

SUDBURY TOWN COUNCIL

**MINUTES OF THE MEETING OF THE LEISURE & ENVIRONMENT COMMITTEE
HELD IN THE TOWN HALL ON TUESDAY 28TH NOVEMBER 2023 AT 6.30PM**

Committee members present: Miss A Owen – Chair
Mrs P Berry-Kilby
Mr S Hall
Ms E Murphy
Mrs J Osborne (Mayor, ex-officio)
Mr T Regester
Mr A Welsh

Officers in attendance: Mr C Griffin – Town Clerk
Mrs J Budd – Deputy Town Clerk (online)
Mrs D Deeks – RFO (online)
Ms M Edwards – Information Centre Advisor
Ms R Price – Town Centre Manager

Councillors Mr N Bennett and Mr A Osborne were also present.

1. **SUBSTITUTES AND APOLOGIES**

Councillors Mr P Beer and Ms J Rawlinson were absent, but no apologies had been received.

2. **DECLARATIONS OF INTERESTS**

Councillors Miss Owen and Mr Regester declared that they were Babergh District Councillors.

Councillor Mr Hall declared a non-pecuniary interest in item 12 and left the room during the debate and vote.

3. **DECLARATION OF GIFTS AND HOSPITALITY**

No declarations of gifts or hospitality were received.

4. **REQUESTS FOR DISPENSATION**

Mr Hall had requested a dispensation to remain for the debate and any vote on the maintenance of defibrillators under item 12, but, as this was an 'other registerable interest' under the council's code of conduct, it could not be granted. He would only be allowed to speak when members of the public were also allowed to speak, and he would then need to leave the room for the debate and any vote.

5. MINUTES**RESOLVED**

That the minutes of the Leisure and Environment Committee meeting held on the 31st October 2023 be confirmed and signed as an accurate record.

6. ACTIONS FROM PREVIOUS MINUTES

The Town Clerk confirmed the actions from the previous minutes. These are shown at minute page 681.

RESOLVED

That the list of actions be noted.

7. PICK UP AND DROP OFF & BINGO

Mel Edwards attended the meeting to give an update on the 'Pick Up and Drop Off' scheme.

When the scheme had started in September 2022, an average of 15 bags had been collected each month. By the end of October 2023 this number has increased to as high as 159 bags per month. Members were shown the contents of a typical bag.

Good relationships had been built with the sponsors as well as those people who collect the bags.

Generally, 30 bags were prepared each week, however the demand could be much higher.

Members were requested to approve the continuation of this scheme on the basis that the capacity remained at 30 bags per week and that the preparation would not be done in working hours. Funding for the scheme would need to be through external sponsorship or donations. There would be no funding from the council and no staff hours allocated.

The monthly bingo sessions had been run by Mel Edwards as a volunteer in her own time. Now that she would be working full-time, this would no longer be possible. As the bingo was well attended each month, she would like it to continue and was looking for another volunteer to take over.

RESOLVED

That Mel Edwards be thanked for all her hard work and initiative in setting up and running the 'Pick Up and Drop Off' scheme for the last year.

That the 'Pick up and Drop off' scheme could continue to be run at the current capacity at no cost to the council. The requirement and effectiveness should be reviewed in 6 months' time.

That the monthly bingo sessions could continue on a 'no profit' basis if a suitable volunteer was available. Nearly all the income would be given back as prizes with a small percentage retained to cover the running expenses.

8. ADVERTISING OF EVENTS

Councillor A Welsh raised concerns about how events were advertised in Sudbury, not just town council events, but ones arranged by other organisations. With regards to the moving cinema, Councillor Welsh had been unable to find details of films showing via the Abbeygate Cinema website and on talking to members of the public, it appeared that they had missed events because they hadn't known that they were on.

Councillor Welsh wanted to know if there was a way to promote knowledge all events going on in the town. Could more be done to encourage organisations to advise the Town Council of their events? Should there be a designated web page for What's on in Sudbury? Members discussed these matters in detail.

The Town Centre Manager, Ms Price advised members of the following:

- When 'Events in Sudbury' was googled, the first link that came up was to the Town Council's website/event page.
- There was sometimes a delay in keeping this page updated as the Town Centre Manager was currently running the market as well. Once the new administration posts were filled, this task could be allocated to one of them.
- All regular events that were held throughout the year, such as the Farmers' Market, were added to the web page at the start of the year.
- Promotion of the moving cinema would be discussed under item 10.

The Deputy Town Clerk advised that the Information Office produce a full colour monthly events magazine. This was compiled from information submitted from other organisations around the town. It included local craft fairs, walks, etc. A link to this magazine could be added onto the website.

RESOLVED

That events in Sudbury continue to be advertised through the most effective mixture of posters, magazines and online posts.

9. BUSINESS ENGAGEMENT AND DATA COLLECTION ON MARKET HILL

The Town Centre Manager updated members on the Business Engagement and Data Collection for Market Hill.

The Town Council would be working alongside the Suffolk County Council Active Travel Team who have produced three surveys for the engagement process: before, during and after the experimental traffic order. The order will come into effect from May 2024.

The business survey will be issued to businesses in the New Year (January). This is before the order comes into place so that any necessary changes to arrangements can be made. There will be resident surveys and on the spot field surveys. These will take place in conjunction with observations. The field spot surveys will be conducted by the Town Centre Manager. It was hoped that the first draft of this survey could be sent to Suffolk County Council for approval this week.

Suffolk County Council will fund all the surveys and associated work with Sudbury Town Council as a partner. Surveys will be available on Suffolk County and the Town Council's website, as well as paper copies from the Town Hall.

One to one interviews with businesses on Market Hill and in King Street had begun. These have started with the hospitality sector as they will need to apply for pavement licences etc to be able to trade outside during the summer months.

RESOLVED

That the Town Centre Manager be thanked for the update and the contents noted.

10. INCREDIBLE MOVING CINEMA

The Town Centre Manager gave a presentation following the visit of the Incredible Moving Cinema to Sudbury in October. A copy of the presentation is shown at minute page 682.

The cinema proved to be extremely successful, and it was felt the public would like to see this return in the future.

The members felt that it was important that Babergh District Council Cabinet and their economics team saw the detailed presentation, in a hope they would provide similar funding again.

RESOLVED

That the Town Council support the return of the Incredible Moving Cinema, subject to funding being available.

11. SEVERE WEATHER PROTOCOL

The Town Clerk had introduced a temporary severe weather protocol for the storm forecast by the Met Office at the end of October in order to allow market traders to miss the Thursday market without suffering a penalty. He was now asking the committee to adopt this severe weather protocol as a permanent part of the market regulations.

"When there is a Met Office severe weather warning in force for a market day at 12 noon two days before (i.e., at 12 noon on Thursday for the Saturday market), attendance will be optional for permanent traders, and they will not be charged or penalised if they decide to miss the day. If they attend, they will be charged at their normal rate".

This amount of notice is required as some traders need to purchase their produce two days ahead of the market.

RESOLVED

That the severe weather protocol above is adopted as part of the market regulations.

12. FUTURE MAINTENANCE OF DEFIBRILLATORS

Members were advised that the number of defibrillators in Sudbury had now increased to about 21 and that, whilst this was a great benefit to the town, this rapid expansion had created uncertainty over their ownership and maintenance.

Sudbury Town Council own and maintain 4 defibrillators. These are located at the Town Hall, the Fire Station on Gregory Street, Mick's Fish and Chips on Landsdown Road and Stephen Walters & Sons Ltd on Cornard Road. The Community Wardens used to have to check these defibrillators every week, but once the 'circuit' was established each device would report automatically when it needed maintenance.

To be effective, all defibrillators need to be registered on the 'circuit' so that they report their status automatically and are visible to the ambulance service who will direct people to go to their nearest available device when in need.

A local group called 'Sudbury Team Defib' have raised funds to buy additional defibrillators and, so far, they have installed 5 additional devices in Sudbury. As each new defibrillator was installed, 'Sudbury Team Defib' asked the town council staff to check them whilst doing their rounds of the Town Council's own devices. This was done without permission from the Town Council and no approval for funding. Once these 5 additional devices were registered on the 'circuit' there was no longer a requirement for weekly checks by the community wardens.

Now that the 'circuit' was in operation, the Community Wardens only need to go out to check a defibrillator when the device reports that there was a problem. If it was one of the 4 owned by the town council any equipment that needed to be replaced was funded by the town council. If the defibrillator was not owned by the Town Council, the wardens would notify the owners of the problem, and would take the device offline, so that it couldn't be used, until the problem was fixed.

'Sudbury Team Defib' were establishing a new defibrillator support group which would have its own bank account and constitution. Funds from their account would be used to maintain their defibrillators in Sudbury.

Once the situation had been explained and questions answered, Councillor Steve Hall left the room.

Members were requested to consider the options for maintaining the defibrillators in Sudbury that did not belong to the Town Council. There was a reputational risk that currently Town Council staff were maintaining devices not owned by the council and without any knowledge or approval from the Town Council.

RESOLVED

That the Community Wardens are authorised to continue to check the 5 defibrillators installed by 'Sudbury Team Defib' and to update their status on the 'circuit'. If replacement parts are required and funded by 'Sudbury Team Defib', or another similar organisation, the wardens may install the new parts and restore the status to 'available'.

That officers keep a record of the amount of wardens' time used to maintain defibrillators that don't belong to the Town Council.

13. ARMED FORCES DAY 2024

Councillor Steve Hall proposed that members considered the Town Council supporting a small event on Armed Forces Day 2024, which should fall on Saturday 29th June. This would feature a small parade marching from the bottom to the top of Market Hill followed by a speech from the Mayor on the Town Hall steps.

There was some concern over who would organise this event, but Cllr Hall assured members that all the organisation would be carried out by the Royal British Legion, with town council officers' role limited to sending out invitations to Councillors. There would be no cost to the council.

RESOLVED

That the Town Council would support a small event on Armed Forces Day 2024 if it was organised by the Royal British Legion.

8.26pm – Members agreed a 15 minute extension.

14. CEMETERY BACK GATES

Members were requested to approve expenditure of up to £3,400 excluding VAT on the refurbishment of the cemetery back gates.

RESOLVED

That, under the power of the Local Government Act 1972, s214 (2), members approve the expenditure of up to £3,400 excluding VAT for the refurbishment of the cemetery back gates.

15. CEMETERY FENCE

The new fence in the cemetery had been completed. Members were asked to approve payment of the invoice for £9,595 excluding VAT to Mortimer Contracts Limited who had carried out the work.

RESOLVED

That payment of the invoice for £9,595 excluding VAT to Mortimer Contracts Limited for the cemetery fence be approved.

16. SOUND SYSTEM CHRISTMAS FAIR

Members were requested to approve payment of the invoice for £885 excluding VAT for the sound system at the Christmas fair.

RESOLVED

That payment of the invoice for £885 excluding VAT to Cloud 9 Roadshow for the sound system at the Christmas Fair be approved.

17. PROPOSALS FOR MILL ACRE

Councillor Steve Hall presented members with a possible alternative for the refurbishment of the boating pond. A copy of his proposal is shown at minute page 693.

Members were still awaiting costings for another proposal.

RESOLVED

That this matter be deferred to the January meeting when costings could be discussed.

The meeting concluded at 8.44 pm.



SHAW

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Chairman



Leisure and Environment Action Plan – 28 November 2023

- Item 11 – The new community warden vans were approved by the full council
- Item 12 – Approval has been received from SCC to install a Grit Bin in Landsdown Road.
- Item 14 – The new market charging policy will take affect from 1st December 2023.
- Item 20 – All funding has been received for the Water refilling station. This has been ordered.
- Item 22 – Gainsborough's House, a letter of support was written and emailed.
- Item 23 – Polling places and stations – The Town Clerk advised BDC of the comments he had received.

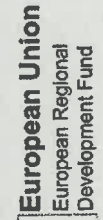
31 October 2023 – 5 November 2023

REPORT

Rachel Price, Town Centre Manager
27.11.2023

Leisure & Entertainment

28 September 2023



18

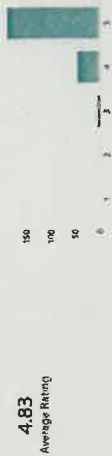
Objectives

- To bring a unique, accessible, affordable cultural experience to Sudbury.
- To assess the viability and appetite for a cinema in Sudbury.
- To stimulate footfall to the town centre at a time when there is an events gap between summer and Christmas (October half term).
- To provide an affordable, indoor leisure experience for members of the wider community and visitors with programming catered for all ages.
- To keep ticket prices as low as feasibly possible to ensure inclusivity.
- To host the IMC during school holidays (half term) to provide an enjoyable, safe, and affordable experience for families and young people.
- To host the IMC in the town centre to encourage support for town (especially hospitality) businesses.
- To ensure location of cinema was easy to reach for a range of transport options.

- 6 show days
- 24 screenings
- 11 titles
- **1,468 admissions**
- 62.4% occupancy
- 7 100% sold out showings
- 15 showings with 50%+
- 358 highest daily admits

Top films by occupancy:

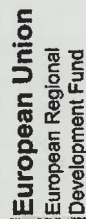
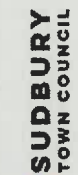
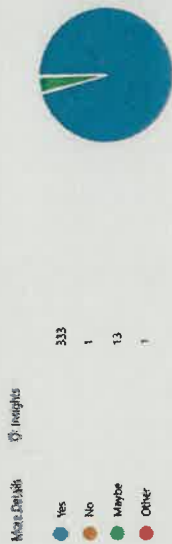
- Paw Patrol
- The Great Escaper
- A Haunting in Venice
- Barbie



Abbeygate predicted 1,000 (low end) admits - 1,300 (high end) admits for the IMC Sudbury. Exceeding the high end predicted occupancy. Cinema capacity = 100 seats.

96% of our survey respondents (n=352) said if The Moving Cinema were to return to Sudbury, they would visit again.

18. If The Moving Cinema were to return to Sudbury, would you visit again?



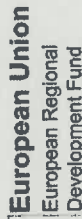
DRACE & TOZER
OPTICIANS



ABBEYGATE - MOVING CINEMA OPERATIONAL COSTS	£1,750 / day + ½ day get in / out at each end = £14,000 + VAT. Abbeygate offered to round to inclusive £10,000 + VAT for 6-day run. Covers all staffing and operations.	£10,000
ELECTRIC INFRASTRUCTURE	Supply and install metered 3 phase supply (one time charge)	£1,185
ELECTRIC CHARGES	Electric supply during the run	£150
PROMOTIONAL MATERIALS	Posters, banners, flyers, paid online advertising	£200
TOILETS AND PORTALOO HIRE	Kingfisher Leisure Centre kindly offered their facilities for cinema goers. Accessible porta-loos were also hired for the weekend.	£170
CONTINGENCY	Extra advertising, staff time, miscellaneous expenses	£295
Total		£12,000

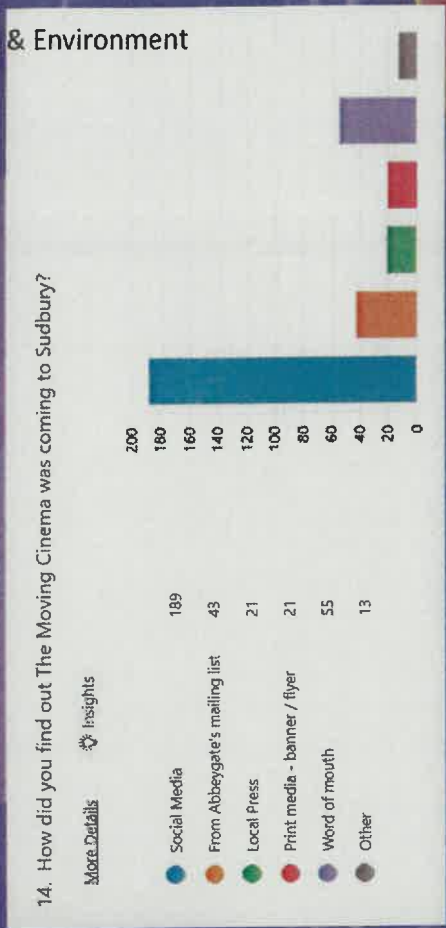
HOW WAS IT FUNDED?

FUNDER / ORGANISATION	BREAKDOWN	SUBTOTAL (EX VAT)
68 BÄBERGH DISTRICT COUNCIL / WELCOME BACK FUNDING	70% match funding for hire (£7000), £1,185 to install a suitable electric supply (one-off expense) and in-kind waving of loss of parking income.	£8,380
SUDBURY TOWN COUNCIL	30% match funding for hire (£3000) from general reserves. £170 for accessible toilet hire for the weekend – from Town Economy budget.	£3,170
SUFFOLK COUNTY COUNCIL – LOCALITY (Phillip Faircloth-Mutton)	Subsidised the cost of marketing materials	£200
BUSINESS SPONSORSHIP (Drage & Tozer)	Supported operational and promotional costs	£250
(IN KIND SUPPORT KINGFISHER LEISURE)	Total	£12,000



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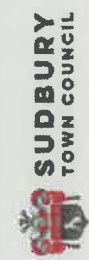
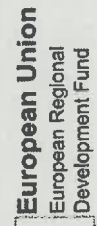
Abbeygate Cinemas. Printed banners, flyers, posters, social media, e-newsletters and local press were all utilised. Social media was the most successful and cost effective (free) promotional tool.



Facebook Post: THE INCREDIBLE MOVING CINEMA COMES TO SUBBURY!

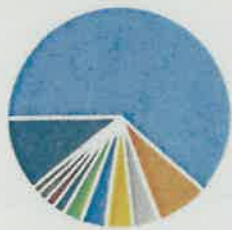
Post Insights:
 Total Insights: 2,111
 Post reach: 10,303
 Post engagement: 12,626

28th November 2023



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Home town of respondents



- Sudbury
- Great Cornard
- Acton
- Bures
- Glensford
- Great Waldingfield
- Bulmer
- Lavenham
- Clare
- Other village

IMC visitors' hometowns (based on survey responses):

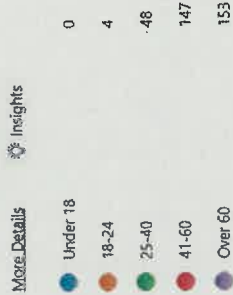
1. **Sudbury 61%**
2. Great Cornard 8%
3. Long Melford 4%
4. Acton 4%
5. Bures 4%
6. Glensford 3%
7. Great Waldingfield 2%
8. Bulmer 1%
9. Lavenham 1%
10. Clare 1%
11. Other villages 11%

Visitor age groups: By ticket sales: Adult 46% / Child (under 15) 12% / Concessions (Senior / Student) 29%

Of (adult) survey respondents:

- 18 – 24 **1%**
- 25 – 40 **14%**
- 41 – 60 **42%**
- Over 60 **43%**

13. What is your age range:



More Details

Insights

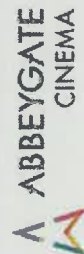


The towns and villages the 'other' respondents were from:

Alphamstone, Assington, Ballingdon, Brettenham, Bury St. Edmunds, Cockfield, Colne Engine, Eye, Great Henny, Hessett, Lawshall, Leavenheath, Liston, Little Waldingfield, Maplestead, Milden, Nayland, Sible Hedingham, Belcahmp Walter, Boxford, Cavendish, Great Horksley, Hadleigh, Halstead, Little Cornard and Newton... and New Zealand!

We asked visitors which cinema they usually visit. The majority of survey respondents go to Bury St. Edmunds Abbeygate or Cineworld (52%). Colchester (Curzon or Odeon), Ipswich (Cineworld), Braintree (Cineworld) and Haverhill (Cineworld).

Edmunds Abbeygate St Edmunds Cineworld
Bury/Colchester cinema in Bury Braintree or Bury
Bury or Haverhill Cineworld - Bury **Bury St Edmunds** edmunds abbey
Street Bury Abbeygate cinema si eds edmunds braintree Bury and Abbeygate
EDMUNDS AND COLCHESTER Edmunds Suffolk

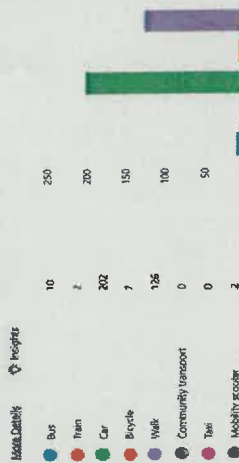


European Union
European Regional
Development Fund



How do our survey respondents get to the town centre?

12. When you do visit Sudbury town centre, how do you usually get here? (Please select used mode to transport to get to the town centre).



We asked visitors what their most frequently used mode of transport is to get to Sudbury town centre.

Car 57%
Walk 36%
The remaining 7% (in order of use) bus, cycle, train or use a mobility scooter).

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1. How frequently do you visit the cinema? Every...



survey respondents visit the cinema?

- Weekly **2%**
- Fortnightly **7%**
- Once a month **26%**
- Once every 3 months **30%**
- Once every 6 months **18%**
- Once a year **7%**
- Less than once a year **11%***

Cinema goers about their cinematic experience?

In order (% of respondents rating as high importance):

1. Comfortable seats **73%**
2. Audio Visual Experience **68%**
3. Parking **49%**
4. Sufficient toilet facilities **41%**
5. Access for all **39%**
6. Customer Choice through multiple screens **12%**
7. Café & Refreshments **9%***

* Of the respondents who were surveyed face to face and rated Café and Refreshment low priority, most said they would eat elsewhere nearby as part of their visit.

Customer choice through multiple screens:



5. Comfortable seats:



3. Access for all, including those with disabilities:



6. Audio visual experience:



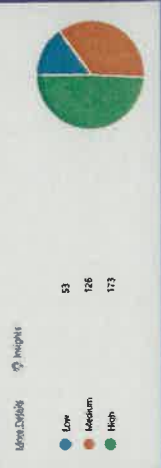
4. Sufficient toilet facilities:



7. Café and refreshments:



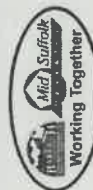
8. Parking:



*Of the respondents who were surveyed face to face and answered 'Less than once a year' - most said the cost was just too high (not just tickets but travel, fuel and refreshments).



ABBEGATE CINEMA



SUBBURY TOWN COUNCIL



European Union European Regional Development Fund



Abbeycroft Leisure



DRACE & TOZER OPTICIANS

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We asked visitors to the IMC in Sudbury if they visited any other town centre businesses or attractions before or after their cinema visit.

50% also visited a town centre business (café, pub, restaurant, shop, leisure of cultural attraction).

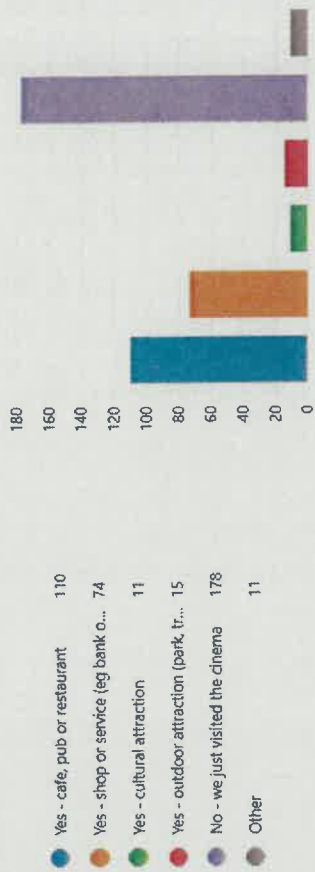
The most commonly visited business type before or after visiting the cinema was a café, restaurant or pub. With 31% of respondents (110) saying they spent money with hospitality businesses as part of their trip to the IMC.

Statistica published the average spend at a UK independent hospitality business in 2022 was £25.14. So, $110 \times £25.14 = £2,785.20$.

Or if we generalise our survey results and 31% of the 1,290 attending adults (400) spent an average of £25.14 with a hospitality business in town. **This represents just over a £10,000 boost to Sudbury's hospitality businesses and town economy over the week the IMC was in Sudbury.**

16. When you visited The Moving Cinema in Sudbury, did you use / visit any other businesses or services in town?

Local Details



LESS DISTRIBUTION FEES: - £1,767.73

(30 – 40% WALT DISNEY, UNIVERSAL, WARNER BROS, PARAMOUNT, LIONSGATE).

NET AMOUNT:

£2,785.20

(HELD BY BABERGH DISTRICT COUNCIL ON BEHALF OF THE SUDBURY CULTURE GROUP).

FUNDING A RETURN OF THE INCREDIBLE MOVING CINEMA TO SUDBURY IN 2024:

The ideal time for the IMC in Sudbury is at times there is an events gap in the calendar. For Sudbury, **February** and **October** fit the bill well, especially if it can be coincided with half term.

Welcome Back Funding is not available to us in 2024 and eligibility for Rural Prosperity Funding Schemes are restricted to capital projects only. Potential income streams include: Business sponsorship and Councillor Locality budgets, portion of ticket sales from IMC 2023.



ABBEGATE
CINEMA



"It was brilliant to not have to travel 30 minutes or more for a cinema. Would love to see this more regularly in Sudbury".

AS SHOWN BY THE AUDIENCE turnout".

"Excellent, please come again!".

"Great experience - everything provided to enjoy a night at the cinema, very nice staff and the fact that it was local was a big plus".

"Loved it, wouldn't change a thing. It really was the cherry on the cake of a perfect day out in Sudbury. Low ticket prices meant we spent more on food in town!"

"Absolutely loved the cinema experience. We caught the train in and made a whole evening of it with friends. Would love this to be repeated again every few months."

"Myself and my children loved it. Was a great experience. Only thing I would change is more variety of films for children."

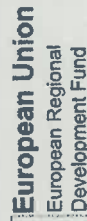
Great to have a cinema
cinemas was a great
great film
comfy seat
screen very good

good experience
cinema in Sudbury
Comfortable seats
great experience
book a seat

cinema experience
Excellent experience
great value
cinema in my town
choice of films

best film

seats were very comfortable
great price
mobile cinema



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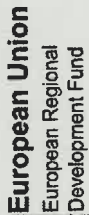
husband is in a wheelchair and the staff were excellent so helpful and made us welcome we thoroughly enjoyed the film."

An excellent experience which we thoroughly enjoyed. When will it happen again?

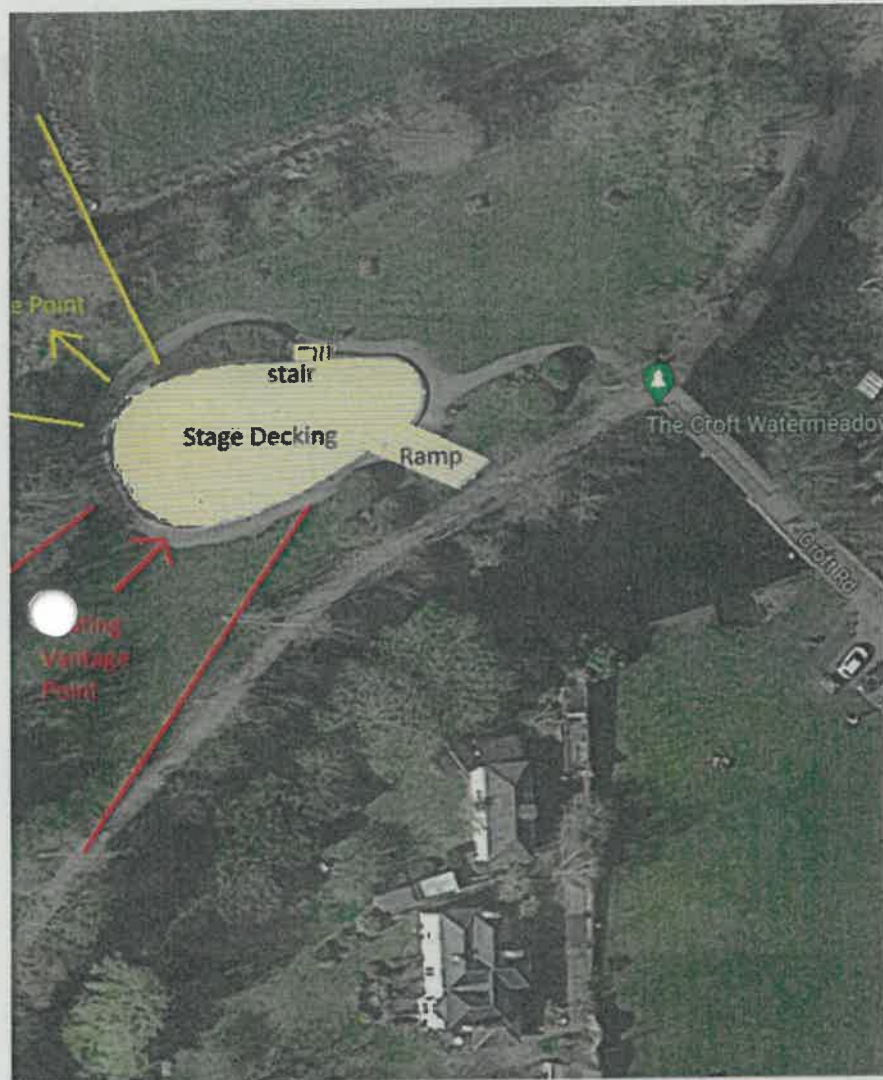
"It was brilliant! Seats were comfortable, it was warm, sound and visual quality was great, it was close to home. So much better than having to travel to Braintree".

didn't feel like being in a lorry, it was comfortable and warm. The picture and sound quality were great. It was so nice not to drive out to Bury/Ipswich and just be able to watch a film, visit a restaurant afterwards and come home with a 10min drive. Haven't visited Sudbury town centre in the evening for ages and we had a great time".

"It was an overdue facility that our town is crying out for. I loved seeing the cinema full of the older generation who wouldn't normally travel to the larger towns. I took my 80 year old mum, it was a real treat for her. Sudbury needs a cinema, it would also support people's mental health".



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Measure distance
Click on the map to add 1
Total area: 470.78 m² (5/)
Total distance: 89.26 m (



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