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To: ACT Cllrs; Brittain, Crisfield (Vice-Chair), Ducker, Heaton, Kennedy, Lovell (Chair), Stokes-Stephens
All other recipients for information only.

20 July 2022

Dear Councillor

Summons

You are summoned to the Arts, Culture and Tourism Committee of Shepton Mallet Town Council for the transaction of the business shown on the agenda below. To be held at 7 pm on **Tuesday, 26 July 2022** in the Council Chamber, Mendip District Council

Public Participation

Members of the public and press are entitled to be at the following meeting in accordance with the Public Bodies (Admission to Meeting) Act 1960 Section 1 extended by the Local Government Act 1972 Section 100 unless precluded by the Town Council by resolution during the whole or part of the proceedings. Such entitlement does not however include the right to speak on any matter except at the beginning of the meeting providing that prior notice has been given by noon on the day of the meeting on: info@sheptonmallet-tc.gov.uk or 01749 343984.

Any issues raised during the public session should relate to the remit of the committee. No resolution for action can be taken unless already identified on the agenda. A record of public participation shall not be included in the Minutes, but as an appendix note to the Minutes of the meeting.

The public question time shall not exceed 30 minutes unless by resolution to suspend standing orders or at the discretion of the chairman. If a member of public wishes to share a document with council, these documents must be submitted to Info@sheptonmallet-tc.gov.uk by noon on the day of the meeting.

The 7 principles of public life

Selflessness, Integrity, Objectivity, Accountability, Openness, Honesty and Leadership. Members are reminded of their duty under the Code of Conduct.

Yours sincerely

Claire Commons FdA (Comm Gov), Fellow SLCC, Town Clerk

Encs

(document name and page number where it is referenced)

ARTS, CULTURE AND TOURISM COMMITTEE

Agenda

ACT1.1	APOLOGIES.....	3
	To receive and consider for acceptance, apologies for absence	(1 min)
	<i>(Local Government Act, 1972 s.85)</i>	
ACT1.2	DECLARATIONS OF INTEREST.....	4
	To declare interests relating to the business of the meeting and receive dispensation requests from the Clerk.....	(1 min)
	<i>(Shepton Mallet Town Council Code of Conduct, 2019)</i>	
ACT1.3	MINUTES.....	5
	To receive the minutes of the previous meeting of the Arts, Culture and Tourism Committee.....	(1 min)
	<i>(Local Government Act 1972 Sch 12)</i>	
ACT1.4	OFFICER REPORT TO THE COMMITTEE.....	6
	To receive reports pertaining to the Arts, Culture and Tourism Committee.....	(5 min)
	<i>(Local Government Act 1972 Sch 12)</i>	
	To consider creating an art trail of billboards to promote Collett Park Day and Shepton Mallet.	(10 mins)
ACT1.5	COMMUNITY NOTICEBOARD.....	10
	To consider alternatives for community noticeboard provision.....	(20 mins)
	<i>(Local Government Act 1972 Sch 12)</i>	
ACT1.6	COLLETT PARK DAY WORKING PARTY.....	12
	To consider creation and membership of Collett Park Day Working Party.....	(10 mins)
ACT1.7	WINTER SERIES FRAMEWORK.....	13
	To consider arrangements for the Christmas Lights Switch on.....	(20 mins)
ACT1.8	CHRISTMAS LIGHT SWITCH ON.....	15
	To consider arrangements for the Christmas Lights Switch on.....	(20 mins)
ACT1.9	GRANTS AND DONATIONS POLICY.....	17
	To consider revisions to the Grants and Donations policy	(20 mins)
	<i>(Local Government Act 1972 Sch 12)</i>	
ACT1.10	COMMUNITY USE LOGO POLICY.....	18
	To consider adopting the Community Use Logo policy.....	(5 minutes)
	<i>(Local Government Act, 1972 s.111)</i>	

Anticipated meeting end time 8:40pm

Date of next meeting:

Tuesday 11th October 2022

ACT1.1 Apologies

To receive and consider for acceptance, apologies for absence

(1 min)

(Local Government Act, 1972 s.85)

Report Author: Town Clerk

ACT1.1.1 Background

- a The Council (including committees) should approve (or not) the reason for apologies given by absent councillors. If a council member has not attended a meeting of the council (or its committees) or has not tendered apologies which have been accepted by the council (or committee), for six consecutive months, they are disqualified.
- b Councillors are holders of public office and summoned to the meetings of the Council and its committees.

ACT1.1.2 Apologies received and reason

- a Councillor Kennedy due to work commitments.

ACT1.1.3 Recommendation

- a That the meeting accepts or rejects each of the apologies presented. A press release is not required for this decision.

ACT1.1.4 Reason for Recommendation

- a Accepting apologies resets the six-month absence rule.

(End)

ACT1.2 Declarations of Interest

To declare interests relating to the business of the meeting and receive dispensation requests from the Clerk. (1 min)

(Shepton Mallet Town Council Code of Conduct, 2019)

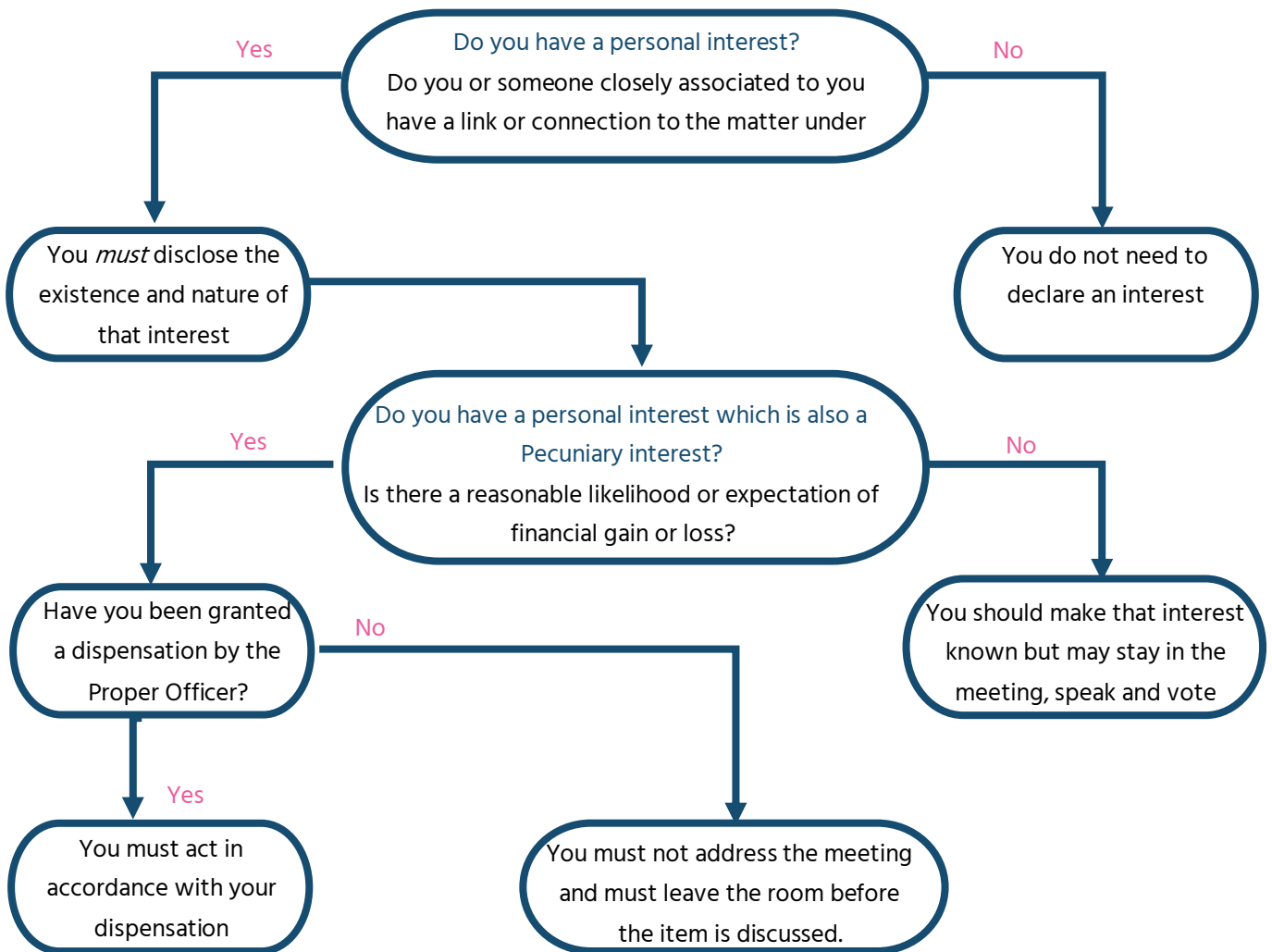
Report Author: Town Clerk

ACT1.2.1 Background

- a Members and Officers are reminded of their obligations to declare interests in accordance with the Code of Conduct 2019. The Clerk will report any dispensation requests received.
- b Where a matter arises at a meeting which relates to a councillor’s interest, the councillor has the responsibility of declaring that interest in accordance with the adopted code of conduct. (Shepton Mallet Town Council Code of Conduct, 2019)

ACT1.2.2 Recommendation

- a To note the declarations made during the meeting.



(End)

ACT1.3 Minutes

To receive the minutes of the previous meeting of the Arts, Culture and Tourism Committee.

(1 min)

(Local Government Act 1972 Sch 12)

Report Author: Democratic Support Assistant

ACT1.3.1 Background

- a When the meeting is approving the draft minutes of a previous meeting as an accurate record, the only issue for the meeting is whether the minutes accurately record the proceedings of the meeting and the resolutions made at them. It is irrelevant if the chairman or other councillors were not present at the meeting to which the draft minutes relate.
- b If it is necessary for the draft minutes of the previous meeting to be corrected because of inaccuracies then the amendments to the draft minutes must be approved by resolution. (Tharmarajah, 2013, p. 154).

ACT1.3.2 Recommendation

- a That the minutes of [3rd May 2022](#) be approved for signing as a true record of the decisions taken.

(End)

ACT1.4 Officer Report to the Committee

To receive reports pertaining to the Arts, Culture and Tourism Committee.

(5 min)

(Local Government Act 1972 Sch 12)

Report Author: Town Clerk

ACT1.4.1 Summary

- a Reports provided within this item are to be received, they provide updates on decisions already taken by the Committee and actions taken under the Scheme of Delegation (where not previously reported).

ACT1.4.2 Updates and Actions from 03/05/2022

- a Summer Series – in progress
 b Community Noticeboard provision – See agenda item ACT1.5
 c Community use logo – Complete
 d Innovator awards- defer to 2023

ACT1.4.3 Updates and Actions from previous meetings

- a There are no outstanding actions from previous meetings

ACT1.4.4 Financial Update**Detailed Income & Expenditure by Budget Heading 18/07/2022****Cost Centre Report**

	Actual Year To Date	Current Annual Bud	Variance Annual Total	Committed Expenditure	Funds Available	% Spent	Transfer to/from EMR
800 Arts, Culture & Tourism							
4223 Tourism	(1,760)	2,000	3,760		3,760	(88.0%)	
4224 Art Projects	(2,000)	0	2,000		2,000	0.0%	
4225 Community Projects	(600)	0	600		600	0.0%	
4226 Events	(1,613)	1,000	2,613		2,613	(161.3%)	
4229 Winter Series	0	10,000	10,000		10,000	0.0%	
4230 Summer Series	1,135	10,000	8,865		8,865	11.3%	
4231 Sunday Markets	0	2,000	2,000		2,000	0.0%	
4232 Arts Forums	0	300	300		300	0.0%	
4233 Community Donations	7,128	10,000	2,872		2,872	71.3%	
4234 Collett Park Day	0	10,000	10,000		10,000	0.0%	
Arts, Culture & Tourism :- Indirect Expenditure	2,290	45,300	43,010	0	43,010	5.1%	0
Net Expenditure	(2,290)	(45,300)	(43,010)				
Grand Totals:- Income	0	0	0			0.0%	
Expenditure	2,290	45,300	43,010	0	43,010	5.1%	

ACT1.4.5 Recommendation

- a That the reports are received and noted and any actions arising identified for future meetings of the Council or its Committees

ACT1.4.6 Reason for Recommendation

- a To keep members updated on committee actions and information.

(End)

TC1.1 Notice of Motion 22-005- Collett Park Day Billboards.

To consider creating an art trail of billboards to promote Collett Park Day and Shepton Mallet.

(10 mins)

Proposer: Martin Berkeley

Seconder: Matt Harrison

TC1.1.1 Summary and Background information provided by the proposer

- a This project builds on the success of the billboards created to promote Collett Park Day 2022. Images available here: <https://photos.app.goo.gl/A3k195Up3Asa9uAZ8>
- b The original idea will be scaled up to form an impactful art trail, as Shepton Mallet's version of other local trails such as the Grommets of Bristol, Swans of Wells and the Glastonbury Mural Trail.
- c The objective being to promote Shepton Mallet as being a creative, community-led centre, that is proud of its heritage.
- d The billboards will be created at a series of community workshops in town centre locations, from January to April 2023. Work to be undertaken by volunteers, led by commissioned artists.
- e They will be displayed in both prominent and hard to find locations around the town, in the form of an art trail, from 10 April 2023 until 10 July 2023. (Two months before Collett Park Day and one month afterwards, so as to be seen by Bath & West and Glastonbury Festival attendees).
- f There will be a series of up to ten 7ft x 3ft billboards, the same size as in 2022. Each will feature the head of John Collett on the body of a Shepton Mallet resident, decorated respectively in the town's colour palette.
- g New for 2023, there will also be a series of up to five 20ft x 8ft billboards. Each will feature the head of John Collett on the body of a significant Shepton Mallet resident, set in a scene that represents the town's heritage or current economy. Each will have a dedicated sponsor and location to reflect the scene. A local artist will be commissioned to design and manage the creation of each billboard, at a program of community workshops.

Each billboard will have a unique theme and artistic interpretation but they will all use the town's colour palette for a common look and feel.

For example there would be a billboard that depicts the world famous cider-making heritage of this area, located on the grounds of a current cider-making facility. There would be another that celebrates the wool heritage, set near to a wool merchant's house.

- h The project is to be a collaboration between the Town Council, SMART and the Art Bank.
- i The project will be promoted with a national PR campaign, either run by the Town Council's own communication officer or by a contracted company.

TC1.1.2 Scheme of Delegation

- a The Arts, Culture and Tourism committee is responsible for arts and tourism initiatives.

TC1.1.3 Legal Authority and Implication provided by the proposer

- a The planning authority will be consulted regarding planning permission.

TC1.1.4 Legal Authority and Implication provided by the Proper Officer

- a The Council has the power to encourage tourism (Local Government Act, 1972 s.144)

TC1.1.5 Town Plan Reference

- a People: Celebrate Volunteering
b Place Making: Heritage
c Promotion: Promote and encourage Tourism
d Promotion: Capitalise on the proximity to Glastonbury and other show sites
e Promotion: Advance Culture, the Arts, and Education
f Promotion: Engage with and support businesses and commerce
g Promotion: Support the market and events

TC1.1.6 Financial Implication provided by the proposer

- a Cost of materials:
- for up to ten small billboards: £500 cost
- each large billboard: £500 x 5 = £2500 cost
- b Artist commission (3 days work each):
- each artist: £600 x 5 = £3000 cost
- c Cost of promotion:
- ideally run in-house by our communication officer, if in post
- or else by contracted company £1000 cost
- d Sponsorship income:
- each large billboard: £1500 x 3 = £4500 income
- e Grant funding income:
- grants officer to seek funding for this project
- f Budget allocation:
- worst case: £7000 cost minus £4500 sponsorship = £2500 cost
- best case grant funding secured to cover all costs, with sponsorship as net income

Financial Implication provided by the Proper Officer

- a The council must be mindful of any expenditure from the public purse that it meets the needs of the community and provides benefit to all. This project would be more appropriate if cost neutral

TC1.1.2 Impact Assessment provided by the proposer

- a Equalities – community workshops to be fully open to all
b Environmental – none
c Crime and Disorder – none
d Resources – grants officer time, communication officer time
e Economic – positive impact to town's economy
f Risk Management – none

TC1.1.3 Recommendation by the proposer

- a The Town Council organises an art trail of billboards to promote Collett Park Day and Shepton Mallet . Delegate to the Town Clerk all details in discharging this decision.

TC1.1.4 Reason for Recommendation by the proposer

- a The Collett billboards will provide many positive impacts to Shepton Mallet at minimal cost.

(End)

ACT1.5 Community Noticeboard

To consider alternatives for community noticeboard provision

(20 mins)

(Local Government Act 1972 Sch 12)

Report Author: Town Clerk

ACT1.5.1 Summary and Background information

- a The Arts, Culture & Tourism Committee has previously identified that it would like community noticeboards which can be used by any members of the community. An example of the Frome noticeboards was provided.



- b Officers currently put up notices on the Council's existing noticeboards as they are provided. It is approximately 1 or 2 per month. Councillors should consider whether a particular need would be met by providing additional 'self-service' noticeboards.
- c In conversation with Frome Town Council, it is confirmed that these noticeboards are made in-house. They do suffer vandalism; although the town has 13 of them, several need to be replaced annually.
- d Frome Town Council also has a team of noticeboard volunteers who weekly review the notices which have been fixed to the noticeboard, and remove any that are inappropriate or offensive or are becoming tired or out of date. An officer of the council is also responsible for collating leaflets that have been provided to the town council for placing on these noticeboards. Note that Frome does not permit laminating notices which is an environmental bonus but mean that notices deteriorate quicker, particularly in the winter months.
- e An alternative or complementary board could be considered in the form of a digital noticeboard.



- f This would include Installation, Maintenance, Content Branding and access to the Content Management System.
- g The system has the ability to upload information and messages quickly which means the Council could provide up-to-the-minute information to the public, ranging from local news and events, council news, amenities, dog walking news and precautions and even the promotion of local businesses. In the case of the latter, a significant revenue stream can be earned from local media sales without the town council either endorsing or preferring one business over another. In effect that opportunity is currently provided through the local notice boards albeit with limited quantifiable success. The Council would need to provide a concrete or similar base for the unit to mount on plus a 5 amp mains connection. You may view a [video](#) of the sign.

- h Using the hypothesis that many community groups in the town want a place to advertise their events and groups, the physical solution provides a low-tech option but needs regular maintenance and monitoring. The high-tech option provides a uniform platform for all organisations and is quickly and easily controlled remotely.
- i The digital noticeboard can have password-protected sections which, by way of example, could have a section for parkrun where the results are posted live as they come in and can congratulate all who have taken part.

ACT1.5.2 Scheme of Delegation

- a This report sits with the promotion of the town section of the Arts, Culture & Tourism Committee Terms of Reference

ACT1.5.3 Town Plan Reference

- a Place Making: Improve Connectivity; Physical and Virtual

ACT1.5.4 Financial Implication

- a External noticeboards without locked covers are not available commercially. Frome Town Council has been asked if it would be prepared to be a supplier and provide a price. This is still awaited and the Committee will be updated.
- b The cost for renting a single digital unit is £3,180 per year with an additional £350 installation cost in the first year. If the location chosen has wifi, this annual cost is reduced by £240.
- c The Committee has not set a budget line for this project and there are no Earmarked Reserves which are easily identified. All funds for Collett Park are already earmarked for the play equipment. It is recommended that if this project is to progress, it is budgeted for and an order placed in April 2023.

ACT1.5.5 Impact Assessment

- a Equalities – Provision of noticeboards may increase accessibility of information for some.
- b Environmental – Digital noticeboards provide lower environmental impact than traditional ones.
- c Crime and Disorder – Traditional noticeboards may attract vandalism and arson
- d Resources – Officer time to update traditional noticeboards and co-ordinate volunteers approximately 1 hour per week. Officer time to update digital noticeboard, 5 minutes per week
- e Economic – The digital noticeboard may provide a boost to local economy by providing low cost advertising for local independent businesses
- f Risk Management – Risks of vandalism have been identified above

ACT1.5.6 Recommendation

- a That the Committee resolves to install a digital noticeboard in 2023. Delegate to the Town Clerk all details in discharging this decision. Completion of this resolution to be no later than Monday, 03 April 2023. A press release to be prepared by the clerk and authority to provide quotes and media interviews delegated to the chair of the committee.

ACT1.5.7 Reason for Recommendation

- a A digital noticeboard will complement the tourism and local investment and provide an opportunity to boost the local economy but there is no current budget.

(End)

ACT1.6 Collett Park Day Working Party

To consider creation and membership of Collett Park Day Working Party.

(10 mins)

(Local Government Act, 1972 s.111)

Report Author: Town Clerk

ACT1.6.1 Summary and Background information

- a Full Council has resolved to deliver Collett Park Day in 2023.
- b 2022 working party format provided flexibility and efficiency in organising the event. It is recommended that a working party is created for the coming Collett Park Day's for the remaining of this electoral term (5 years) and delegation given to the working party to review membership as it deems necessary.
- c Full Council or the ACT committee may review the membership at anytime, if it deems necessary.
- d Members are reminded that working parties may include members of the public who bring specific skills.

ACT1.6.2 Scheme of Delegation

- a The committee may form a working party at any time

ACT1.6.3 Legal Authority and Implication

- a A working party may not have delegation to bind the council in any policy or financial matter.
- b Delegation to ACT committee will be provided to the Town Clerk in consultation with the working party

ACT1.6.4 Town Plan Reference

- a Promotion: Promote and encourage tourism

ACT1.6.5 Recommendation

- a Create a working party and terms of reference. Delegate to the Town Clerk to gather interested persons and draw up terms of reference

ACT1.6.6 Reason for Recommendation

- a To continue to provide Collett Park Day.

ACT1.7 Winter Series Framework

To consider arrangements for the Winter Series.

(20 mins)

(Local Government Act, 1972 s.144)

Report Author: Town Clerk

ACT1.7.1 Summary and Background information

- a Council has agreed a budget of £10,000 for the Winter Series. Officers recommend that if this and the summer series is to become a regular event, a framework is agreed so that officers and the public are well informed of the format.
- b The essence of both events is to fund organisations which are putting on free events / activities for people in Shepton Mallet during the winter / summer period. In addition, the Council may choose to put on its own events.
- c The framework for the Winter series is proposed as:
 - Pre series launch September to advertise coming winter series, explain process and criteria and provide Q&A to potential participants.
 - Opening event with Shepton Mallet Carnival (this year, 16th November 2022)
 - Include Christmas Light Switch-on, first Friday in December. Event organised by the Town Council (in partnership with the Chamber of Commerce if also late-night shopping?)
 - Other events by application from local organisations, those events to be funded by the Town Council and provided free to the public.
 - End spectacular – Snowdrop Festival (February 2023)
 - Post series feedback from organisations on their events and from attendees on the series as a whole. Analyse data to inform future events.

ACT1.7.2 Scheme of Delegation

- a The Arts, Culture & Tourism Committee has delegated authority to deal with the following matters to conclusion:
 - Support the market and events by promoting the delivery of a wide range of annual, seasonal and regular activities that includes the markets, Remembrance Sunday, Christmas and other seasonal events, Carnival, Lantern Parade, Snow Drop Festival, Festival of Dogs, Collett Day/Festival and others, that encourages local participation and attracts visitors

ACT1.7.3 Legal Authority and Implication

- a The Council has the power to encourage tourism (Local Government Act, 1972 s.144)

ACT1.7.4 Town Plan Reference

- a Promotion: Support the market and events

ACT1.7.5 Financial Implication

- a £10,000 for town council events, publicity and funding to other organisations

ACT1.7.6 Extract from income and expenditure report for relevant budget line(s)

	Actual Year To Date	Current Annual Bud	Variance Annual Total	Committed Expenditure	Funds Available	% Spent	Transfer to/from EMR
4229 Winter Series	0	10,000	10,000		10,000	0.0%	

ACT1.7.7 Impact Assessment

- a Equalities – The event will be organised to ensure compliance with the Equalities Act
- b Environmental – The event will be organised to ensure minimal environmental impact
- c Crime and Disorder – Crime and Disorder will be considered in the organising of the event.
- d Resources – Staff time organising and £10,000
- e Economic – There is an opportunity for improved economic development arising from this event
- f Risk Management – Risk assessments of the event(s) will be carried out.

ACT1.7.8 Recommendation

- a Organise the Winter Series and confirm the framework for the series in future years. Delegate to the Town Clerk all details in discharging this decision. Completion of this resolution to be no later than Friday, 16 September 2022. A press release to be prepared by the clerk and authority to provide quotes and media interviews delegated to the chair of the committee and chair of council.

ACT1.7.9 Reason for Recommendation

- a To provide a framework for this and future winter series events which builds the local and tourist offer of the town.

(End)

ACT1.8 Christmas Light Switch On

To consider arrangements for the Christmas Lights Switch on.

(20 mins)

(Local Government Act, 1972 s.144)

Report Author: Town Clerk

ACT1.8.1 Summary and Background information

- a Councillors have informed the Clerk that they would like to improve on the Christmas Lights switch on of 2021.
- b The main problems last year appeared to be technical issues which have been resolved. In addition, the company providing the lights service have agreed to stay locally for the switch on so that they are on hand for any last minute issues.
- c The council can agree to delegate to the clerk to put the event on, forming a working party to work with the clerk to liaise with the community and organise the detail of the event.

ACT1.8.2 Scheme of Delegation

- a The Arts, Culture & Tourism Committee has delegated authority to deal with the following matters to conclusion:
Support the market and events by promoting the delivery of a wide range of annual, seasonal and regular activities that includes the markets, Remembrance Sunday, Christmas and other seasonal events, Carnival, Lantern Parade, Snow Drop Festival, Festival of Dogs, Collett Day/Festival and others, that encourages local participation and attracts visitors

ACT1.8.3 Legal Authority and Implication

- a The Council has the power to encourage tourism (Local Government Act, 1972 s.144)

ACT1.8.4 Town Plan Reference

- a Promotion: Support the market and events

ACT1.8.5 Financial Implication

- a Estimate £2,000 for materials and road closure.

ACT1.8.6 Extract from income and expenditure report for relevant budget line(s)

	Actual Year To Date	Current Annual Bud	Variance Annual Total	Committed Expenditure	Funds Available	% Spent	Transfer to/from EMR
4229 Winter Series	0	10,000	10,000		10,000	0.0%	

ACT1.8.7 Impact Assessment

- a Equalities – The event will be organised to ensure compliance with the Equalities Act
- b Environmental – The event will be organised to ensure minimal environmental impact
- c Crime and Disorder – Crime and Disorder will be considered in the organising of the event.
- d Resources – Staff time organising and £2,000
- e Economic – There is an opportunity for improved economic development arising from this event
- f Risk Management – Risk assessments of the event(s) will be carried out.

ACT1.8.8 Recommendation

- a Put on a Christmas Lights switch-on event as part of the Winter Series on 2nd December 2022, form a working party to work with the Town Clerk in managing the details. Delegate to the Town Clerk all details in

discharging this decision. Completion of this resolution to be no later than Monday, 05 December 2022. A press release to be prepared by the clerk and authority to provide quotes and media interviews delegated to the chair of the committee and chair of council.

ACT1.8.9 Reason for Recommendation

- a To provide an event surrounding the Christmas Lights switch on that encourages 'shop local' and builds the local and tourist offer of the town.

(End)

ACT1.9 Grants and Donations Policy

To consider revisions to the Grants and Donations policy

(20 mins)

(Local Government Act 1972 Sch 12)

Report Author: Town Clerk

ACT1.9.1 Summary and Background information

- a Earlier in the year, the Town Clerk was asked to review the grants and donations process, providing a matrix for scoring. This was produced ahead of the Arts, Culture & Tourism meeting in May but still required councillors to review individual applications and score against the matrix. Feedback from some councillors was for a process where the office scored or the applications self-scored.
- b The matter of what donations and grants to provide to local organisations must be one reserved for elected representatives and should not be delegated to officers.
- c The Council may wish to review and simplify the process, the process at Weymouth Town Council is recommended. <https://www.weymouthtowncouncil.gov.uk/grants-available-for-local-organisations/>
- d In addition to the grants and donations which can then just become grants over and grants under £250, the Council may consider higher value commitments being converted to Service Level Agreements. This will then require certain services to be provided and / or information to be gathered in exchange for a longer term financial support (for example a 3 or 5 year agreement). The service level agreements can be subject to 6 monthly reviews
- e The current year grants and donations policy is already underway with organisations anticipating a need to apply in October for funding in 2023. The Council should consider how to transfer from one scheme to another if it does decide to change.

ACT1.9.2 Scheme of Delegation

- a The Arts, Culture & Tourism Committee has been delegated to deal with, to the conclusion, development, and maintenance of the community donations scheme, within the agreed criteria and budget of the Town Council

ACT1.9.3 Legal Authority and Implication

- a The legal authority to provide support within the Town is determined by each application depending on the use that the funds will be put to. The Council has the General Power of Competence which is the power of first resort.

ACT1.9.4 Financial Implication

- a None

ACT1.9.5 Recommendation

- a That the Committee amends its grants and donations policy to start in 2023. Delegate to the Town Clerk all details in discharging this decision. Completion of this resolution to be no later than Monday, 03 April 2023. A press release to be prepared by the clerk and authority to provide quotes and media interviews delegated to the chair of the committee and chair of council. To be issued when the new scheme is ready to launch.

ACT1.9.6 Reason for Recommendation

- a To simplify the process for providing financial support to the community.

(End)

ACT1.10 Community Use Logo Policy

To consider adopting the Community Use Logo policy

(5 minutes)

(Local Government Act, 1972 s.111)

Report Author: Town Clerk

ACT1.10.1 Summary and Background information

- a The Committee resolved to prepare a community use version of the town logo and a policy for delegation by officers to authorise its use.
- b The logo has been prepared and ready to may available
- c The policy is provided below for adoption.

ACT1.10.2 Scheme of Delegation

- a The Arts, Culture & Tourism Committee resolved the provision of this logo

ACT1.10.3 Legal Authority and Implication

- a The Council shall have power to do any thing (whether or not involving the expenditure, borrowing or lending of money or the acquisition or disposal of any property or rights) which is calculated to facilitate, or is conducive or incidental to, the discharge of any of their functions. (Local Government Act, 1972 s.111)

ACT1.10.4 Financial Implication

- a None

ACT1.10.5 Recommendation

- a Adopt the policy and review every 5 years.

ACT1.10.6 Reason for Recommendation

- a To conclude the resolution of the Arts, Culture & Tourism Committee in May 2022.



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Arts, Culture and Tourism Committee

Policy Reference Number: 036

Author: Town Clerk

Responsibility: Arts, Culture & Tourism Committee

Grade: Three - Low - five year review

Date adopted: 26 July 2022

Review date: July 2027

Version Control:

Version	Date	Author	Rationale/Detail
0.1	26/7/2022	Town Clerk	

Table of Contents

1.	OUTLINE.....	20
2.	PURPOSE.....	20
3.	REVIEW.....	20
4.	USAGE GUIDE.....	21



1. Outline

- 1.1 The purpose of this policy is to provide guidelines for a community use version of the logo designed for the town boundary signs in accordance with a resolution of the Art Culture and Tourism Committee on 3rd May 2022:
-

To create a community use version of the Town Sign image with synergy with the original logo and a policy to provide the framework for use.

2. Purpose

- 2.1 Any not-for-profit community group in Shepton Mallet who wishes to use the logo may do so through application to the Town Council.
- 2.2 Officers have delegation to manage all requests through to granting or refusal. An appeal against the decision may be made by written request to the Town Clerk. The decision of the Town Clerk shall be final.
- 2.3 Groups granted permission must sign to confirm that they will abide by the style guide provided with the digital file of the logo. Failure to comply with those guidelines may result in permission being withdrawn.
- 1.1.1 Permission will not generally be reviewed but the Council reserves the right to review any permission at any time.
- 1.1.1 All groups holding permission will receive written notification if requirements of use or permission is to be amended or retracted at any point. 3 months notice will be provided.

3. Review

- 3.1 This policy will be reviewed in line with the Policy Management Policy and in the timescales identified at the top of this document. Responsibility will rest with the Arts, Culture and Tourism Committee. The Policy and Resources Committee and Full Council reserve the right to review at any time during the interim period.

4. Useage Guide

4.1 This policy must be read in conjunction with the useage guide.