



St Edmundsbury
BOROUGH COUNCIL

Council 18 December 2012

CABINET MEMBER REPORT TO FULL COUNCIL

Report by Cllr Robert Everitt Tourism and Community Services Portfolio

Portfolio includes:

- Bury St Edmunds;
- Children, Young People and Safeguarding Issues;
- Emergency Planning, Community Safety and CCTV;
- Grants;
- Localism;
- Markets.
- Tourism; and
- Community Development (excluding Haverhill).

1.0 Community Development (Excluding Haverhill)

1.1 Awareness raising for young people – drugs and alcohol misuse/healthy relationships

The Matthew Project, a specialist drugs and alcohol advice service for young people, have been commissioned by St Edmundsbury Borough Council and Forest Heath District Council to deliver a programme of educational opportunities across West Suffolk, with 10 sessions being in St Edmundsbury. The Matthew Project 'street team' will talk with young people about any issues they have with alcohol, drugs or relationships and give them the appropriate information or help. In Bury St Edmunds they will be working with young people on the Howard and Mildenhall estates. This project coincides with National Alcohol Awareness Week (19 to 25 November) and also the White Ribbon campaign which runs from 26 November to raise awareness of Domestic Abuse.

Catch 22 are also being commissioned by the Western Suffolk Community Safety Partnership (WSCSP) about healthy, non-abusive relationships. The

'Tainted' project was developed by Catch 22 with support from the WSCSP two years ago and is already being successfully delivered in schools and places of informal education. With the support of the WSCSP this work can now be extended to work with young people in supported housing such as the YMCA in Bury St Edmunds.

1.2 Community Engagement – Bury St Edmunds

On Wednesday 21 November, St Edmundsbury Borough Council, Havebury Housing and Suffolk Circle undertook a door knocking community engagement exercise on the Mildenhall Road Estate. Residents were asked to complete a short survey aimed at capturing their views on issues associated with health and social wellbeing with a view to identifying and assisting vulnerable people living on the estate. The information captured will be shared with the partner and service providers.

1.3 Community Centre Transfer

Since my last report Westbury Community Association have started to put into action their decision to move forward with the transfer of the Community Centre in Oliver Road. They have met with officers and identified the key actions they will need to take to fulfil the requirements of the Expectations Document which the Council adopted for the transfer of these centres. Trustees of the Association have attended a training course with the Bury St Edmunds Volunteer Centre and are going to carry out a community survey. They have also secured professional help from Suffolk ProHelp and Community Matters to take forward the transfer.

1.4 Young People

BurySOUND Unplugged took place at the Apex during half-term week and was well attended by local young people. Free music workshops were run from 10am – 4pm on Friday 2nd November and artists were able to get one to one advice on song writing and recording. The event finished with live performances in the Coffee Bar.

2.0 **Tourism**

2.1 Christmas Fayre

The Christmas Fayre took place over three days: 23, 24 and 25 November and was officially opened at 12 noon on Friday 23 November by the Mayor of St Edmundsbury and the town crier and BBC Radio Suffolk.

Despite high winds and rain we estimate that over 100,000 people visited the town during the three day period. We were visited by over 200 coach parties;

provided temporary employment for over 80 local people; and over 50 bands, choirs and schools performed on the main stage.

Money was raised for many local charities including St Nicholas Hospice, Samaritans, Church Walk Charities and local church groups.

Feedback so far has been very positive with many responses on the questionnaires returned to us complimenting the organisation, the variety of stalls and the town, many saying they will return again.

3.0 Markets

- 3.1 Markets in Bury St Edmunds and Haverhill benefitted from some decent weather in autumn, and footage sold has been consistent with last year.
- 3.2 Our Markets Business Development Officer left us in September 2012 to take up a full time position with a charity. However, he left behind a body of work providing us with a blueprint for future strategies including the plans for our three day Christmas market. This was a great success and was only marred by the severe winds and rain on the Sunday which led to a partial closure of the market for safety reasons.
- 3.3 Our markets team have also been working with traders to support them trading in the pedestrianised areas of the Town Centre on the Sundays leading up to Christmas. We will also of course be offering a Christmas Eve market on Monday 24 December.
- 3.4 Going forward following the senior management restructure, we will be looking closely at our options for continuing to drive growth in our markets