



SANDHURST TOWN COUNCIL

COUNCIL OFFICES
SANDHURST MEMORIAL PARK
YORKTOWN ROAD
SANDHURST, BERKSHIRE
GU47 9BJ

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Executive Officer
Stephen Chown

Email: stc@sandhurst.gov.uk

All Leisure Committee Meetings are open to the Public and Press.

Dear Councillors Mrs J. Bettison (Chairman), P. Bettison, D. Birch, G. Birch,
Mrs P. McKenzie, R. McKenzie, K. Miah, J. Porter, M. Sanderson,
P. Widdowson (Vice Chairman)

You are hereby summoned to attend a meeting of the **Leisure Committee** to be held in the **Kitty Dancy Room, Sandhurst Community Hall Complex, Sandhurst**, on **Thursday 22nd January 2015 at 7.45pm** for the purpose of considering and resolving upon the subjects and matters set out in the agenda below.

Stephen Chown (Executive Officer)

1. Apologies for absence

To receive and approve apologies for absence.
(Procedural item)

2. Members' interests

To receive any declaration of interests from Members on the business to be transacted.
(Procedural item)

3. Minutes of Leisure Committee

To receive and confirm the Minutes of the proceedings of the Leisure Committee held on 20 November 2014, as a true and correct record (pages 0192-0194.)
(Decision item)

4. Large events

- a) To receive an update on large event correspondence and communication.
 - b) To consider any recommendations regarding larger events.
- (Decision item) (Annexe 1)

5. Memorial Park Management

To receive updates relating to the management of the Memorial Park.
(Information item) (Annexe 2 refers)

6. Parking on the Park Project

To receive a report on latest position and to consider the draft letter arising from resolution 0383.

(Decision item) (Annexe 3 refers)

7. Fireworks 2014

To receive a verbal update of the progress of Working Group

(Information item)

8. Football pitches and facilities provision

To receive consider the draft Terms and Conditions of booking, for the grass football pitches, further to resolution 0351.

(Decision item) (Annexe 4 refers)

9. Press and Publication forward plan

To review and add Leisure elements to the press and publication forward plan as required.

10. Councillor Reports

To receive verbal reports or updates as required from Borough Councillors or Councillors representing Sandhurst Town Council on outside bodies.

11. Sports Club

To receive updates from the Sports Club.

12. Sandhurst Residents' Association

To receive updates from the Sandhurst Residents' Association.

13. Next meeting



To confirm the next meeting date as 19th March 2015.



**Meeting with Sandhurst Town Council &
Falcon Events**

**Thursday 15th January, 2015 at 18.00,
Sandhurst Town Council Offices.
Sandhurst.**




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**Presentation of the
“@GU47FamFestival” event.**




Vision

- **To provide a full day event, on Saturday 18 July, 2015 for the people of Sandhurst & surrounding areas**
- **To be able to raise some money for the Mayors Charity**
- **To promote localism, to foster community cohesion whilst embracing and being proud of the community within which we live bringing us closer together**
- **To use local stall holders, caterers and services**

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Aims & Objectives: To deliver a festival for the whole family .




- Unique & catchy branding has been created for this event to enable it to flow through all marketing channels (print/social/digital)
- The widely recognised @ tells you the postcode where the event is being held
- Whilst the FamFestival is easily deciphered to understand what the event is about
- Gates will open circa 10.00 with the event commencing at 2300
- A 4 week music event prior to this, called "The 5 Factor" will see the winners & runners up from each category (bands/soloists/choirs), take to the big stage to perform
- Local bands will be encouraged to take part
- Local dance troops will be invited to participate
- Larger headline acts will perform from early evening into the night

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Aims & Objectives: To deliver a festival for the whole family

Preparation & Planning before the event:




- Health and safety checks (Stuart Mann to present)
- Sponsorship opportunities (Diane Schadenberg to present)
- What will happen on the day (Diane Schadenberg & Jason Pope to present)

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What will happen on the day?

- Tickets will have been on sale beforehand via the website (earlybird and then normal priced tickets) and available on the day (for a higher price)
- VIP tickets available – separate area, parking, named/sponsored marquis, priority seating with waitress service
- Guests with pre-purchased e-tickets will proceed to Scout Hut to redeem for a wristband according to age and package purchased
- 18+ full price tickets and can purchase alcohol. 8-17 half price tickets cannot purchase alcohol. 0-7 FREE.
- There will be full security checks in place, bag searches, wristband checks and only food and alcohol bought on the premises will be allowed to be consumed
- Once wristbands in place, guests are allowed to leave and re-access the festival as many times as they wish
- From 10.00-17.00 there will be the schools and local bands playing. 17.00-23.00 cover bands to take to the stage
- Official merchandise stall selling programmes, t-shirts and memorabilia. Catering and craft stalls until main festival
- Local businesses to contribute towards a first class raffle – hairdressing vouchers/spa day/afternoon tea

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Local Sponsorship

- Falcon Events would however approach local organisations to become involved financially, by taking out various different packages
 - Headline Sponsor – Main Event Sponsor
 - Stage Sponsor – Preferably a car dealership
 - VIP Sponsor – Luxury brand such as Breitling Watches
 - Basic package

National Sponsorship

Larger companies could also be approached to see if they would like to join with this event

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Marketing Strategy:

- Design & create a transactional website
- Develop and market a Facebook page with strategic marketing for competitions i.e like our page to be entered into the prize draw
- Create a twitter account & associated hashtags for reporting purposes




PR Strategy:

- Target local newspapers
- Local radio stations
- National press
- National radio stations
- Print advertising where possible
- Leaflets, postcards and fliers to be distributed around Surrey, Berkshire, Hampshire and London

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**Thank you.
Any
questions?**

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Annexe 2: Memorial Park Management	
Meeting: Leisure	Date: 22 January 2015
Agenda item: 5	Author: Executive Officer

1. Purpose of report

To appraise Councillors of any significant issues related to the routine management of the Memorial Park and to update on previous resolutions.

2. Review of co-opted members

The action to invite additional members to the meeting, arising from resolution 0387 will be enacted with a start at the May meeting of Leisure. This is to ensure that proper induction and guidance materials can be provided, in line with reviews of standing orders and work to introduce potentially new councillors at the same time, further to the elections.

3. Large events policy

Further to resolution 0385 the new Large Events Policy was received by Strategy and Policy committee and was ratified with minor amendments. The new document is being circulated to all groups enquiring about holding events that qualify under the definition of the policy, from this point forward.

4. Football pitch provision policy

Further to resolution 0386 the new policy was ratified by Strategy and Policy.



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Executive Officer
Stephen Chown

Email: stc@sandhurst.gov.uk
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Date: 16 January, 2015

DRAFT

Dear

Re: Pre-application fee (PRE/14/00082) – Formalisation of event parking

Further to the completion of the above project, under planning consent reference 14/00893/FUL it is requested by the Leisure Committee of Sandhurst Town Council that the fee charged for the pre-application be reviewed.

The review is requested for the following reasons:

1. The cost differential between the pre-app and full application is so high, as to raise concern that an error was made. (£733 for the pre-app, but £97.50 for the full application.)
2. The cost of the full application received a fee reduction of 50% which was stated as being the standard procedure in planning, when working with a Town / Parish Council (particularly appropriate given the existence of the Charter and commitment to collaborative working).
3. The cost of the pre-application was calculated solely on surface area, an appeared not to take account of the reduced complexity of the formalisation of parking when compared to, for instance, a new housing development.
4. The cost of the pre-application seems particularly high given the difficulties experienced at the very end of the target response period for the full application, where the existing vehicle exit arrangements to Pye's Acre were suddenly stated to need modification. This was contrary to the 'Highways Considerations' section of the pre-application where it was stated that 'Access to both areas is as existing, and the Highway Authority has no objection in principle to the use of a SUDS compliant reinforced grass grid system being installed....'

On behalf of Sandhurst Town Council, I look forward to hearing from you in due course.

Yours sincerely,

Annexe 4: Sports pitches booking form	
Meeting: Leisure	Date: 22 January 2015
Agenda item: 8	Author: Executive Officer

1. Purpose of report

To provide a draft set of terms and conditions for football pitch bookings that will be administered at Sandhurst Memorial Park for the 2015/16 season.

2. Background

Further to resolution 0351 the work is underway to formalise a pitch booking process and a policy is now ratified, further to resolution 0386.

This paper considers the draft terms and conditions that will underpin any booking, and which was instructed by Committee to embed the principles of Respect, Responsibility and Rights.

Future work will then develop the booking form, with the target of having all elements approved by committee prior to summer 2015 ready for the start of the 2015/16 season.

3. Draft terms and conditions

Sandhurst Memorial Park Terms and conditions to register for the hire of sports pitches

1. Applications to register a football team playing home matches at Sandhurst Memorial Park must be made on the attached booking form, or subsequent revisions.
2. Responsibility for making an application to register for home matches at Sandhurst Memorial Park lies with the Manager of the individual team, as each Manager must be accountable for the appropriate use of the facilities.
3. The applications must be received by [insert date after consultation with clubs about process for creating teams]
4. The terms and conditions apply to the teams for a full calendar year, thereby covering the 'off season' after the first playing season.
5. A separate Pitch Application process is in place for arranging the individual pitch allocations through the season, on a week by week basis, in order to ensure optimal use of the available space.
6. A scale of charges for pitches will be published in May for the subsequent season.
7. Where the pitches are not playable the Groundstaff will relay this information to club representatives by telephone, to be cascaded to individual team managers.
8. The decision of the Groundstaff regarding the suitability of the pitches is final and a failure to adhere to the decision will result in a 'Yellow Card' being issued to the team in question. (See item xx)
9. Cancellations of pitch bookings must be notified to the office on the Wednesday prior to the weekend in question, as pitches cannot reasonably be re-allocated and invoiced to another team at shorter notice.
10. Sports Clubs will be awarded VAT relief on grass pitch bookings, provided the necessary evidence is provided to support the claim.
11. Eligibility to play home matches at the Memorial Park is dependent on the individual team meeting the minimum standards of behaviour laid out in the terms and conditions, throughout the season.

12. The Town Council reserves the right to terminate future bookings where a team is shown to have consistently breached the standards of behaviour.
13. A system of yellow and red cards will be used to track and communicate breaches of the standards of behaviour, with each team receiving a formal warning prior to a ban.
14. The Deputy Executive Officer will be responsible for reviewing evidence and awarding Yellow and Red cards to individual teams.
15. If a team disputes the award of a Yellow or Red card the evidence will be reviewed in an appeal hearing, which will be Chaired by the Executive Officer and at which Club representatives and Councillors will be eligible to attend. The decision of the Executive Officer will be final in all matters relating to the standards of behaviour.
16. Teams will receive a Yellow Card for failing to show proper respect to the facilities.
17. Teams receiving a second Yellow card in any year will automatically receive a red card and will not be eligible to book pitches.
18. Where a team is responsible for a very serious incident of poor behaviour or a criminal behaviour the decision may be taken to give a 'Straight Red Card'.
19. The home team are responsible for the behaviour of their opponents and must ensure that every reasonable action is taken to mitigate and prevent opponents from breaching the standards.
20. This would include picking up litter left by opponents and communicating the behaviour standards before and during the match.
21. The Town Council employs a team of Groundstaff who clear the pitches of litter prior to the start of the first match on any day.
22. Each home team must ensure the pitch is left clear of all litter at the conclusion of their match, including clearing any litter left by opponents.
23. Any team finding litter on the pitch when they arrive to play must report this to the town council offices so the matter can be addressed with the previous hirer.
24. Litter includes any items of playing equipment, including net pegs, goal anchors or training cones, which are potentially very damaging to the equipment used to maintain the pitches.
25. All communications with council staff, including the Groundstaff, Caretaker, Administrator and the Officers must be respectful.
26. The instructions given by any member of the council staff to a home team must be followed, where it relates to the use of the land and any facilities owned by the Town Council.
27. The use of the facilities must be for the purposes intended and must seek to minimise wear and tear and the risk of breakage. For instance, players swinging on the cross bar of the goals is unacceptable behaviour.
28. The varied use of the Memorial Park must be recognised with the rights of the public to enjoy the area and the rights of the other groups and businesses on the park to conduct their activities uninterrupted.
29. Any conflict relating to the use of the land and facilities owned by the town council must be reported to the council offices so this can be addressed by council staff.
30. No representative of a home team should seek to dictate or control the use of any of the facilities to another member of the public.

4. Recommendation

The committee are requested to review and feedback on this very rough draft document so that further revisions can be refined.