



BUCKINGHAM TOWN COUNCIL

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Town Clerk: Mr. C. P. Wayman

Tuesday, 05 July 2016

Councillors

You are summoned to a meeting of the Town Centre & Events Committee of Buckingham Town Council will be held on **Monday 11th July 2016** in the Council Chamber, Cornwall's Meadow, Buckingham at 7.00pm.

Mr. C.P. Wayman
Town Clerk

Please note that the Town Centre & Events Committee meeting will be preceded by Public Question time in accordance with Standing Order 1.3, which will last for a maximum of 15 minutes

AGENDA

1. Apologies for Absence

Members are asked to receive apologies from Councillors.

2. Declarations of Interest

To receive declarations of any personal or prejudicial interest under consideration on this agenda in accordance with the Localism Act 2011 Sections 26-34 & Schedule 4.

3. Minutes

To receive the minutes of the Meeting held on Monday 23rd May 2016 ratified at Full Council on 27th June 2016. (TCE/01/16) **Copy previously circulated**

4. Action List

To receive action reports and updates

Appendix A

5. Markets

5.1 (64/16) To receive and discuss the Market Health Check and recommendations from the Deputy Town Clerk with Councillor's responses and discuss the way forward **TCE/13/16**

5.2 To receive, discuss and agree a response to a request from a trader **TCE/14/16**

5.3 To receive and discuss a letter from the traders **Appendix B**

6. Budget

To receive the latest budget figures

Appendix C

7. Terms of Reference

To review the Terms of Reference and make recommendation to Full Council of any changes. The current ToRs and Chairman's suggestions are attached for information. **Appendix D**

Buckingham



Twinned with Mouvaux, France



8. Forthcoming Events

To note for information:

- | | |
|-------------------------------------|--|
| 8.1 River Rinse | 25 th September and 9 th October |
| 8.2 Best Carved Pumpkin competition | 5 th November |
| 8.3 Bonfire and Fireworks | |
| 8.4 Remembrance Day Parade | 13 th November |
| 8.5 Christmas Light Switch-on | 26 th November |
| 8.6 Christmas Parade | 10 th December |

Imminent BTC Events:**9. Dog Show Sunday 17th July**

To receive a verbal update from the Events Co-ordinator.

10. Buckingham in Bloom (judging in July)

To receive a verbal update from Cllr. Bloomfield.

11. BandJam (Sunday 28th August)

To receive a verbal update from the Events Co-ordinator.

And to note other events in the town as follows:

- 12.** 12.1 BAG: Basketball starts Monday 4th July for 6 weeks
 12.2 Play Around the Parishes in Chandos Park 27th July, 11th August, 18th August, 25th August

13. Event Reviews

To receive reports from the Events Co-ordinator on past events as follows:

- | | |
|-------------------------------|------------------|
| 13.1 Buckingham Fringe 2016 | TCE/15/16 |
| 13.2 Music in the Market 2016 | TCE/16/16 |

14. Charter Fair:

To receive and agree the quotation for streetworks necessary for the 2016 Charter Fairs

Appendix E**15. Licence for Chandos Park**

To discuss the Premises Licence for Chandos Park; its renewal and nominated Licensee

16. Disabled Toilet Provision

To receive and discuss a report from the Events Co-ordinator on the provision of disabled toilets for outdoor events

TCE/17/16**17. 2017 Road Closure Order**

To discuss and agree a response to a request for an addition to the 2017 Road Closure Order

Appendix F**18. Advertising**To receive and discuss a request from AVDC (Jill Hemmings, Senior Communications & Marketing Officer) to place posters for new developments in Aylesbury under the 'Eye Opening Aylesbury' brand in BTC noticeboards (with a reciprocal arrangement to display posters of Buckingham events). A related AVDC press release is attached for information. **Appendix G****19. Youth Projects & Youth Council**

To receive a verbal update from Cllr O'Donoghue

20. Visitor Information Centre

To receive the latest visitor and accommodation statistics

Appendix H**21. Correspondence****22. News Releases**

23. Chairman's Items

24. Date of the next meeting: Tuesday 30th August 2016

To:

Cllr. Ms. J. Bates

Cllr. T. Bloomfield

Cllr. Mrs. G. Collins

Cllr. Mrs. M Gateley

Cllr. D. Isham

Cllr. A. Mahi

Vice Chair

Mayor

Cllr. H. Mordue

Cllr. L. O'Donoghue

Cllr. M. Smith

Cllr. Mrs. C. Strain-Clark

Cllr. R. Stuchbury

Chairman

Events - Action list

Appendix A

Subject	Action to be taken		Response/ Agenda no.
	Date	Action	
Meeting 21/05/12			
Disabled Access to Public events		Incorporate relevant parts into Event Management plan	Ongoing Cllr Strain - Clark to assist with assessment of venues for disabled access
		Continue to look at access requirements for the less able	Ongoing Cllr Strain-Clark
	02/02/15	Deputy Town Clerk to compile list of venues within the town including disabled access details.	Ongoing
	18/03/16	Elissa from DisabledGo chaired the first public meeting with interested parties to run through.	Cllr. Strain Clark attended. There were comments that the event could have been better publicised.
Meeting 19/10/15			
Western Ave parking	23/12/15	To contact residents of Western Ave regarding parking issues during Charter Fair	Letter sent to all residents of Western Ave asking them to complete a survey on survey monkey – ongoing Letter sent to all residents of Western Ave asking for feedback.
		20/01/16	Ongoing – some feedback has come back. Need to go over it with the Town Clerk. Road closure area for Charter Fair and Christmas parade has been increased. Report attached to Agenda Meeting 23.05.16
Market Report	23.05.16	To provide a report taking the Nabma health check report into account	Agenda 5.1
Twining Civic Lunch	23/05/16	To choose menu for the Civic Lunch in October	Menu agreed with Stephanie Scrase

To help shape of the Deputy Town Clerks report, please indicate using 'X' the recommendations you agree or disagree with and please indicate with a 'X' those which require further discussion. Please return this form by Monday 4th July 2016.

NABMA Buckingham Market Health Check - Summary of recommendations		Officer Recommendation	Councillor responses		For further discussion
			Agree	Disagree	
1 Market Location		Agree	2	0	0
a) Buckingham market should remain in its current location on Market Hill and with the adjacent use of the Cattle Pens which gives the associated Flea market an aesthetically pleasing trading location.					
2 Market Offer		Agree -ongoing	1	0	1
a) Buckingham Council needs to focus resources on improving the offer of the market and increasing the number of stalls on Market Hill working with existing traders and incentivising as required in the short term.					
b) It may also be possible to include a catering unit on the market with some seating. This could play an important role in improving customer dwell time and usage. It is important that any catering offer is of a good quality both in terms of appearance and offer.		For further discussion	0	1	1
c) One such area would be improving the appearance of 'anchor/gateway' stalls at access points to the market, including the access leading from the High street		Agree- to be implemented place	2	0	0
d) Similarly it may be advantageous to review under represented commodities that would attract patronage such as a cheese or footwear stall or commodities that may be identified following any survey work.		Agree – to be implemented asap	1	0	1
4 Market Operational Issues					
a) The markets needs to consider ways of attracting and sustaining new market traders and supporting existing ones to adapt to the proposed market layout.		Agree	1	0	1
b) It should continue to promote and use social media in promoting the market and in the recruitment of new traders and customers.		Agree	2	0	0
c) The communication channels between traders and market operator can always be improved. A strong open dialogue can		Agree - ASAP	2	0	0

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<p>only be of value in overcoming on site operational issues and ensuring traders promote the market and offer the service that is required. Its effectiveness can then be measured, perhaps through questionnaires, on-line surveys, through footfall or if possible trader information on the number of customers served.</p>				
<p>d) Once the market has been re-established consideration should be given to the production of an annual business plan. This need not be a lengthy document but should identify aims and objectives for the market for the year and how any marketing activity is to be undertaken.</p>	<p>Agree – Action over the next 6 – 12 months</p>	<p>2</p>	<p>0</p>	<p>0</p>
<p>e) The appearance of the market can no doubt be improved. Closing down gaps can improve the market.</p>	<p>Agree – 12 months</p>	<p>2</p>	<p>0</p>	<p>0</p>
<p>f) The current policy of allowing a bi-weekly licence should cease. If the trader's concerned wish to trade bi-weekly as casuals then this is fine, subject to space been available though they should not have the ability to maintain a trading space as would a regular licenced trader.</p>	<p>Agree to review in 6- 12 months</p>	<p>1</p>	<p>0</p>	<p>1</p>
<p>g) The market is advertised as trading between 9:00am and 17:00pm. If in reality it closes at 16:00pm as is more often the normality for outdoor markets then the licence and any advertising should reflect this.</p>	<p>To discuss further</p>	<p>2</p>	<p>0</p>	<p>0</p>
<p>h) The end barrier which is necessary to prevent vehicle encroachment is a necessary evil but could be replaced with something far more aesthetically pleasing. If temporary removable bollards cannot be considered due to cost then a new barrier could be purchased possible with the addition of sail banners or similar to improve the initial visual of the market.</p>	<p>Agree - ASAP</p>	<p>2</p>	<p>0</p>	<p>0</p>
<p>i) The market stalls vary in both appearance and quality with a mix of traditional and modern marquee style stalls. The authority is unlikely to be able to fund the purchase of marquees for all and would be unable to justify the expense of erection. It is therefore reliant upon assisting the traders to improve their own trading</p>	<p>Agree – discuss market facelift fund from traders and implement something within</p>	<p>1</p>	<p>0</p>	<p>1</p>

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<p>visual. Working with traders those with traditional stalls could be encouraged to purchase at least twice per year new sheets which could be part financed by a stall charge reduction. Such sheets could be an agreed colour or mix of colours and if properly attached can lift a markets appearance. Similarly hiding waste from the public eye by a covering or location helps the market as does the use of sheets to cover stacked boxes or table fronts as is often undertaken by fruit and vegetable traders.</p>	<p>the next 12-18 months</p>		
<p>j) Lastly market sheets and particularly vinyl/pvc sheets as used on the marquee style stalls can be printed on. This would allow by agreement any end stalls to show a positive message or visual of the market as people approach such as a simple 'Thank-you for visiting Buckingham Market'</p>	<p>Agree – in conjunction with above</p>	<p>1</p>	<p>1</p>
<p>4 Market Rights/Policy</p>			
<p>a) Buckingham is an historic market town having been granted the franchise right to hold markets by both Queen Mary and Charles II. It should also draft its Market Rights Policy, ensure that it is freely available (such as a web-based download), and that it is consistently and equitably enforced. A sample policy is available via the Nabma website. This should include the decision on the licensing of markets and car boot sales within 6.66 miles of the market.</p>	<p>Agree - to implement within 6 months</p>	<p>2</p>	<p>0</p>
<p>5 Finance/Fees</p>			
<p>a) The market currently makes a net yield and this is to be applauded and demonstrates that the relationship between operational cost and stall charges are well understood. It is of course acknowledged that the profit is reducing and that this is a worrying trend. Given the reasonable charging and the location of the market this perhaps obviously raises the need to attract new customers and traders. Customers want more choice and experience and traders need more customers, increased dwell-time and conversion (whereby those attending actually spend</p>	<p>Agree</p>	<p>1</p>	<p>1</p>

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<p>money). No simple solution exists but incremental change such as appearance, promotion, and new traders can start to lift a market and with it its bottom line.</p>	<p>Agree – long term transition</p>	<p>1</p>	<p>0</p>	<p>1</p>
<p>b) The current management model could be re-considered with future payments been required by Direct Debit or monthly payment to an office in advance. This is an area requiring trader involvement as it is a contentious subject particularly as many market traders prefer to work on a weekly cash basis.</p>	<p>Agree</p>	<p>2</p>	<p>0</p>	<p>0</p>
<p>6 Marketing & Promotion</p>				
<p>a) Consideration should be given to re-enforcing the brand as part of a marketing review and on improving promotion and public relations through as many cost neutral processes as possible.</p>	<p>Agree - subject to trader agreement</p>	<p>0</p>	<p>1</p>	<p>Traders are required to display insurance</p>
<p>b) Consideration should also be given to applying a promotional levy. This can be as simple as a % of stall charge or a monetary fee. This will over time enable increased promotional activity and improvements to be made beyond that available via the authority promotional budget.</p>	<p>Agree - ASAP</p>	<p>2</p>	<p>0</p>	<p>0</p>
<p>c) Any finger post signs need to include the market and be pointing in the right direction.</p>	<p>Agree – Lamp post banners</p>	<p>1</p>	<p>0</p>	<p>1</p>
<p>d) Another noted marketing tool in use in the town particularly on the roads and footways leading to a market was the use of vertical lamp column banners. Engagement would be needed with both the controlling engineering team and planners to see if such banners could be placed on lighting columns to further promote the market specifically.</p>	<p>To discuss further</p>	<p>1</p>	<p>0</p>	<p>1</p>
<p>7 Systems & Procedures</p>				
<p>a) Work should continue in reviewing and updating all the market's systems and procedures with particular emphasis toward a market policy and new licence terms.</p>	<p>Agree – To review current policies and update accordingly</p>	<p>2</p>	<p></p>	<p></p>
<p>b) If the traders attending the Flea market are in the most regulars it</p>	<p>To discuss further</p>	<p>1</p>	<p>0</p>	<p>1</p>

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<p>makes sense to introduce a licence system particularly with regard to the issue of public liability. This is to ensure that the Town Council is not held liable in the case of an accident should the trader not have a suitable insurance cover.</p>					
<p>c) The Town Council's own public liability insurance should be checked to ensure it is indemnified against actions or negligence that can be attributed to the market if not directly to a trader.</p>	<p>Agree - ASAP</p>	<p>2</p>	<p>0</p>	<p>0</p>	<p>0</p>
<p>d) No traders should be allowed to stand if they do not carry sufficient public liability insurance with the current preferred amount of cover been £10,000,000. This should be checked regularly by the markets management and at least twice per year.</p>	<p>Agree – to review in September</p>	<p>2</p>	<p>0</p>	<p>0</p>	<p>0</p>
<p>e) It is worthwhile establishing an annual visit by trading standards and environmental health officials with such visits been documented. Any trading standards involvement can be added to by the market joining the 'Real Deal' anti-counterfeit initiative which has no major cost implication but can again be a positive promotional activity and one to use on general awareness literature or web sites (info@realdealmarkets.co.uk).</p>	<p>Agree</p>	<p>2</p>	<p>0</p>	<p>0</p>	<p>0</p>



Buckingham Market

Market Health Check

Prepared for the TOWN COUNCIL OF BUCKINGHAM

Client Contact: Dean Jones

**Deputy Town Clerk
Buckingham Town Council**

Project: Health Check of the Buckingham Market

Site Visit: 17 May 2016

Foreword

The National Association of British Market Authorities (NABMA) provides a number of additional services to its membership including the provision of a basic market health check.

Though the feedback provided is based upon proven business and market operational principles, the scope of the review is limited and is based upon the data and time allocated to the review.

It is submitted subject to such further investigation, legal advice or consultation as the member authority may feel appropriate in this respect.

This review is in response to the request by member authority Buckingham Town Council in respect of the Buckingham Street Market.

Statement

Buckingham market is operated by virtue of an agreement between Aylesbury Vale District Council and Buckingham Town Council. Control of the market passed having passed to the Buckingham Town Council in 1981.

The Localism Act of 2011 changed the powers of local government in England. The aim of the Localism Act was that of facilitating the devolution of decision making powers. It is not known if this has impacted upon the operational arrangement between the Town and District Council relating to the market, though the current retention of street trading as an activity by the District Council would suggest not.

Buckingham Town Council as a result is responsible for the management and the day to day operation of the market as well as any strategic changes, including the market regulations, fees, the location, and the layout of the market.

The Town Council appears to be a strong supporter of its market and its significance to the town is recognised both from an historical and current perspective.

The market operation is a two day per week activity operating each Tuesday and Saturday. In addition, alongside the Saturday market a popular flea market is also held on the area adjacent to the Street market known as the Cattle Pens. The town is a progressive market authority and has hosted a Continental market and Farmers markets. It is looking to introduce other themed markets in the future including a Teenage Market. It also holds Spring, Community and Food Fairs.

As with many Town Council's the management of the market forms only a part of the weekly activity for the responsible individuals who it should be noted are highly motivated if relatively inexperienced in such operations.

The commitment of the Town Council and specifically the Deputy Town Clerk toward the market suggest that Buckingham markets are well placed to face what may lie ahead, though the authority cannot afford to be complacent.

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1.0 Background

Buckingham is an historic market town in north Buckinghamshire with a population of circa 13,000. It is located 55 miles (89km) from London, 13 miles (20km) from Milton Keynes, 28miles (45km) from Oxford and 17miles (27km) from Aylesbury.

The River Great Ouse flows through the town.

Buckingham has a significant historical presence. Evidence exists of Roman occupation followed in the 7th century by the Anglo-Saxons. It is also mentioned in the Domesday Book of 1086.

The town received a grant by Letters Patent in 1554 from Queen Mary and second grant by Letters Patent was made by Charles II in 1664. Letters Patent is simply the form of grant and differs little from a Charter which was simply a more formal document. No market charters having been issued after 1516.

Buckingham was also the county town for many centuries until it was transferred in the 18th century to Aylesbury. As befits such a location the town has retained an impressive number of historic buildings.

Today of note is the town's university which is one of only two private universities in the country.

Today the town is a much sought after location for both families and the retired and attracts a number of tourists due to its historic buildings such as the town Goal and the quality of its environment.

2.0 Current Shopping Provision

The retail heart of Buckingham is compact and most retail activity is concentrated around the High Street, Market Hill and the roads leading from it. Buckingham has a good mix of shops given its size and a strong independent sector with notably few empty premises. Multi-national stores represented in the town include: Marks and Spencer (simply food), Boots, and WH Smith.

The main shopping area centres on:

- High Street
- Market Hill
- Meadow Row
- Market Square
- Cornwall Place

Also a number of periphery locations such as:

- Well Street
- Castle Street
- West Street

Like many such towns a number of supermarkets are in close proximity and in addition to a Waitrose is the supermarket of Tesco (comprising two units, a large out of centre and an in-town convenience store). The Tesco superstore based as it is on the A421 by-pass cannot be considered to be within easy walking distance of the town centre in terms of dual visitation and is therefore likely to be destination shopping point.

The town appears to be a regular destination and general provision base for a significant proportion of the local population and possibly those of outlying villages. A notable strength is the number of bank branches which are still present in the town.

The town and the market appear well provided for in terms of car parking and a reasonable bus service connecting other regional locations exists.

Car parking and parking charges will however always a contentious issue, though in terms of cost, supply and location they would appear to be reasonable.

The increase in catering outlets is also mirrored in virtually every town of a similar position. This is exemplified by the expanding cafe culture which is heightened by the town's demographic and tourism aspects.

Shopping is increasingly about an experience or sociable activity once past the supply of basic need. The town has maintained a strong independent and specialist sector, though the inevitable increase in charity shops is also apparent.

Its retail offer can be considered weak in certain aspects, noticeably in terms of men's and women's clothing, footwear, furniture and household goods. This is of course as would be expected given the size of the town and its close proximity to other larger centres. This is unlikely to change as the instance of multi-nationals having area representation by virtue of multiple outlets has long gone. Many retailers have concentrated on area representation via main centres soaking up intermediate demand by virtue of the internet.

Though it was originally considered that the rise in online retailing would see the downfall of the traditional high street this has not proven to be the case. Increasingly it is assisting the survival of high streets as the boundaries between online and premises become blurred. Retailers are becoming aware of the role a physical presence can play in promoting products and brand. Certain retailers have opened stores to find that it further drives online sales and the use of click and collect. This trend, known as online to off-line (O2O) is likely to increase in future years.

Buckingham cannot currently prevent consumer deflection, particularly by young families and the more affluent consumer to the larger retail destinations of the area such as Milton Keynes, Aylesbury and Oxford or from and out of centre shopping parks. It has however less shop voids than otherwise may have been expected given the recent economic recession which demonstrates a resilient local economy. A pressure currently facing all such towns is the lease expiry on shop units many of which will be coming to their end and for which automatic renewal is no longer the case as landlords seek to hold revenue while retailers seek to reduce such fixed cost to their businesses.

The future stability and growth of the retail offer in the town will no doubt rest on its ability to continue to provide a wide service provision and expand its independent sector; bolstered by the general engagement of the local demographic

As an experiential offering the market and any associated activity is likely to play an increasing role in the future prosperity of the town.

3.0 UK Retail

The retail decentralisation of towns has been an accepted phenomenon in the UK for over thirty years. The reasons are numerous but include the increase in car ownership, disposable income, and lifestyle choice. The rise of out of town shopping has of course been assisted by the relative low cost of post-industrial land, and consumer demand for increased choice and availability.

The current transformation in consumerism in the UK is likely to happen to all towns over time to a varying degree. This is the unprecedented change brought on by the growth of online retailing, the lasting effect of the recent recession, the increasing movement of multi-nationals into scrambled merchandising, the rise of the deep discount stores, the challenge of increased movement into non-food by the supermarkets and the resulting impact of all this upon the supply chain. The increase in shopping as an experiential leisure pursuit must also be acknowledged.

Value retailing has also had a major impact upon towns and particularly markets helped by lower consumer confidence and disposable income. The recession has had a long lasting effect on consumer shopping habits and has meant consumers remain enamoured with value and this is set to continue.

Empty shops and occupation by charities have a profound effect upon the physical appearance of many centres and it remains difficult to see how this can be easily reversed given the size, location and the cost of refurbishment of many existing retail premises. As chains 'right size' into prime locations, the gaps in our high streets will be likely to increase.

Though contraction to a vibrant central core could be the answer this is not an easy thing to achieve given property ownership and re-location issues. The fact remains that the traditional linear high street is no longer in favour with the modern consumer who prefers retailers and services to be clustered around central spaces, have greater choice of product on display and the transparency of service be it brand or payment method.

It is also the case that alternative uses may become apparent for former shops, as with former industrial premises. They may become housing or provide non-retail activity, which then benefits the remaining infrastructure. Certain centres are also likely to survive as they are sufficiently separated from their larger neighbours to benefit from the attraction of accessibility due to lower fuel costs.

This change will significantly alter the perception of our towns but it may also give a new lease of life to the surviving retail and service providers such as markets. People are likely to become accustomed to associating aspects of experiential shopping to larger centres /retail parks or the internet, allowing the independent or franchisee to recapture a proportion of local expenditure or that of a more specialist nature.

Growth is increasingly expected to be in the aspirational and experiential retail sectors. Fortunately for many markets they are well positioned to take advantage of any contraction or focused shopping, if they are able to respond to the desires of the new generation of 'tech savvy', quality and value receptive consumers.

Buckingham in this respect is better placed than many to take advantage of a centralised retail and experiential offer and can offer a welcome change of scene to the otherwise cloned retail offer of many medium to large towns.

4.0 The Value of Markets

There are many markets in the UK, such as those at Bury or Northampton that are large enough to be retail destinations in their own right and a significant number that are specialist, such as the London Borough market with its fine food offer. Similarly many markets are able to garnish significant tourist activity due to their location or reputation such as Petty-coat Lane in London or the large Kirkgate Market in Leeds. For the majority of markets in the country while they retain a loyal customer base few are today shopping venues that will attract in their own right large numbers of destination shoppers. The majority of markets therefore, while been a natural attraction for a high percentage of actual visitors to a town will increasingly rely upon the initial draw of their host town. Correspondingly many visitors to towns can be influenced regarding a return by the presence of a vibrant market which adds value to the shopping trip, if only due to the impact upon the senses.

Markets continue to make a positive contribution to local economies in many ways, from engagement with communities, culture, environment and regeneration, to the general economic impact upon a given region.

It is increasingly recognised that market days create a rhythm and unique dynamic that can become an important part of community life. Markets attract visitors and are places to linger, talk, see and be seen; and all without the direct pressure of the modern high street consumerism.

Recent years have seen an unrivalled Government interest in the market industry. There has been an All-Party Parliamentary Markets Group and the Communities and Local Government Select Committee on markets published a detailed report in 2009. This report supported the role of markets and made a series of recommendations based on what it considered the two main challenges for local authority markets that of finance and management.

In 2010 a working group formed as a result of the Select Committee produced a 'Good Practice Tool Kit' as well as documents on Business Support and Management Models and these documents are available via the communities.gov web site.

The Government commissioned review of the High Street undertaken by retail expert Mary Portas was considered significant in terms of a public recognition of markets and also suggested that markets can play a crucial role in the future welfare of traditional shopping areas and high streets.

The National Market Fortnight first promoted by NABMA and held under the banner of 'Love Your Local Market' was aimed at promoting both indoor and outdoor markets. This continues to be a success and has since been taken on by at least 14 European nations.

Increasing interest in food providence and the ability of speciality markets such as youth, vintage, fine food, collectors and test trading are further enabling markets to maintain and further a connection with all ages and demographics and to stay relevant to the modern consumer

5.0 The Issues and Feedback

- **Decline in Market Traders/Shoppers**
- **Footfall**
- **Market Location and Appearance**
- **Advertising and Promotion**
- **Trader Relations**
- **Operational Efficiencies**
- **Best Practice, Rules and Regulations**

Decline in Traders/Shoppers

Market traders need customers and especially those who will spend money with them. Though a basic premise it is a fact. In return customers require a dynamic trading environment that includes the goods and services to which they aspire.

Buckingham for its size does have a number of good traders offering a distinctively personal service and a range of quality produce. On the day of the health check visit commodities on offer included; fish, bread, books, household goods, fruit and vegetables, plants, and greeting cards

What it does not currently have is the critical mass that would enable any significant dwell-time or a position as a significant destination market.

This does not mean that the market cannot grow but it does suggest that it may only grow over a period of time and it will require the promotion of stall space and product to trader and consumer respectively.

Notable on the day of the health check were the number of 'destination' shoppers who appear to enter the market area to go to a single trader, be it for fish, fruit and vegetables or cards. This suggests traders are reliant upon an existing and probably static or even diminishing customer base. This may of course differ on Saturday when a younger (working) demographic may augment the existing patronage.

The issue of customers and trader numbers remains an important one and as such one of the fundamental aims for the market will be to ensure as many people have a reason to visit the market as possible.

Markets often advertise simply for general traders (expensive and no guaranteed result) but it is often better to advertise for a desired product line or concentrate on the consumer as the demand pull to attract traders. This requires having a good knowledge of the market in terms of its existing customer/trader base and footfall.

To this end it may be worthwhile to engage in some survey work that would help a greater understanding of the market and customer perception.

It is not known if the local university has a business faculty but it may be possible to have such survey work done as an exercise by students as both parties gain from the experience in terms of creation undertaking the task, analysing the returns and presenting findings.

One useful source of new traders can be existing traders who move from market to market. Offering an incentive to an existing trader for introducing a new trader, often termed as a 'buddy scheme' can often reap rewards.

Footfall

The amount of people in a location is of course indicative of how busy it is and in a general retail market setting with high volumes and low margins more people means more potential for sales. Though footfall is still important as an indicator it is actually conversion (the process by which a customer moves from viewing to purchasing) that is the true measure of success. Unfortunately for a market operator without knowledge of trader turnover this will always be subjective and for this reason footfall at least gives an understanding of the market usage.

Wanting increased footfall would suggest that there is knowledge of the existing consumer usage, which apart from perception is rarely the case.

A simple click count of those attending the market based on a five minute count each hour at access points can start to give an understanding of footfall, as can asking traders to provide (in confidence) customer numbers in terms of sales.

This secondary measure is also useful in assessing potential spend via an average per stall type. It further allows the over-all sales pattern to be assessed when set against those simply visiting. Armed with this detail any initiative such as advertising can then be measured to see if it has an effect upon footfall but also more importantly sales.

The issue of who shops at the market has much to do with the day of the week that the market is held. Though many people now have a more fluid working week weekdays are still predominately working days that naturally reduce the ability to attend a same day market. As a result such markets are more likely to be attended by the retired, young parents, the unemployed or those working in an area.

Females historically make up the larger proportion of the shopping demographic and this is likely to be proportionately greater where the market day performs a secondary role as a place of social interaction alongside the act of purchase.

The current dominant shopper may be elderly but this does not mean that they are not a good source of income for traders or a useful conduit to other members of their social network, be it family or friends. This can be advanced by providing leaflets of the commodities on sale and any offers in the hope that the leaflet may be shown or passed to others.

The increased use of Social media by retailers and market operators will shortly become a pre-requisite of retail activity. It is good to see that those responsible for the market at Buckingham have already embraced the likes of Facebook, Web pages and are pro-active in its use and understand its value. The web page video short is an excellent example of how the market can be promoted.

Market Location and Appearance

There appears little in the way of options in respect of the markets location and there is little doubt that the current Market Hill location is its true and historical home.

Trader vehicles have been removed from the market which is to be applauded. However the visual of the current stalls is often still not appealing with a mismatch of stall types and frontages, quality of stall equipment and trading sight lines. The separation of regular traders also allows gaps that do nothing to add value to the visual appeal of the market.

People can access the market from a number of points be it Market Hill or the High Street and it will always be important that these key 'gateways' are made as appealing as possible.

If done correctly it should ultimately increase usage, improving the markets synergy with the town and creating a point of experiential focus for visitors.

Advertising and Promotion

Funds will always be limited for promotion and therefore any expenditure must be focused, monitored and evaluated.

Promotion and marketing are major aspects of any retail activity and it would be beneficial if all traders paid a fee toward promotion and ideally this would then be matched by the authority. This would usually be based on a charge per stall or trader per market day. A common charge is £1.00 per trader per market day. Traders can often be amiss in thinking that the responsibility for promotion lies firmly with the market operator, which is plainly not the case.

Items such as leaflets and carrier bags are useful and well known promotional items but they require funding. A promotional carrier bag can be a positive promotional tool. Such bags need to be distinctive be it bag colour or image and the arrangement of the wording. The main emphasis should simply be that of market awareness, i.e. name and trading days and any contact point such as Facebook.

While any operator will want to encourage occupancy and usage traders also have a singular and vested interest in the further promotion of their own product and service. As such they should not be unwilling to support the work of others in this respect at what can be a very nominal cost per trader.

In respect of the market operator this is not simply about the need to increase the number of traders but the need to keep improving the existing offer so as to appeal to a wider consumer base, hopefully maintaining or increasing occupancy levels as a result.

Signage to any retail activity will always be important and markets can be promoted in many ways via banners, posters or even 'A' boards (if allowed). Regarding one such promotional tool it was noted that the finger posts signs in the town are generally well located though not all indicate the Market Place.

Another useful area for promotion would be to have information panels, posters or literature as may be appropriate displayed by each car park information panel. This may be difficult if the car parks are operated by the District and not the Town Council however the use of the town and its car park is of mutual benefit and it therefore should not be a major issue to overcome.

This similarly applies to bus stops and any tourism sites. This may have a cost though often a reciprocal agreement can be reached whereby leaflets are held for each activity in all areas i.e. bus/train timetables and museum leaflets/posters at the market and vice versa. Buckingham has a wonderful ancient Goal adjacent to the market which houses a tourism aspect. It was noted that the market is well represented on a variety of literature.

Any marketing via web pages, social media, tourism or indeed static promotion in terms of posters and finger posts (pointing the right direction) should all be re-examined to ensure they are contributing to the public awareness of the market and its trading day.

One of the issues with any form of promotion is the need to monitor and evaluate any given expenditure. It is easy to place an advertisement in a local paper in the simple hope that it will result in more customers.

Assuming an advertisement had the right message that either raises awareness or provides a driver (i.e. a prompt for the reader to act via an offer or reason to attend a location) then the next question should be how can the actual success be verified?

One answer is by offering readers the chance to win a prize by handing in the advertisement at the market, quoting a reference from a social media site or obtaining a discount on a product. It can also be done by asking traders to honestly feedback if customer numbers and conversion increased as a result of a particular promotion. Questionnaires can also assist in this way by asking for consumer feedback or recollection as to where and when they last saw the market promoted.

Marketing and promotion are large areas in their own right and the health check cannot provide more than a basic amount of information in this respect.

The following are a few relatively low cost activities which can improve market footfall.

Activities:

- Children's workshops/craft days (during school holidays)
- Speciality markets such as Farmers and Christmas markets are already held but others may also add value, such craft/makers, Book, Collectables or Country goods
- Speciality displays and demonstrations such as vintage cars
- Live music via Buskers, schools, church choirs or even the local radio station
- Swop meetings, from football programmes to records
- Public service days including the use of space by the Police, Fire and Rescue or other bodies to promote a variety of issues that could include the testing of electric blankets, information on obesity or smoking.
- Music themed events as opposed to single day buskers or bands
- School links – allowing pupils to engage in all aspects of retail from business planning to the sale of goods on a specific market day
- University link – such as involvement with curriculum or by ensuring students can take advantage of a market offer via discount scheme or placement of market activity within university grounds
- Baby Photographic competition
- Sale Days
- Days of religious or national significance such as St Georges Day
- Student Discount Schemes and O.A.P. bonus time activities
- It may be possible in Buckingham to tie-in with the local history trails or museum visits.
- Activities or offers using Social Media
- Dual visit by coach tour operators to local attractions and town centre given market and Goal with possible discounts at local shops/cafes as well

Trader Relations

Building relationships with the traders is essential for the future of Buckingham market. This can take a variety of forms both physical and virtual but it is the actual engagement that is important. Engagement is needed to build relationships, and to allow a joint focus on areas of business, information sharing and joint promotion. Market traders may well be business people 'writ small' but they do understand the need to have a successful market.

Though a failure to attract traders or to effectively promote the market is to a certain extent the responsibility of the market operator, it also requires traders to market goods that are demanded at the right quality and price and with a consistent level of service.

Though help can be sought into the best way to display stock and provide a customer experience this will not be easy to broach with existing traders, who will perceive this as interference and without merit. It can however be beneficial and an example is the National Market Traders Federation '400' booklet which if used properly by a trader can add value to their offer as it has been compiled by retail experts in association with successful market traders.

(<http://www.nmtf.co.uk/start-up/retail-training.html>)

In order to improve partnership working there is a need to remove the barriers of 'them and us' and one of the quickest ways is to implement regular trader/officer meetings with specific agendas items to improve relationships. Such meetings should have agreed parameters, as an example such meetings should never be an avenue to discuss individual traders issues or stall payments. Initial meetings can be difficult and historical stances are often dominant, however a continual dialogue and perseverance is known to eventually pay dividends for all. This can work even on small markets where only one or two traders are able to undertake the role.

Operational Efficiencies

The market currently appears to be realistic regarding stall charges at £1.50 per foot frontage or £1.50 per foot frontage for casuals. The market is overseen by 'Bill' a part-time employee of the Town Council who is obviously knowledgeable regarding the market operation and its traders. It is therefore of some concern that Bill is shortly to cease working for the council and that no decision has been reached as to a replacement or alternative method of management. It is understood that a post involving the operation of the community centre could be merged with the market post. This could well be a sensible solution subject to the requirements of both venues. It may even be possible to have traders pay for their stall charges by Direct Debit or monthly in advance to reduce one of the main operational tasks.

Best Practice, Rules and Regulations

The fundamental areas of operation at the market appear to be covered though the extent of licenses and documentation is not known. The instance of separate licences for different traders is however not considered good practice and needs to be reviewed. It is understood that several traders have a bi-weekly licence while the remainder have a weekly licence. This is not a healthy situation irrespective of how long or why the bi-weekly licences were initially issued.

It is not known if the market has a basic business plan or policy document. If not these alongside a new single licence for all are recommended actions as they remain the cornerstones of any market operation.

As members of Nabma the authority can take advantage of numerous documents to assist in the provision of basic documentation and this includes policy document, licences and evacuation and risk assessment detail. In addition the market forum and buddy scheme can further provide enquiry points for concerns in respect of operational documentation.

6.0 Conclusions

The following are not exhaustive but considered of note:

- There is reasonable footfall through and around the Market Hill area and it is suggested that the market will be a natural point of call for all those shopping in the town centre given its location. Evidence that those potential customers are spending money on the market would only be ascertained by further research.
- The current customer profile appears narrow and particularly on the Tuesday market and pre-dominantly elderly. This is unlikely to be representative of the towns shopping demographic as a whole
- There is evidence of a long standing support for the market which bodes well for its future
- On balance the location of the market continues to be the most appropriate for the town
- The future visual appearance of the market stalls will be crucial if the market is to continue to develop and add value to the town
- More needs to be done to promote the market by all stakeholders and in particular via the involvement of the traders
- There is good marketing activity already in place such as the use of social media, web site and literature.
- A more pro-active approach may need to be adopted to recruiting and retaining traders
- The stall allocation and licence process will need to be reviewed particularly given the anomaly of a bi-weekly license agreement.

- The daily management of the market needs to be resolved and it is important that it is not allowed to manage itself unless this is done on a formal footing with the traders.
- Stall charges appear to be reasonable given the vibrancy of the market
- A Markets Rights Policy is not in evidence though this would be crucial in relation to the enforcement of the town's market rights
- Although positive work is in progress regarding the review of its current market administrative systems and procedures, resources will need to be focused on this process

7.0 Recommendations

Market Location

Buckingham market should remain in its current location on Market Hill and with the adjacent use of the Cattle Pens which gives the associated Flea market an aesthetically pleasing trading location.

Market Offer

Buckingham Council needs to focus resources on improving the offer of the market and increasing the number of stalls on Market Hill working with existing traders and incentivising as required in the short term. One such area would be improving the appearance of 'anchor/gateway' stalls at access points to the market, including the access leading from the High street. Similarly it may be advantageous to review under represented commodities that would attract patronage such as a cheese or footwear stall or commodities that may be identified following any survey work. It may also be possible to include a catering unit on the market with some seating. This could play an important role in improving customer dwell time and usage. It is important that any catering offer is of a good quality both in terms of appearance and offer.

Market Operational Issues

The market needs to consider ways of attracting and sustaining new market traders and supporting existing ones to adapt to the proposed market layout.

It should continue to promote and use social media in promoting the market and in the recruitment of new traders and customers.

The communication channels between traders and market operator can always be improved. A strong open dialogue can only be of value in overcoming on site operational issues and ensuring traders promote the market and offer the service that is required. Once the market has been re-established consideration should be given to the production of an annual business plan. This need not be a lengthy document but should identify aims and objectives for the market for the year and how any marketing activity is to be undertaken. Its effectiveness can then be measured, perhaps

through questionnaires, on-line surveys, through footfall or if possible trader information on the number of customers served.

The appearance of the market can no doubt be improved. Closing down gaps can improve the market. The current policy of allowing a bi-weekly licence should cease. If the trader's concerned wish to trade bi-weekly as casuals then this is fine, subject to space been available though they should not have the ability to maintain a trading space as would a regular licenced trader.

The market is advertised as trading between 9:00am and 17:00pm. If in reality it closes at 16:00pm as is more often the normality for outdoor markets then the licence and any advertising should reflect this.

The end barrier which is necessary to prevent vehicle encroachment is a necessary evil but could be replaced with something far more aesthetically pleasing. If temporary removable bollards cannot be considered due to cost then a new barrier could be purchased possible with the addition of sail banners or similar to improve the initial visual of the market.

The market stalls vary in both appearance and quality with a mix of traditional and modern marquee style stalls. The authority is unlikely to be able to fund the purchase of marquees for all and would be unable to justify the expense of erection. It is therefore reliant upon assisting the traders to improve their own trading visual. Working with traders those with traditional stalls could be encouraged to purchase at least twice per year new sheets which could be part financed by a stall charge reduction. Such sheets could be an agreed colour or mix of colours and if properly attached can lift a markets appearance. Similarly hiding waste from the public eye by a covering or location helps the market as does the use of sheets to cover stacked boxes or table fronts as is often undertaken by fruit and vegetable traders.

Lastly market sheets and particularly vinyl/pvc sheets as used on the marquee style stalls can be printed on. This would allow by agreement any end stalls to show a positive message or visual of the market as people approach such as a simple *'Thank-you for visiting Buckingham Market'*

Market Rights/Policy

Buckingham is an historic market town having been granted the franchise right to hold markets by both Queen Mary and Charles II.

It should also draft its Market Rights Policy, ensure that it is freely available (such as a web-based download), and that it is consistently and equitably enforced. A sample policy is available via the Nabma website. This should include the decision on the licensing of markets and car boot sales within 6.66 miles of the market.

Finance/Fees

The market currently makes a net yield and this is to be applauded and demonstrates that the relationship between operational cost and stall charges are well understood. It is of course acknowledged that the profit is reducing and that this is a worrying trend. Given the reasonable charging and the location of the market this perhaps obviously raises the need to attract new customers and traders. Customers want more choice and experience and traders need more customers, increased dwell-time and conversion (whereby those attending actually spend money). No simple solution exists but incremental change such as appearance, promotion, and new traders can start to lift a market and with it its bottom line.

The current management model could be re-considered with future payments been required by Direct Debit or monthly payment to an office in advance. This is an area requiring trader involvement as it is a contentious subject particularly as many market traders prefer to work on a weekly cash basis.

Marketing & Promotion

Consideration should be given to re-enforcing the brand as part of a marketing review and on improving promotion and public relations through as many costs neutral processes as possible. Consideration should also be given to applying a promotional levy. This can be as simple as a % of stall charge or a monetary fee. This will over time enable increased promotional activity and improvements to be made beyond that available via the authority promotional budget.

Any finger post signs need to include the market and be pointing in the right direction.

Another noted marketing tool in use in the town particularly on the roads and footways leading to a market was the use of vertical lamp column banners. Engagement would be needed with both the controlling engineering team and planners to see if such banners could be placed on lighting columns to further promote the market specifically.

The market place has an information board but this could also be the place to have a secondary market specific information point.

Systems & Procedures

Work should continue in reviewing and updating all the market's systems and procedures with particular emphasis toward a market policy and new licence terms.

If the traders attending the Flea market are in the most regulars it makes sense to introduce a licence system particularly with regard to the issue of public liability. This is to ensure that the Town Council is not held liable in the case of an accident should the trader not have a suitable insurance cover.

The Town Council's own public liability insurance should be checked to ensure it is indemnified against actions or negligence that can be attributed to the market if not directly to a trader. No traders should be allowed to stand if they do not carry sufficient public liability insurance with the current preferred amount of cover been £10,000,000. This should be checked regularly by the markets management and at least twice per year.

It is worthwhile establishing an annual visit by trading standards and environmental health officials with such visits been documented. Any trading standards involvement can be added to by the market joining the 'Real Deal' anti-counterfeit initiative which has no major cost implication but can again be a positive promotional activity and one to use on general awareness literature or web sites (info@realdealmarkets.co.uk).

Final Note

The retraction of the high streets and the pressures now faced by towns cannot easily be countered. In respect of Buckingham market this is not simply about the need to attract new traders but the need to keep improving the existing offer so as to appeal to a wider consumer base, maintaining occupancy levels as a result.

The people involved in the market operation at Buckingham are working hard to increase the use and the promotion of the market and there are good initiatives in evidence alongside the added value of other town and market and fair related activity.

Important for the market at Buckingham will be the need to ensure that it continues to form part of any future town event strategies and that there is a co-ordinated approach to the role it plays in the future of the town.

8.0 Acknowledgement

The drafting of this report would not have been possible without the help, honest assistance and hospitality given by Dean Jones the Deputy Town Clerk of Buckingham Town Council Town Council

9.0 Addendum



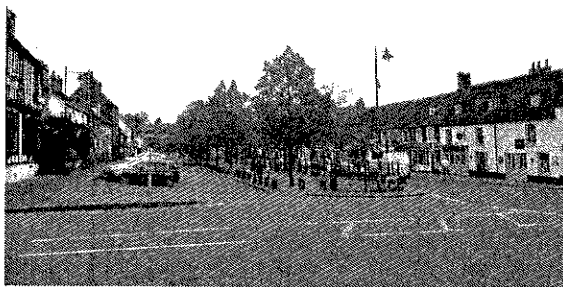
The market contains goods stalls in terms of offer that are not currently shown in their best light because of the enforced layout (i.e. gaps) or stall type.



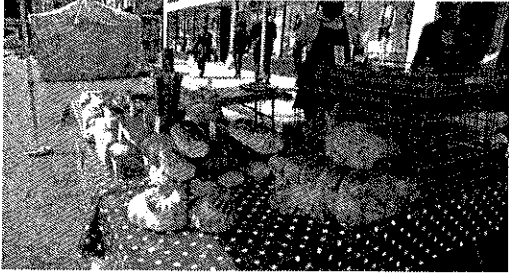
First view of market is not the best – could this be improved. An end stall rather than a simple goods trading offer would help. Similarly re the barrier, cones and the end stall – could this be improved?



A uniform and closed up line of stalls with better quality stalls or sheets would improve the market visual



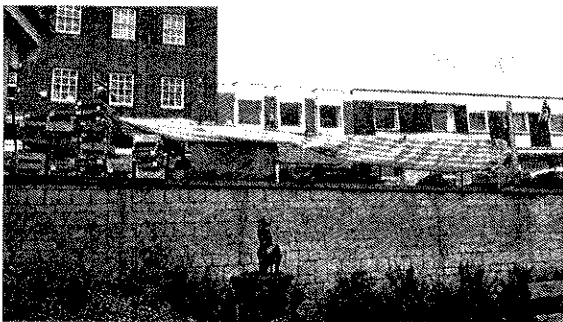
The area known as the Cattle Pens is ideal for the Craft and further specialist markets. It is also close enough for dual visitation to the Market Hill stalls



Market has good traders and product mix including fruit and vegetables



Town has good signage but not all finger posts indicate the market location



The rear view of stalls is still important if on a main access or visual point. Could this be improved by sheeting or just good housekeeping?

**BUCKINGHAM TOWN COUNCIL
TOWN CENTRE AND EVENTS COMMITTEE
MONDAY 11th July 2016**

Agenda item no. 5.2

Contact Officer: Dean Jones

Request to have trader vehicle parked within the market area on Tuesday's market on health grounds

The office has received the attached request from one of our regular long term traders, Viv Trindol, the card man on Tuesday's market.

The Market Manager has confirmed that Mr Dindol has been suffering with a back problem for some time and that that the van could be parked in the 'loading only bay' on Tuesday's as this is still under the Charter road closure. Parking in the loading bay wouldn't present any problems legally or in terms of it impacting on other traders as this area sits outside the main market area but within the road closure.

Recommendation

Mr Dindol has been trading on Buckingham market for over ten years and his stall provides the market with variety and good value and therefore a special dispensation on health grounds should be made to enable Mr Dindol to continue trading on Tuesday's market. If members are in agreement with the recommendation the Market Manager will speak to other traders to explain the situation and ensure the reasons for this exception are fully understood.

-----Original Message-----

From: Viv Dindol [mailto: [REDACTED]]

Sent: 06 June 2016 23:10

To: admin@buckingham-tc.gov.uk

Subject: Letter to deputy town clerk

Dear Dean,

Thank you for talking to me on the phone earlier today.

As we discussed, I am finding it extremely hard working on Buckingham Market, due health problems. I have had to have a back brace for over ten years, and last Tuesday I was rushed to the local doctors surgery as I very bad pains in the heart region. I feel that I need to keep my van nearby, to unable me to only unload necessary stock and equipment.

I hope that the council will consider my request favourably, and look forward to hearing from you soon.

Yours sincerely,

Viv Dindol, the card man - Tuesday's.

Sent from my iPad

From the body of Market Traders on Buckingham Market

To: Buckingham Town Council

Firstly, we would all like to say a big thank you to Bill, the market manager. He has been there to help and support us in all weathers, and we're very sorry to see him go.

His departure is all the more unfortunate as it comes at a time when we feel there are more than a few issues to address, and when we need someone to be able to liaise between ourselves and you as a council. We all want to be able to work together going forward to enhance and improve the market for everyone.

The pace of change in market trading over the last few years, the changing habits of the buying public and also the change in Buckingham itself, with the increase in the number of out of town retail outlets have all had a major effect on footfall. As you can appreciate, in bad weather the effect is such as to often reduce our takings by 50%.

Our view is that the best way to counter this is by encouraging specialist traders to the market, selling high quality products at affordable prices. We welcome the arrival of the honey and pie stalls, and also hope the cheese/olive man can be persuaded to return.

One thing that has come to our attention is newcomers to the market, selling the same produce as long time traders, are lobbying to come on more than one day. While we can appreciate that this appears to offer a greater choice, our view is that there should be no more than one trader selling the same commodity at the same time. As little as ten years ago this was not as much of a problem, as there was not as many other retailers in Buckingham, making it easier to earn a decent living from the market. This is sadly no longer the case.

Any problems or issues that arise we very much wish to be able to consult with you over first, whether this is through the market manager or directly. We ought to be all in this together, and at the moment it sometimes feels as though we are not.

The Market Traders

	Actual Last Year	Actual Year To Date	Current Annual Bud	Variance Annual Total	Committed Expenditure	Funds Available	% of Budget	
<u>TOWN CENTRE & EVENTS</u>								
301	<u>TOWN CENTRE & EVENTS</u>							
4078	NEW SIGNS	282	0	500	500	500	0.0 %	
4079	FAIR TRADE PROMOTION	352	66	400	334	334	16.5 %	
4094	YOUTH PROJECT	1,410	0	3,000	3,000	3,000	0.0 %	
4104	TOWN IN BLOOM	5,529	1,290	6,887	5,597	5,597	18.7 %	
4107	PRIDE OF PLACE	267	20	250	230	230	8.0 %	
4115	RIVER RINSE	320	0	400	400	400	0.0 %	
4165	WINTER HANGING BASKET	0	0	1,000	1,000	1,000	0.0 %	
4201	CHRISTMAS LIGHTS	9,847	0	10,000	10,000	10,000	0.0 %	
4202	FIREWORK DISPLAY	3,665	0	4,000	4,000	4,000	0.0 %	
4203	COMMUNITY FAIR	358	0	500	500	500	0.0 %	
4205	CHRISTMAS PARADE	2,799	0	3,000	3,000	3,000	0.0 %	
4208	SPRING FAIR	0	0	500	500	500	0.0 %	
4209	TRAFFIC ORDERS FOR EVENTS	126	0	300	300	300	0.0 %	
4210	PANCAKE RACE	109	0	75	75	75	0.0 %	
4211	BAND JAM	2,878	0	3,500	3,500	3,500	0.0 %	
4212	CHRISTMAS LIGHT SWITCH ON	375	0	600	600	600	0.0 %	
4213	DOG AWARENESS	236	0	300	300	300	0.0 %	
4215	EVENTS PA SYSTEM	200	0	0	0	0	0.0 %	
4216	MAY DAY EVENT	43	0	50	50	50	0.0 %	
4220	MUSIC IN THE MARKET	3,549	3,515	3,500	-15	-15	100.4 %	
4228	ENTERTAINMENTS	1,070	0	1,070	1,070	1,070	0.0 %	
4241	COMEDY NIGHT EXPENDITURE	2,935	0	3,000	3,000	3,000	0.0 %	
4243	CHARTER FAIR EXPENDITURE	1,800	0	1,800	1,800	1,800	0.0 %	
	TOWN CENTRE & EVENTS :- Expenditure	38,150	4,891	44,632	39,741	0	39,741	11.0 %
1013	HANGING BASKETS	542	333	1,000	-667			33.3 %
1062	COMMUNITY FAIR - TABLE	200	0	300	-300			0.0 %
1063	TRAFFIC ORDERS RECHARGED	114	0	150	-150			0.0 %
1066	COMEDY NIGHT INCOME	1,335	15	3,000	-2,985			0.5 %
1069	CHARTER FAIR INCOME	6,146	0	6,330	-6,330			0.0 %
	TOWN CENTRE & EVENTS :- Income	8,336	348	10,780	-10,432			3.2 %
	Net Expenditure over Income	29,814	4,543	33,852	29,309			
302	<u>STREET MARKET</u>							
4017	SUBSCRIPTIONS	0	0	330	330	330	0.0 %	
4225	RATES	3,696	743	4,000	3,257	3,257	18.6 %	
4226	SUPERVISORS	4,550	1,300	4,000	2,700	2,700	32.5 %	

Month No : 3

Committee Report

	Actual Last Year	Actual Year To Date	Current Annual Bud	Variance Annual Total	Committed Expenditure	Funds Available	% of Budget
4235 MARKET INFRASTRUCTURE &	2,568	593	2,400	1,807		1,807	24.7 %
STREET MARKET :- Expenditure	10,814	2,636	10,730	8,094	0	8,094	24.6 %
1005 STREET MARKET	18,331	4,545	19,000	-14,455			23.9 %
1006 FLEA MARKET	4,340	1,302	5,000	-3,698			26.0 %
1007 CONTINENTAL MARKET	166	0	0	0			0.0 %
STREET MARKET :- Income	22,837	5,847	24,000	-18,153			24.4 %
Net Expenditure over Income	-12,023	-3,211	-13,270	-10,059			
<u>303 SPECIAL EVENTS</u>							
4242 FOOD FAIR	343	0	1,200	1,200		1,200	0.0 %
4260 TWINNING	0	0	1,000	1,000		1,000	0.0 %
SPECIAL EVENTS :- Expenditure	343	0	2,200	2,200	0	2,200	0.0 %
1020 FOOD FAIR INCOME	350	0	450	-450			0.0 %
SPECIAL EVENTS :- Income	350	0	450	-450			0.0 %
Net Expenditure over Income	-7	0	1,750	1,750			
TOWN CENTRE & EVENTS :- Expenditure	49,307	7,527	57,562	50,035	0	50,035	13.1 %
Income	31,523	6,195	35,230	-29,035			17.6 %
Net Expenditure over Income	17,784	1,332	22,332	21,000			

Month No : 3

Committee Report

	Actual Last Year	Actual Year To Date	Current Annual Bud	Variance Annual Total	Committed Expenditure	Funds Available	% of Budget
<u>EARMARKED RESERVES</u>							
901	<u>EARMARKED RESERVES</u>						
9006	NAG	372	0	1,598	1,598	1,598	0.0 %
9009	CAPITAL RESERVE	43,547	0	66,453	66,453	66,453	0 100.0 %
9011	WAR MEMORIAL	0	0	931	931	931	0.0 %
9012	CHRISTMAS LIGHTS	0	0	6,753	6,753	6,753	0.0 %
9013	YOUTH PROJECTS	0	0	3,270	3,270	3,270	0.0 %
9015	CHARTER FAIRS	1,606	0	7,795	7,795	7,795	0.0 %
9018	REPAIR OF FOOTPATHS	2,965	0	2,966	2,966	2,966	0 100.0 %
9019	MEMORIAL TESTING	0	0	2,874	2,874	2,874	0.0 %
9025	PLAY AREA REPLACEMENT	0	0	17,121	17,121	17,121	0.0 %
9027	GREEN BUCKINGHAM GROUP	0	0	226	226	226	0.0 %
9029	CIRCULAR WALK MAINT	0	0	5,399	5,399	5,399	0.0 %
9030	TOURISM LEAFLETS	0	0	3,402	3,402	3,402	0.0 %
9032	BUCK NEIGHBOURHOOD DEV	18,601	0	1,200	1,200	1,200	0.0 %
9033	DESTINATION BUCKINGHAM	9,717	2,418	4,451	2,033	2,033	54.3 %
9034	RIVER AND POND MAINTENANCE	1,507	0	0	0	0	0.0 %
9035	PARKS DEVELOPMENT	11,355	11,993	43,192	31,199	20,774	10,425 75.9 %
9036	ELECTION COSTS	2,812	0	3,188	3,188	3,188	0.0 %
9037	JUBILEE BOOK	1,358	0	0	0	0	0.0 %
9038	NEW VEHICLE	15,180	0	13,815	13,815	13,815	0 100.0 %
9039	BARRIERS FOR EVENTS	560	0	2,608	2,608	2,608	0.0 %
9040	PARK RUN	98	20	0	-20	-20	0.0 %
9041	MVAS	1,818	0	0	0	0	0.0 %
9042	HOSTING OF TWINNING EVENT	0	0	2,000	2,000	2,000	0.0 %
9043	NEW BAGS AND LEAFLETS	0	0	1,532	1,532	1,532	0.0 %
9044	COMEDY NIGHT	0	0	2,057	2,057	2,057	0.0 %
9045	ACCESS FOR ALL	-500	0	0	0	0	0.0 %
9046	PLANNING DISPLAY EQUIPMENT	0	0	5,242	5,242	5,242	0.0 %
9047	FUTURE EVENTS	0	335	2,760	2,425	335	2,090 24.3 %
EARMARKED RESERVES :- Expenditure		110,997	14,766	200,833	186,067	104,343	81,724 59.3 %
Net Expenditure over Income		110,997	14,766	200,833	186,067		
<hr/>							
EARMARKED RESERVES :- Expenditure		110,997	14,766	200,833	186,067	104,343	81,724 59.3 %
Income		0	0	0	0		0.0 %
Net Expenditure over Income		110,997	14,766	200,833	186,067		

	Actual Last Year	Actual Year To Date	Current Annual Bud	Variance Annual Total	Committed Expenditure	Funds Available	% of Budget
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PARTNERSHIPS505 AYLESBURY VALE SHORTFALL

4219	BUCKINGHAM FRINGE	8,519	4,847	9,000	4,153	4,153	53.9 %
5001	TIC GRANT	26,000	26,000	26,000	0	0	100.0 %

AYLESBURY VALE SHORTFALL :- Expenditure	34,519	30,847	35,000	4,153	0	4,153	88.1 %
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1065	BUCKINGHAM FRINGE INCOME	2,460	632	4,000	-3,368		15.8 %
1068	COUNCIL TAX TOP UP GRANT	18,130	0	0	0		0.0 %

AYLESBURY VALE SHORTFALL :- Income	20,590	632	4,000	-3,368			15.8 %
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Net Expenditure over Income	13,929	30,215	31,000	785			
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PARTNERSHIPS :- Expenditure	34,519	30,847	35,000	4,153	0	4,153	88.1 %
Income	20,590	632	4,000	-3,368			15.8 %

Net Expenditure over Income	13,929	30,215	31,000	785			
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Committee Clerk

From: Deputy Town Clerk <deputytownclerk@buckingham-tc.gov.uk>
Sent: 31 May 2016 09:40
To: 'Committee Clerk'
Subject: FW: TOWN CENTRE & EVENTS TERMS OFF REFERENCE

fyi

Dean Jones
 Deputy Town Clerk
 Buckingham Town Council

Office: 01280 816426
 Mobile: 07436812412



Email: deputytownclerk@buckingham-tc.gov.uk
 Web Site www.buckingham-tc.gov.uk

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From: Mike Smith [<mailto:>]
Sent: 31 May 2016 09:26
To: Amanda Brubaker; deputytownclerk@buckingham-tc.gov.uk
Cc: Christopher Wayman
Subject: TOWN CENTRE & EVENTS TERMS OFF REFERENCE

Hi Amanda & Dean

Further to earlier correspondence concerning the above, thanks for sorting out the correct current version (agreed on 6/5/14 (Minute 7/14) version 2). I have now looked through these and offer the following suggested revisions:

Paras 1 to 2 – no changes suggested

Para 3 – merge para 3 and para 3.1

Para 4 to 9 – no changes suggested

Para 10 – revise to: The Committee shall be responsible for and, unless stated elsewhere, have authority in respect of the functions and activities stated at paragraphs 11.1 to 11.16 herein.

Charter Fair

11.1 to oversee all arrangements, including contractual arrangements with representatives of the Showman's Guild

11.2 to liaise as appropriate with the Showman's Guild and/or their representatives, and the Police and other appropriate authorities

Town Events (New heading to replace Annual Events)

11.3 to organise and co-ordinate all regular town events and entertainments

11.4 to oversee inclusion of the town in the Best Kept Village (Small Towns Section) competition and similar activities as deemed appropriate from time to time

11.5 to maximise the good appearance of the town by arranging suitable hanging baskets and similar floral arrangements

11.6 to oversee and review all contracts associated with items 11.3 to 11.5 above

Twinning (no change proposed)

Promotion

11.8 to promote the town via its Tourist Information Centre and any appropriate social media, and review effectiveness from time to time

11.9 where appropriate, work closely with the town trader and business communities

11.10 where appropriate, offer support to other local organisations wishing to hold events and activities in the town for the benefit of all residents

Markets

11.11 in conjunction with the Deputy Town Clerk as Market Co-ordinator, oversee the day to day running of the Street market, Flea Market and any occasional specialist markets

11.12 to promote the widespread use of environmentally friendly carrier bags, in line with the Council's policy to make Buckingham a plastic bag free area

Younger Residents (New heading)

11.13 encourage and support activities and events for younger people, via the Youth Council and other youth-orientated organisations

11.14 utilise external organisations (eg AVDC's Play Around the Parishes) to provide activities for the youngest members of the community

Road Closures

11.15 arrange, oversee and administer, in conjunction with the appropriate authorities, all road closure requirements for any town council event held in the town

11.16 advise on and (where appropriate) arrange, oversee and administer any road closure sought by third-parties for their own events where the cost of that Road Closure Order shall be met by the third-party organiser(s)

Paras 12 to 14 – no suggested changes.

Could these please be included on the Agenda for discussion at the next TC&E meeting on 11 July.

Many thanks ...

Mike Smith

☎ (mobile) [REDACTED]

This message is only intended for those named above, and was sent in good faith. If you are not a named recipient I apologise – please ignore the content and delete it.



Buckingham Town Council

Terms of Reference

Date Agreed: 06/05/2014

Minute Number: 7/14

Prepared by:

Christopher Wayman

Version: 2.0

Name

1. The Committee shall be known as the **TOWN CENTRE & EVENTS COMMITTEE**.
2. The Committee may be referred to as TC&E.

Membership

3. Membership of the committee is open to any Councillor who wishes to be a member
 - 3.1. Councillors who are not Members of the Committee may attend the meeting, but they may not vote on a decision.
4. The Committee shall be subject to a quorum of 3 or one third of its membership, whichever is greater.

Chairman

5. The Committee shall elect a Chairman at the first meeting after the Annual Town Council Meeting. The Chairman's period of office is for one year.
6. The Committee shall elect a Vice-Chairman at the first meeting after the Annual Town Council Meeting. The Vice-Chairman's period of office is for one year.
7. The Chairman if present shall Chair the Committee meeting.

Conduct of the Meeting

8. All meetings of the Town Centre & Events Committee shall be convened in accordance with the Town Council's standing orders and current legislation.
9. All business undertaken at the Town Centre & Events Committee shall be done so in accordance with the Town Council's standing orders and current legislation

Area of Operations

10. The Committee shall be responsible for and have the authority for (unless stated elsewhere) the following aspects of the Town Council's functions:
 - Town Council annual events
 - Special one-off events for the Town
 - Visitor Information Centre
 - Promoting the Town and the Town Centre
 - Town Council Markets

11. In addition to the areas of operation above the Town Centre & Events Committee has the following responsibilities:

Charter Fair

- 11.1) to organise and co-ordinate the Annual Charter Fair and to review the contract for Recommendation to Full Council.
- 11.2) to liaise with the Showmen's Guild and/or their representatives, the Police and the County Council

Annual Events

- 11.3) to set up the Road Closure Order
- 11.4) to arrange and co-ordinate the Town Council's annual events and any other such events as agreed from time to time
- 11.5) to organise and co-ordinate the Council's Christmas Lights display; set up and review contracts
- 11.6) to arrange the purchase of hanging baskets and similar floral arrangements, tubs and planters

Twinning

- 11.7) to be responsible for all matters relating to the involvement of the Council in twinning affairs with existing twin towns, any matters relating to future twinning possibilities and liaison with the Buckingham Twinning Association in pursuing these aims

Promotion

- 11.8) to promote the Town through appropriate media and via the web site
- 11.9) to work with the Town Centre Traders
- 11.10) to support any other Council events in the Town Centre

Markets

- 11.11) the running of the Street, Flea, Farmers and Specialist Markets
- 11.12) the day to day running and operation is further delegated to the Deputy Town Clerk as Market Co-ordinator

Further Information

- 12. The Committee has authority to proceed with all items within its budget, but must refer to Full Council when non budgeted expenditure is anticipated.
- 13. The Committee shall appoint sub committees and working groups as and when it is deemed necessary and shall set out Terms of Reference for those bodies
- 14. The Committee shall undertake reviews of Terms of Reference as and when appropriate for sub-committees and working groups under its remit, and should make recommendations to Full Council regarding its own Terms of Reference.

**BUCKINGHAM TOWN COUNCIL
TOWN CENTRE AND EVENTS COMMITTEE
MONDAY 11th July 2016**

Agenda item no. 13.1

Contact Officer: Amanda Brubaker

Buckingham Fringe Week 2016

This year's fringe week took place from Saturday 11th June to Sunday 19th June. As usual there was a week of events with some being organised by Buckingham Town Council.

The week kicked off on Saturday 11th June with music outside the Old Gaol from Caroline Arnill and Pete (Rufus) Gibbs.

In the afternoon there was **kite flying** at Buckingham Primary School which was organised by Buckingham Town Council. Members of the public were asked to bring their homemade kite to the school and prizes were awarded to the best ones. Entries included one from the Mayor and one from the Admin Assistant and Events Co-ordinator. Everyone was asked to demonstrate their kite flying. In all there was approx. 10 homemade kites.

Buckingham Primary School students provided refreshments, tombola and maypole dancing as well as a book sale.

That evening the Filmplace put on a free screening of Garsington Opera's acclaimed 2015 production of Mozarts comic opera 'Cosi fan tutte'.

On Sunday a traditional fete and bbq was held at St Peter & St Paul Church to celebrate the **Queen's 90th birthday**. This was a joint event between the Town Council and St Peter & St Paul church. Due to the rain some of the activities were moved inside the church, but the sack races and egg and spoon races went ahead outside as did the coconut shy and bowling for a pig. Members of the church served cream teas. Entries for the 1920's fancy dress competition was disappointing as there was only 2 ladies that entered and 3 girls. Prizes were given to the winners.

Monday evening Roger Edwards led a **history tour** around Buckingham explaining what the Dukes of Buckingham did for us. The tour was sold out and was very successful.

Tuesday saw the ever popular **cream teas and music** at Villiers Hotel. Music was provided by the Syncoptated Jazz Band who have told me that they had a wonderful time and took requests throughout the afternoon. Jean Rush, Manager of Villiers Hotel

reported that 47 cream teas were served throughout the afternoon. (Comments attached from Anita Savage)

Tuesday evening saw the **Oxford Fiddle Group** perform in the Radcliffe Centre. An audience of 75 people enjoyed songs and tunes from England and Scotland as well as the USA and Ireland. This was the 7th year that they had performed as part of the Buckingham Fringe week and really enjoy coming here. (See attached e-mail from Tom Bell-Richards).

Wednesday night was the annual joint **youth project** between Buckingham School and The Royal Latin School. This year's theme was 'Missing' and covered topics such as Missing in Action and Missing In Time. The event was hosted this year by the Royal Latin School.

After the youth project there was **Karaoke** in the Kings Head.

Thursday night saw the weekly live acoustic music with the **Buckingham Acoustic Club** in the Woolpack.

If you enjoy **disco's** then Buckingham Athletic Sports & Social Club was the place to be on the Friday night.

Saturday 18th June was **Civic Day** where a presentation was made to the Rotary citizen of the year by Buckingham's Town Mayor. There was singing from the Buckingham Choral Society and hot food and music in the courtyard of Clay's.

The beat goes on – part 2 was organised this year by Caroline Arnill and Pete Gibbs (Rufus Stone) and supported by Buckingham Town Council. The free music event featured the 2nd annual 'Young drummer of the year' competition. Entries were for senior drummer and junior drummer and there was a drum off between the winners of both groups. There was also live bands throughout the afternoon.

The week finished off with **Comedy** from Mark Steele. The theme of his show was 'Who Do I Think I Am?' Mark was adopted as a baby and over many years managed to trace his real parents. The audience was full of laughter as Mark related how he managed to trace his real father was no other than champion backgammon player and author of Backgammon for Profit, Joe Dwek. Joe was a member of the famous Clermont club in London and among his friends was Lord Lucan.

Attached are some of the comments received from people who attended the night.

This year the **fringe brochure** was delivered door to door together with the Buckingham Town Matters. The Company that delivered the brochure was very good and kept me informed of when each sector had been completed.

The cost for the delivery of the brochure was a lot less than previous years when it had been distributed via the Buckingham Advertiser.

The fringe events were also well advertised on facebook and twitter and were shared amongst different groups. Brochures were also put in the Old Gaol, Villiers Hotel, and Russell Cross' antique shop. A press release was sent to the Buckingham Advertiser and

Recommendation

The week went very well and was varied.

I recommend that we include kite flying in the fringe week again next year and build on that event.

With regards to the distribution of the fringe brochure I recommend that we once again use Door To Door and continue to promote the events on facebook and twitter.

**BUCKINGHAM TOWN COUNCIL
TOWN CENTRE AND EVENTS COMMITTEE
MONDAY 11th July 2016**

Agenda item no. 13.2

Contact Officer: Amanda Brubaker

Music In the Market 2016

The 16th annual Music In The Market got off to a good start on Sunday 29th May. The event was opened by Buckingham Mayor Cllr Andy Mahi and the town crier.

Duo Jenny & Steve were first to perform with Ronni and they were followed by Udo. Buckingham Glee choir performed several songs. Janey Betts led the Zumba which consisted of mainly children taking part.

The headline band The Montanas, whose line up includes Syd Twynham who back in the 70's played with pop group 'Mud' were well received at the end of the night with their mix of pop, rock & roll and country.

As always there was a good crowd for the event. With The Whale still closed, The Kings Head ordered in extra beer and plastic glasses.

Two x SIA security persons were booked for the event and as always there was no major incident for them to intervene in. There were two groups that were bickering between each other but that was quickly dealt with.

A pane of glass was broken at the pet shop by a group of children (ages 7/8 yrs old) who were messing about. This was reported to the town council staff by Richard and Linda Watkins. Linda did not see the window being broken, but heard the glass smash. Apparently a group of adults were checking one of the children to make sure he was Ok. Unfortunately, the parents did not report the incident to anyone. The owner of the pet shop was contacted via facebook.. Paul Thomas was very pleased that we had contacted him and went to assess the damage.

The large rubbish bins were again hired in through Biffa.

The clean up at the end of the night went very well and this is partly due to the fact that we litter pick throughout the evening.

Recommendation

I recommend that we continue to support the event and that thanks are given to the Town Councils outdoor staff who were hard at work at 6:30am setting up the road closure for the event and then assisting with the clean up at the end and taking down the barriers and signs associated with the road closure.

Amanda Brubaker

From: Marra, Luisa <[REDACTED]>
Sent: Tuesday, June 21, 2016 2:01 PM
To: Amanda Brubaker
Cc: Labross, Stuart
Subject: FW: Attn: Amanda Brubaker - Charter Fair 2016
Attachments: RJ Standard Terms April 2009.pdf

Dear Amanda,

Thank you for your requests regarding to the Charter Fair, Buckingham 2016 and apologies for the delayed response.

I have revised a quote with this year's rates and to complete the works, the new quote price is £2863.55 + VAT.

Should you wish to accept this quote, please can you respond back in writing via letter or email and confirm the dates of when you require the works to be carried out.

Upon receipt of your written confirmation, I will arrange for an invoice to be sent as soon as possible.

Should you have any queries, please do not hesitate to contact me.

(Terms and Conditions are attached)

Luisa Marra
Street Lighting Technician
Network Operations
Transport for Buckinghamshire
Griffin Lane Depot,
Corrib Industrial Estate,
Griffin Lane,
Aylesbury,
Bucks,
HP19 8BP

Visit our Website www.buckscc.gov.uk/transport

Follow us on Twitter @ TfB alerts

Together ... Keeping Children Safe

Quote is the same as last year.

**BUCKINGHAM TOWN COUNCIL
TOWN CENTRE AND EVENTS COMMITTEE
MONDAY 11th July 2016**

Agenda item no. 16

Contact Officer: Amanda Brubaker

Portable Disabled Toilets For Outdoor Events

There have been some discussions regarding the possibility of hiring in a disabled toilet for outdoor events such as Music In The Market and Bandjam now that The Whale has closed.

I have been in touch with Home Counties Toilet Hire who we use for the hire of the toilets for the dog show, and they have said that they could deliver 1 x portable disabled toilet by 1pm on the day of Bandjam (Sunday), but they could not collect the same day as it would be too late. Bandjam does not finish until 10pm. The earliest they would be able to collect the toilet would be on Bank Holiday Monday morning.

The toilet would be our sole responsibility from the time that it is delivered to the time that it is collected which means that if it was pushed over before collection then we would have to clean up the mess.

The toilet would have to be chained to the railings outside the Old Gaol where the 5 x large bins go for the rubbish collection. Home Counties Toilet Hire have said that once the event is over then 6 foot high heras fencing should be wrapped around the toilet and then the chains go over the top of that.

The Deputy Town Clerk and myself have looked at other possible locations for the toilet within the area of the bull ring and unfortunately there is nowhere that is on level ground or anywhere suitable for it to be chained up to.

I have spoken to the Kings Head and they do have disabled access into the pub via the side door and the use of a ramp. The White Hart also has disabled access. The Community Centre is also open during the day and the toilets can be used there.

Once The Whale public house has re-opened, then we can arrange with the new landlord that there is access to the toilets.

Recommendation

If a toilet was hired in and for some reason it was pushed over and emptied then we would be responsible for cleaning it up. This would involve our Greenspaces team and as the event is on a bank holiday, they would have to be placed on standby. The drains drain into the river, so we would have the risk of contaminating the river. If the toilet was damaged then we would be charged for the damage.

Based on the above information, I recommend that we do not hire in a portable toilet as there are enough places open that have disabled access to their toilets. Arrangements can also be made with AVDC to keep the toilets open past 8pm.

Amanda Brubaker

From: Rosemary <[REDACTED]>
Sent: Monday, June 13, 2016 3:50 PM
To: Amanda Brubaker
Subject: Re: Road Closure application for 2017

Thank you for your email Amanda.

Following our telephone conversation I can confirm the proposed route would be from the University Campus into Hunter Street, Manor Road and Church Street. Ideally we would like to reverse to parade back to start point where we hope to provide refreshments but this is not an essential requirement.

The numbers involved would be approximately 100 young people aged 6-18years and warranted leaders and section assistants of the correct ratio to meet the requirements of the Policy Organisation and Rules set out by the Scout Association for parades and outdoor events.

Many thanks for helping us to make this a memorable occasion for the Group.

Regards
Rosemary

Sent from my iPad

> On 13 Jun 2016, at 14:47, Amanda Brubaker <events@buckingham-tc.gov.uk> wrote:

>

> Hi Rosemary

>

> I note that you would like a road closure for Sunday 23rd April 2017

> for the 75th Anniversary of the Scout Group in Buckingham.

>

> You mention that you will liaise with the University to see if you can

> meet there and then march along Hunter Street to the Church. Please

> can you let me know what your proposed route would be.

>

> Regards

>

> Amanda

>

>

> Amanda Brubaker

> Events Co-Ordinator

> Buckingham Town Council

> Tele: 01280 816426

> Mobile: 074 3681 2415

>

> Email: events@buckingham-tc.gov.uk

> Web Site www.buckingham-tc.gov.uk

>

>

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> -----Original Message-----

> From: Rosemary [mailto: [REDACTED]]
> Sent: Monday, June 13, 2016 2:14 PM
> To: events@buckingham-tc.gov.uk
> Cc: Peter Frohock
> Subject: Road Closure application for 2017

>
> Dear Amanda,
> I have been asked by 3rd Buckingham Scouts to establish if a street
> closure could be requested for Sunday 23rd April 2017.
> This will be St Georges Day and as this will be the 75th Anniversary
> of the Group in Buckingham they have arranged for a service to be held
> at St Peter and St Paul from 14.00-15.00.
> The plan is to liaise with the University to meet there and parade
> along Hunter Street to the Church.
> Please can I ask you to forward the relevant paperwork for completion
> or I can collect this from the Town Council later this week if necessary.

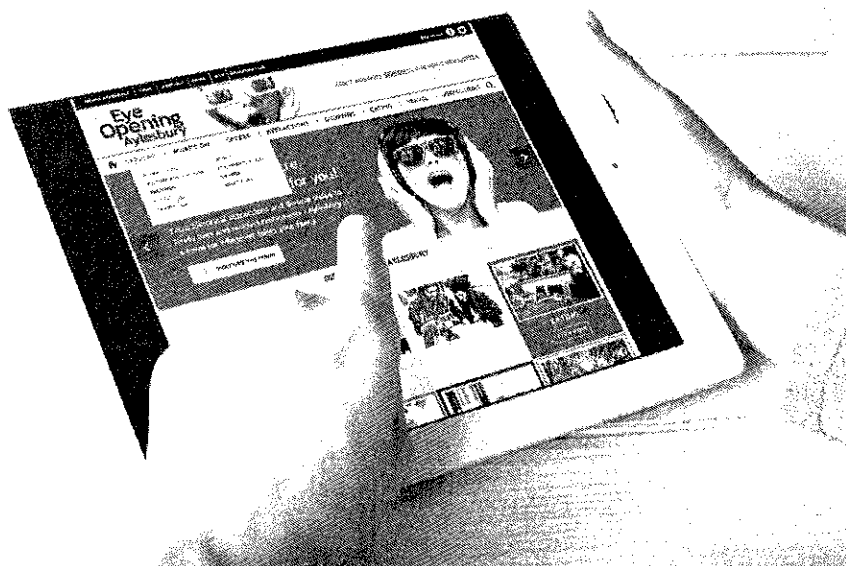
>
> Many thanks.
> Regards
> Rosemary Frohock
> Deputy District Commissioner
> Buckingham, Winslow and District Scouts

> [REDACTED]
> [REDACTED]

>
>
>
>
> Sent from my iPad=
>

Take a closer look at what's happening in Aylesbury

28 Oct 2015



A useful new website has been launched that showcases the very best of Aylesbury as a place to visit.

The 'Visit Aylesbury' website aims to help local residents re-discover the town centre and encourage new visitors into the area by raising awareness of the town's many attractions.

Developed by the Marketing Aylesbury Group and part-funded by Aylesbury Vale District Council, www.visitaylesbury.co.uk offers an abundance of up-to-date information to make a visit to the town an enjoyable and memorable experience.

The website includes information on entertainment, events and gigs, shopping, history and culture and places to eat and drink, as well as practical information to help your visit such as details of car parks, public transport and toilet facilities. There'll also be special offers from town centre businesses.

It's free for town centre businesses and events to be included on the site. Residents and visitors can sign up to a newsletter to receive information about events and offers in the town.

This is an exciting time for Aylesbury, county town of Buckinghamshire, as the focus of a multi-million pound improvement programme. The town centre has seen major change in the last five years - and there's plenty more to come including the soon-to-open University Campus Aylesbury Vale.

Councillor Angela Macpherson, Cabinet Member for Leisure, Communities and Civic Amenities, said: "There's a lot to like about Aylesbury including a vibrant arts scene and great mix of shops and restaurants. The new website is dedicated to showcasing all the good things about the town, not just to visitors but to our own residents too.

"The council and its partners are putting their hearts into improving the area with multi-million pound redevelopment plans including new shops, housing and community facilities. We're pleased to be working with the Marketing Aylesbury Group on the website project and contributing towards the wider promotion of the town."

Buckingham	Local bookings				Incoming BABA				Outgoing BABA										
	Personal	Personal	Telephone	Social Media	Telephone	Local bookings	Telephone bookings	Bed nights booked	Total People booked	Value of local bookings	Incoming BABA Bookings	Incoming BABA Bed nights	Incoming BABA People booked	Incoming BABA value	Value of local bookings & BABA in	Outgoing BABA Bookings	Outgoing BABA bed nights booked	Outgoing BABA people booked	Outgoing BABA value
April	2,632	70	118	123	0	0	0	0	0	0.00	0	0	0	0.00	0	0	0	0	0.00
May	2,493	114	122	314	0	4	0	10	5	290.00	0	0	0	0.00	0	0	0	0	0.00
June	0	0	0	0	0	0	0	0	0	0.00	0	0	0	0.00	0	0	0	0	0.00
July	0	0	0	0	0	0	0	0	0	0.00	0	0	0	0.00	0	0	0	0	0.00
August	0	0	0	0	0	0	0	0	0	0.00	0	0	0	0.00	0	0	0	0	0.00
September	0	0	0	0	0	0	0	0	0	0.00	0	0	0	0.00	0	0	0	0	0.00
October	0	0	0	0	0	0	0	0	0	0.00	0	0	0	0.00	0	0	0	0	0.00
November	0	0	0	0	0	0	0	0	0	0.00	0	0	0	0.00	0	0	0	0	0.00
December	0	0	0	0	0	0	0	0	0	0.00	0	0	0	0.00	0	0	0	0	0.00
January	0	0	0	0	0	0	0	0	0	0.00	0	0	0	0.00	0	0	0	0	0.00
February	0	0	0	0	0	0	0	0	0	0.00	0	0	0	0.00	0	0	0	0	0.00
March	0	0	0	0	0	0	0	0	0	0.00	0	0	0	0.00	0	0	0	0	0.00
Total	5,125	184	240	437	0	4	0	10	5	290.00	0	0	0	0.00	0	0	0	0	0.00

BUCKINGHAM OLD GAOL MUSEUM & TIC VISITOR NUMBERS

YEAR	MUSEUM			TOURIST INFORMATION CENTRE			
	Adults	Children	Tickets* Families	UK Local	Wider UK	Overseas	TOTAL
2010	2,233	237	128	2,982	NO BREAKDOWN OF FIGURES AVAILABLE	35,470	35,470
2011	2,422	371	140	3,357	32,708	41,005	41,005
2012	2,513	254	187	3,515	7,082	33,392	33,392
2013	2,655	270	165	3,585	14,616	28,821	28,821
2014	2,635	320	145	3,535	15,010	30,833	30,833
2015 **	2844	483	176	4031	14,758	31,202	31,202

** Museum closed for 11 days for new lighting installation

2016	MUSEUM			TOURIST INFORMATION CENTRE			
	Adults	Children	Tickets* Families	UK Local	Wider UK	Overseas	TOTAL
Jan	185	5	5	210	846	30	2,216
Feb	246	11	14	313	891	54	2,377
Mar	346	38	21	468	1110	68	2,666
Apr	278	48	19	406	1150	66	2,698
May	248	10	14	314	1370	114	2,607
Jun				0		0	0
Jul				0		0	0
Aug				0		0	0
Sep				0		0	0
Oct				0		0	0
Nov				0		0	0
Dec				0		0	0
TOTALS	1303	112	73	1711	5,367	332	12,564

* Family tickets are for up to five people (2 adults and up to 3 children)