b>	

LC22 /004	<b><u>Actions arising from the minutes</u></b> None.	
LC22 /005	<b><u>Public Forum</u></b> None.	
LC22 /006	<p><b><u>Reports</u></b></p> <p><b><u>Arts Centre</u></b> Colin Poole referred Councillors to the report (see Appendix 1). In response to a concern raised by a Councillor that they had not seen advertising for the Christmas panto, SM advised that there had been direct mailings, emails, East Anglian articles and Star Radio advertising along with paid-for advertising was used on social media Posters were on notice boards in the town centre and on the digital display outside the Arts Centre.</p> <p>It was noted with disappointment that Haverhill had been used as the butt of some derogative jokes during the Bury St Edmunds panto. Whilst appreciating the nature of panto, SM will speak to the Apex management raising the complaints of the Haverhill Town Councillors.</p> <p>The Clerk will call a meeting of the Arts Centre Development Group to discuss more in-depth the future programming of the Arts Centre. <b>NOTED.</b></p> <p><b><u>Youth Skills Manager</u></b> Colin Poole referred Councillors to the report (see Appendix 2). <b>NOTED.</b></p> <p><b><u>The Zone</u></b> Colin Poole referred Councillors to the report (see Appendix 3). Councillor J Burns has offered to give the Young Persons Mental Health project £1,000 out of his West Suffolk Council locality budget.</p> <p>It was proposed by Councillor J Mason and Seconded by Councillor J Burns to grant the full amount requested for the Young Persons Mental Health project. <b>NOTED.</b></p> <p><b><u>HAVE YOU:</u></b> Michelle Brace attended the meeting to provide a report in person and answer questions from councillors. Michelle Brace was thanked by councillors for all of her hard work and the presentation. It was suggested that the HAVE YOU website could include a section for community engagement and volunteering opportunities in Haverhill.</p> <p>Future funding for the project: Michelle Brace would put together a plan for costs at each level including:</p> <ul style="list-style-type: none"> <li>○ Minimum hours just to keep the online presence up to date</li> <li>○ Mid-range to keep everything up to date and minor projects for engagement</li> <li>○ A full role that would include keeping everything up to date and providing various development project that would evolve with the young people.</li> </ul> <p><b>NOTED</b></p>	<p><b>SM</b></p> <p><b>Clerk</b></p> <p><b>M. Brace</b></p>

LC22  
/007

**Annual Events Programme**

Colin Poole referred Councillors to the report (see Appendix 5).  
It was mentioned that the Maker's Market is due to be in Haverhill on the first Saturday of the month which would currently clash with 3 potential events on the Market Square. Councillors asked whether it was possible to integrate the normal market with the Markers Market throughout the High Street. This item is currently being discussed in the Market Review Group at West Suffolk Council.

**St Patrick's Day Parade:**

It was agreed that there would not be enough time to consider whether it was appropriate to arrange a parade for March 2022, due to the lead time for booking road closures. There was the potential for an event in 2023 if there was enough support by the Irish community in Haverhill.

**Beer Festival:**

As the event is a commercial event there was potential that it could be supported by Heart of Haverhill. the Town Council has previously arranged the event to take place over the May bank holiday weekend. Also, to be noted that since the pandemic our brewery partner has changed their business model, so the event will need to be built from scratch again. The Clerk to speak to West Suffolk Council and Heart of Haverhill about potential partnerships for the event.

**Queen's Platinum Jubilee Event:**

It was agreed the Armed Forces Day and Remembrance Day working party would take the lead for the whole weekend.

**Street Festival:**

It was suggested to spread the money that would be used for this event throughout the year and morph the event into another Buskathon as they were very popular last summer and would more likely increase the footfall in the town centre.

Councillor M Marks asked that Information packs about Haverhill could be created and sent out to the new housing developments with deals that would encourage people into the town. The Clerk to check back on the progress of this action as it had been noted in a previous meeting. Digital display boards that had been placed on the roads entering Haverhill providing information on events for the town centre for 12 weeks leading up to Christmas had been well-received with good feedback.

Councillor J Mason added that the 'What's on in Haverhill' display boards need to be regularly updated.

The Clerk advised that the 'What's on in Haverhill' display board in the High Street have been recently refurbished and covid has limited the number of activities to advertise. The Haverhill Town Council Community noticeboard for the North Ward has now been assembled and is looking for a place for it to go. Cllr Mason suggested placing a noticeboard on the new Persimmon housing development in due course.

**Suffolk Day:**

Is being organised by the Armed Forces Day and Remembrance Day working party.

**Armed Forces Day:**

Is being organised by the Armed Forces Day and Remembrance Day working party.

Clerk

Clerk

	<p><b>Haverhill Show:</b> Is being organised by the Haverhill Show Committee. The Clerk will offer support.</p> <p><b>Historic Vehicle Rally:</b> Is a popular event, the Clerk to speak with the organisers to establish whether the group is still active.</p> <p><b>Big Day Out:</b> The Marketing and Customer Experience Manager to assess whether there are any other suppliers for the event to help keep the popular event fresh.</p> <p><b>Outdoor theatre:</b> It is not known if the group that runs this are planning to run shows in 2022.</p> <p><b>Picnic at the Park:</b> Councillors supported continuing holding this event for families, at East Town Park.</p> <p><b>Tribute Nights:</b> It was suggested that the event could take place over a weekend, providing that there was enough tech staff to staff the event and security could be provided for the infrastructure overnight. This would allow additional time to use the staging area and could provide alternative acts an opportunity to perform such as local bands.</p> <p>The Operations Manager raised concerns for staff safety at these events and suggested that it might be beneficial to start the event earlier so that it can finish earlier, which would help to make the event more family friendly. The Clerk to speak to the tech team to establish whether there would be enough staff available for a single weekend event.</p>	<p><b>Clerk</b></p> <p><b>Clerk</b></p> <p><b>Marketing and Customer Experience Manager</b></p> <p><b>Clerk</b></p> <p><b>Clerk</b></p> <p><b>Clerk</b></p>
<b>LC22 /008</b>	<p><b>Meeting to continue</b> It was proposed by Councillor M Marks, seconded by Councillor J Mason, that due to the meeting only having one more item of business to transact, that Standing Order 3x, a meeting shall not exceed a period of 2 hours, be suspended. <b>RESOLVED</b></p>	
<b>LC22 /009</b>	<p><b><u>Grant reports:</u></b> It was proposed by Councillor T Brown, seconded by Councillor M Marks to accept the grant report form from the Family History Group.</p>	
<b>LC22 /010</b>	<p><b><u>Date of Next Meeting</u></b> Tuesday 8<sup>th</sup> March 2022.</p>	
<b>LC22 /011</b>	<p><b><u>Closure</u></b> The Chairman declared the meeting closed at 21:18pm.</p>	

Signed .....

**Chairman**

Date .....

## **Appendix 1 - Art Centre Report**

### **Jack and the Beanstalk**

All performances of the panto were delivered.

Panto sales for 2021 are £35,908. This represents 82% of sales in 2019 for the pre-pandemic panto Snow White. It is roughly equivalent to the Theatre Royal BSE who were down 14% on 2019 sales. The deal with That's Entertainment Productions is 75/25 (in line with industry standards). TEP provides the performance and marketing print.

Customer feedback:

'Loved the Christmas panto.'

'Went to the pantomime and had a great time'

'Fab panto as always well done and we will be back again next year'

'We saw this evening, it was brilliant. Thank u xxx'

We have not received any negative / neutral feedback.

### **Covid**

Prior to the panto we consulted with our staff and made detailed plans to reduce the Covid associated risks to staff, customers and the cast. This involved cleaning and sanitation, mask wearing, messages to customers, stage management etc. We have not had any reports of Covid related incidents.

### **Technical**

Panto ran smoothly as far as the tech department was concerned

### **Profile of customers**

74% of the value of sales were bought online. In 2019 60% bought online.

Comparison with 2019 suggests we lost older customers (not all customers' DOB is recorded)

In 2021 customers aged 66+ were at 5% and customers aged 46 – 65 at 11% In 2019 customers aged 66+ were at 11% and those aged 46-65 were 17%

27% of customers were first time bookers; 25% were first time bookers in 2019

Following the government's December announcement in relation to Plan B, 7% of customers returned their tickets. Officially we do not offer refunds but have done so to avoid alienating customers. (after offering exchanges and credit). Some donated the cost of their tickets. We also lost some large group bookings from care homes, community groups and schools (x4 sell-outs).

Last minute booking increased: 26% booked in the last 2 weeks in 2021, compared to 20% in 2019

Customers primarily came from the CB9 postcode: 61%. In 2019 55% came from CB9.

Decreases were also apparent from our other key areas (CB21, C010, CB8, CO9)

### **Marketing**

A mix of below and above the line marketing took place. Direct mail, email, organic social media paid for advertising was through EADT, The Echo, and social media. In previous years we have asked customers where they heard about the event on booking, unfortunately this has waned since the pandemic and so we will reinstate.

We worked with the Suffolk Literacy Trust to offer free children's books at a couple of performances. This was the most popular panto social media post. Others that scored highly were dress rehearsal images, a video of Sue Hodge and Daisy and the panto pooches. In association with Heart of Haverhill we ran ads on Star Radio

**Additional sales**

As our ticket sales fell by approximately 20%, additional sales fell accordingly. Our café and bar takings were overall 22% down on 2019 pre-pandemic levels. £6738 as compared to £8574

Merchandise and programme sales for 2021 were £555. In 2019 it was £1347. We receive 10% after costs. The greater reduction in sales for this year was due to the merchandise and programmes not arriving, respectively, until the afternoon show of the 21 December and the morning of the 22 December. This was not under our control.

This year we trialled the use of a 'sum-up' card machine to account for customers 'going cashless' buying ices etc, with the added benefit of reducing contact points. Staff did not report any issues with its day-to-day use, but we want to add further details to aid reporting. We offered panto teas for most shows. The cost to us was 25% to 30% of the £11.00 sale price (depending on availability of items). We hope to build upon and refine for future years. We trialled the sale of 'Snack packs,' (pre-packed drink/crisps/sweets) for younger children. They were £2.00 each, with profit to us as above. Snack packs were popular with parents and reduced queues and crowding at the bar. We hope to bring them back for other suitable events (with price increase).

**Costs analysis**

Our current systems and ways of working make analysis of individual costs for the panto (and other events) difficult. We plan to analyse events for the coming year to inform future planning and contractual arrangements.

**Post-panto debrief**

We will hold a staff debriefing session in January with the aim of improving future practice

**Sara Marsh, Gary Wilson**

11 January 2022

## Appendix 2

### Youth Skills Report

Karen Chapple & Dan Cooke

Youth Skills offer a full range of support provisions for local young people. Most of our work remains the same month-on-month, with adaptations to suit the needs of our clients.

- Offering a bespoke support service to our caseload of young people to ensure they reach their full potential.
- Guiding our clients in creating CVs and assisting them with education, employment, and training applications.
- Providing an apprenticeship/employment matching service to match young people with businesses and vice versa; for businesses, advertising the value of apprenticeships and the Kickstart Scheme, connecting them with training providers and encouraging the uptake of government grants.
- Arranging and attending meetings with our partners throughout the town, district, and county; ensuring that our service is promoted, encouraging joined-up services and maintaining up-to-date knowledge of other services.
- Collaborating with our partners to advocate for the improvement of existing youth services, including mental health, domestic abuse and school refusers; ensuring that those most difficult to reach have appropriate support.
- Coordinating with training providers to offer local training in Haverhill to young people who otherwise would be NEET. Cambridge Regional College is aiming to roll out Traineeships in mid to late September.
- Maintaining a strong social media presence on Facebook, Twitter, and Instagram, to share relevant information with our 2,300 followers and the local community.
- Organising, planning and providing Adult SignPost, Junior SignPost, SignPost Toddler 'n' Me, and our new wellbeing project for school refusers, SignPost 2gether; sourcing grants to provide these as necessary.

#### Activities/results since last report

- We have had a full-on timetable operating our 4 Signpost Projects. Working with clients with low mood and anxiety. The Signpost Project continues to develop and is receiving referrals from our partner organisations. We sent an end of year report to Assura Health who granted us money for our Signpost project. Their response was

“Thank you for your report with two great case studies showing the impact of the project. It was great to see how the young people have moved on to gain apprenticeships/jobs and gone on to study, it was good to hear how you adapted and modified the project to take into consideration the challenges of the pandemic, also taking into consideration the views of the young people. The grant is now fully closed, can we take the opportunity to wish Haverhill Community Trust every success in your future activities.”

- We have arranged for the Princes Trust to deliver their 12-week programme in January out of the Leiston Centre. It is always positive to have training delivered in Haverhill to mop up any young people that are NEET. We are hoping we can progress some of our Adult Signpost clients on to this course, to allow us to make room for some new referrals.
- Catherine (Kickstart Scheme) has settled in well to our team. She has completed her Mental Health First Aid Level 2 and Digital Skills Level 2. She has become very involved with supporting the Toddler and Me group, as a young parent herself she understands the struggles that some young parents encounter.

- We have agreed to support the parents of our Toddler and Me group to gain a full level 2 qualification. The participants have always been nervous of agreeing to this, but after working on trust and confidence they are now ready to sign up for some learning that will benefit them and their children.
- We have been actively discussing with our young people how mental health early intervention support should look going forward. We will feed back this information to the MHYAG.
- We have worked with 85 young people since April 21 and have they have achieved both soft and hard outcomes to be proud of.

### **Case Study**

S and V were referred to our Toddler and Me Signpost Group in October 2021. S was referred to us by her Social Worker; she was concerned about how isolated S was and how this was impacting negatively on her mental health. S is unable to drive and has no support in the vicinity. S was living with her sister but unfortunately, her sister was relocated for safety reasons to Southampton.

S is a young teen mum now living alone with a young child. S sadly lost her own mum when she was 10 and unfortunately doesn't have a positive relationship with her father, who she rarely sees.

We met up with S on a 1-2-1 initially and then slowly encouraged her to attend our group sessions, she was incredibly nervous of meeting the other participants. Since attending the sessions S has become more sociable with the other members of the group. She has shared that she has enjoyed leaving the house for something other than groceries. We are encouraging and signposting S to other activities that she may benefit from. She engages in discussions with the other parents and enjoys playing with V during the sessions.

S has agreed, with the rest of the group, to start a Level 2 course with us to help improve her parenting knowledge/skills. While S is still not completely comfortable socially, we have seen development in her gaining confidence. There are signs of her developing a security network with others in the group and a social life as she attempts to improve on herself. With our ongoing support we strongly feel that S can improve her life chances and that of her baby's. The right support at the right time can be life changing

**Karen Chapple & Dan Cooke**  
**11 January 2022**



## Appendix 3

### The Zone Report

Sandra Linnane

**Staffing** – We have another member of staff moving on to full time work at a nursery. We wish her well in her new position. We have advertised for staff with little response. We will try again in the new year.

**Training** – Training continues to be offered to all staff depending on needs. Our young person on the Kickstart scheme has accessed training in-house and with the funding given.

**The Zone** – Numbers have fluctuated and looking at the indoor sector as a whole, we are all finding it difficult. We have been advertising some specials with mixed results. We are looking forward to 2022 and planning events to draw customers in.

Parties at The Zone have been taking place at weekends with a couple of midweek parties. To encourage Christmas Eve bookings, we advertised the session as a party and all 50 places were taken up. It was the same price as a normal session but party games with prizes will be added.

Santa's Grotto was well attended, and books and reindeer food were given out. A big thank you for our Santa's who gave their time for free. A class with special needs from Burton End booked a visit. The session was thoroughly enjoyed by all, and Santa paid a visit which was the icing on the cake.

Litter picking around The Zone and general tidying up continues to keep the area looking welcoming. Saying this most of the litter picked up is not from The Zone. Almost all the security cameras are in installed in and around the outside of The Zone. Monitors are waiting to be installed in the office and one downstairs. Thanks to Councillor Burns and our Tech team.

Staff have enjoyed sharing books with visiting families and we encourage them to take books home. Suzanne Stevenson from Get Suffolk Reading continues to provide us with new and recycled books. We are pleased to be Literacy Champions at The Zone and continue to help support the scheme.

We met with kidzactive who are based in Saffron Walden and deliver sports activities and wrap-around care in schools, community halls. We are looking initially at the possibility of having a toddlers gym session where Kidzactive bring the equipment and staff and we provide the space. We are awaiting more information. We are waiting to hear back from SL Sports and Education into the possibility of them offering their services from The Zone. Karen and Dan's Signpost group continue to attend the indoor play area.

**Young Persons Mental Health** –The subgroup of the YAG, Mental Health Action Group have continued to meet to enable us to establish what is needed regarding mental health and what is already being offered to our young people and how we can bridge the gap. Sandra and Sue visited the Leisure Centre to look at their wellbeing rooms. This was regarding an event planned at the Leisure Centre at Easter to promote what is available in Haverhill regarding young people's mental health and wellbeing. The Leisure Centre kindly offered the space for professionals to showcase what they have available for young people to address their wellbeing and mental health in Haverhill.

1 to 1 counselling Funding already secured for our 1 to 1 counselling at The Zone has enabled us to offer this service up till Easter. We have already been fortunate to receive locality funding from Councillor Mason and Councillor McManus who are wanting to offer a further £1500. (4 sessions weekly over 9 weeks), Tesco's Ground Works (Tesco Bag for

Life), Childwick Trust and the Youth Intervention Fund have also given us funding. This has enabled us to now offer 4 sessions of counselling a week on two separate days. We are continuing to look for funders to ensure this intervention is ongoing. We would like to ask the Leisure & Community Working Party for £2000, being £1500 to pay for the counsellors till the end of July 2022 and £500 to adapt the room used to deliver the counselling to make it feel warmer and more welcoming. (Softer lighting, painted, pictures, larger rug, lamps, pot plants) We have made small changes to the room, but more is needed.

Hannah from Room4 continues to provide 1-to-1 counselling two nights a week for young people. Funding is being sought to enable this much needed service to continue.

**Detached Youth Work** – Youth workers are renewing old relationships and making new contacts while out on detached. As this is outdoor based, they are hoping this continues and nothing happens to stop it regarding the new coronavirus concerns. Youth workers are being asked to lateral flow test before going out.

**Chill Out** – Not opening yet.

**Youth Night** – This has stopped due to low numbers attending and will re start in the Spring or before if young people of Haverhill say they need it.

**On Spot Van** – This will not happen till after Christmas and guidance will be looked at regarding keeping young people safe in a confined area. The van has been maintained and driven out around town each week at different times and it is noted that not many young people have been visible. This is usual for this time of year.

With all our activities we are using different media platforms to advertise as to cover the different age ranges that we work with at The Zone. Ugne and Sara at the Arts Centre help to promote activities more widely and we also use the HaveYou site thanks to Michelle.

Thank you for your continued support.

**Sandra Linnane**  
**11 January 2022**