



# Northampton TOWN COUNCIL

**COMMUNITY SERVICES COMMITTEE – 10<sup>TH</sup> JUNE 2024 – 18:00**

**To: Members of the Community Services Committee:**

Councillors Birch (Chair), Holland-Delamere (Deputy Chair), Alwahabi, Evans, Hallam, Hibbert, Ismail, Lane, Marriott, Miah, Russell and Soan

**You are summoned to attend a meeting of the Community Services Committee of Northampton Town Council to be held at Northampton Town Council Committee Room on Monday 10<sup>th</sup> June 2024 at 18:00 hours.**

This committee meeting is open to the public and press to attend and those attending the meeting shall be informed that it is being recorded. Public participation is in accordance with the Town Council's public participation policy. Members of the public wishing to take part or ask a question of the committee are required to contact the Town Clerk in advance.

Cc'd electronically to all other councillors for information

**Stuart Carter  
Town Clerk  
4<sup>th</sup> June 2024**

**Guildhall  
Northampton  
NN1 1DE**

## **A G E N D A**

- 1. APOLOGIES**
- 2. DECLARATION OF INTERESTS**
- 3. TO RECEIVE PRESENTATION FROM SALLY BURNS, DIRECTOR OF PUBLIC HEALTH FOR WEST NORTHAMPTONSHIRE COUNCIL**
- 4. TO RECEIVE PRESENTATION FROM PROFESSOR CLAIRE ROBERTSON-YOUNG FROM THE UNIVERSITY OF NORTHAMPTON ON THE COMMUNITY NEEDS ANALYSIS**
- 5. TO AUTHORISE THE CHAIR TO SIGN THE MINUTES OF THE PREVIOUS MEETING HELD ON 7<sup>th</sup> MAY 2024 – ATTACHED**
- 6. TO RECEIVE THE MINUTES OF THE GRANTS SUB-COMMITTEE MEETING HELD ON 5<sup>TH</sup> JUNE 2024 – TO FOLLOW**
- 7. EVENTS AND PROJECTS UPDATE – ATTACHED**

*Pages 3-5*

*Pages 7 -16*

**8. TO REVIEW PROPOSAL ON UPDATING THE GRANT PROCCSS – COMMUNITY ENGAGEMENT OFFICERS REPORT ATTACHED**

*Pages 17-19*

**9. COMMUNICATIONS OFFICER’S SOCIAL MEDIA ENGAGEMENT REPORT – FOR INFORMATION ONLY**

*Pages 21-23*

## **COMMUNITY SERVICES COMMITTEE – 7<sup>TH</sup> MAY 2024**

MINUTES OF THE COMMUNITY SERVICES COMMITTEE MEETING HELD ON 7<sup>TH</sup> MAY 2024 AT 6PM IN THE TOWN COUNCIL'S COMMITTEE ROOM LOCATED IN THE GUILDHALL, NORTHAMPTON

**PRESENT:** Councillor Holland-Delamere (Vice Chair), Marriott, Hibbert, Miah and Ismail

**OFFICERS PRESENT:** Mr S Carter (Town Clerk), Mrs Hanam-Jones (Events & Projects Officer), Mr C Osborn (Community Engagement Officer) and Miss F Barford (Democratic Services Officer)

### **10. APOLOGIES**

Apologies were submitted by Councillors Birch (Chair), Alwahabi, Hallam, Lane and Russell.

### **11. DECLARATION OF INTERESTS**

No declaration of interests was submitted.

### **12. TO AUTHORISE THE CHAIR TO SIGN THE MINUTES OF THE PREVIOUS MEETING HELD ON 25<sup>TH</sup> MARCH 2024 – ATTACHED**

**RESOLVED:** The Vice Chair was authorised to sign the minutes of the previous meeting held on 25<sup>th</sup> March 2024 as a true and accurate record of the meeting.

The Town Clerk stated application for the license for VAS signs had been submitted and a purchase order has been raised. Kingsley Residents Association had created a bid and would submit shortly to the PFCC, in relation to Headlands and Weston Favell Residents Association had not heard anything further. In response to a question, the Town Clerk explained he was informed verbally that additional VAS signs could be added with no extra fee however, clarification would need to be sought.

The Town Clerk explained smaller parish council areas would apply for funding for VAS signs however, there was a cap up-to £5,000 and with the large size of the Town Council's area it was recommended that resident associations apply for the funding individually to prevent this cap being met. The Town Clerk added the insurance of the VAS signs were covered by the Town Councils' insurance.

### **13. TO RECIEVE THE MINUTES OF THE EXTRAORDINARY GRANTS SUB-COMMITTEE MEETINGS HELD ON 6<sup>TH</sup> MARCH 2024 – ATTACHED**

**RESOLVED:** agreed.

### **14. EVENTS AND PROJECTS UPDATE**

The Events and Projects Officer (EPO) referred to the report within the agenda. She requested that members share within their networks there was stalls available at the Eid Festival. A Councillor explained there was a number of stalls reserved out of the 20 available.

In relation to Heritage Open Day, she explained it worked well with former Mayors to attend to provide their stories and had sent invitations to former Mayors requesting their attendance.

In response to a question, the EPO explained the route was confirmed from Lady's Lane and the Drapery and the rolling road closure had been confirmed with Stage Coach and Northamptonshire Highways.

The EPO explained that Armed Forces Day route was cancelled due to the regeneration works in the Town Centre and the logistics with Stage Coach buses on the Drapery.

The EPO stated the Town Council currently used WNC's roadside boards and the inability to use the Abington Park boards and was offered Becketts Park's board however this would confuse the public. She added the Parks Team had offered the Town Council to install our own boards at Abington Park. The EPO highlighted that if the expenditure was approved it would be costed to the Advertising and Marketing budget under Policy & Finance Committee. She added, the Town Council was offered a noticeboard within the Town Centre that would remain within our ownership pending authorisation from West Northamptonshire Council.

A Councillor raised concerns about the potential for maintenance and potential for graffiti. The EPO explained the Town Council's previous advertisements had not been graffitied and were well maintained. In response to a question, the EPO stated the locations proposed were high traffic areas and visible to pedestrians and vehicle users from the main road.

**RECOMMENDED:** It was resolved and recommended to the Policy & Finance Committee, that the two Abington Park boards be agreed to the sum of £3,278.80 from the Advertising and Marketing Budget.

#### **15. WESTON FAVELL'S 50<sup>TH</sup> ANNIVERSARY UPDATE – VERBAL UPDATE BY COUNCILLOR HOLLAND-DELAMERE**

The Vice Chair explained a budget of £10,000 had been allocated to the Weston Favell 50<sup>th</sup> Anniversary celebrations later this year. He explained part of the funding be used as match funding for Arts Council funding that would be submitted by Weston Favell Shopping Centre on behalf of 60 Miles by Road & Rail Group.

The Community Engagement Officer explained a bid for funding could be sourced via Councillor Community Funding to assist with work on the green space.

In response to a question, the Vice Chair explained some of the fund be used as match funding to enable £30,000 funding bid if approved.

Activities for a large-scale photo display in the engagement centre.

Pop-up exhibition, with archives and verbal stories and performance by Silhouette theatre.

#### **16. COMMUNITY NEEDS ANALYSIS UPDATE – ATTACHED**

Connor explained money had been earmarked to complete Community Needs Analysis since the Town Council's formation. He explained a proposal had been submitted from the University of Northampton that could be completed within 9 months and would provide information that can guide grant funding and any additional services.

A Councillor requested what guarantees the analysis would be completed. The Community engagement officer explained the funds would be payable upon completion of the Community Needs Analysis however, this committee requires approval for them to start the work. The people undertaking the work were three professors who would be assisted by some students.

In response to a question, the Community Engagement Officer explained that Terms of Reference had been provided and was bespoke to the Town Council.

**RESOLVED:** The Committee agreed for the Community Needs Analysis to start with the costs paid upon completed.

*Action: TOR to be circulated*

#### **17. COMMUNITY ENGAGEMENT OFFICER UPDATE**

The CEO highlighted the new out of town fund had been established for community events that take place in the outer-wards that already occur and boost their funding. He highlighted community events that were well subscribed and do not require much assistance in their management or hosting of the event. A Councillor posed whether Spring Borough's Festival could be considered as out-of-town. The community engagement officer stated it depends on what is defined as out-of-town but believe this is an event that should be funded.

The Community Engagement Officer explained he was invited to WNC's Youth Offer Board meeting which was instigated by a training session hosted by the Local Government Association. The meetings are held monthly and included many organisations who assist with providing Youth Provision.

He highlighted some changes that had been made to Grant application form to assist in measuring the impact and quantify it however, this would be presented to the Grants Sub-Committee.

The Town Clerk explained the two new Councillors would attend and have an in-depth induction in the coming weeks.

#### **18. COMMUNICATIONS OFFICER'S SOCIAL MEDIA ENGAGEMENT REPORT – ATTACHED**

The Town Clerk explained this would be a regular reoccurring item on the agenda to demonstrate the social media outreach. He added that Facebook generally performed better compared to others. In response to a question, the Town Clerk explained no paid advertising had been used so far. A Councillor suggested that the Communications Officer attends this committee or Policy & Finance Committee to provide further information and share any ideas.

A Councillor stated the number of followers was small amount compared to the amount of people within the wards. A Councillor suggested whether paid advertising could be used prior to an event to see the impact. A Councillor stated it would be great for the Communications Officer to attend to explain her strategies.

**MEETING CONCLUDED: 6:58PM**

**THIS PAGE IS INTENTIONALLY LEFT BLANK**

## Community Services Committee June 2024

### Events and Projects Report

Name of Event / Project	Date of Event / Project	Update
<b>SAVE THE DATE – 2024 EVENTS</b>		
<b>Bands in the Park</b>	Every Sun & BH Mon. 7 <sup>th</sup> April – 29 <sup>th</sup> September	<p>Abington Park Bandstand.</p> <p>The Bands in the Park season has started and will continue every Sunday and Bank Holiday Monday, April to September. The Park Café - Abington Park, have sponsored three dates on the calendar. The 2024 lineup features a variety of bands, singers and musicians; performances will take place between 2pm and 5pm.</p> <p>The calendar listings can be viewed online on the NTC website and Whats On page as well as social media, promotional banners at the bandstand, leaflets and a press release.</p>
<b>Northampton Carnival</b>	Sat 8 <sup>th</sup> June 12 – 8pm	<p>The Racecourse.</p> <p>NTC Stall at event. This will include a few engagement activities that the public can get involved with including a 'Pedal Powered Music System' kindly borrowed from WNC's Cycle Northants team and some original Carnival bikes/creations on display.</p> <p>2024 planning meetings to be attended by Events Team to determine support and actions required.</p> <p>NTC's funding of £20,000 will be allocated for logistics, personnel and infrastructure costs.</p> <p>Officers are supporting event planning with appropriate suppliers and recommendations.</p> <p>The parade route's exit out of the town centre has had to change this year due to the regeneration works taking place on Abington Street. (The route will exit the town centre via The Drapery and Lady's Lane.)</p>
<b>Armed Forces Day</b>	Sat 29 <sup>th</sup> June 10am – 2pm	<p>All Saints' Piazza</p> <p>Following planning meetings with partners, it has been decided that for this year there will be no parade due to the significant impact of works taking place on the Market Sq, Abington St and Fish St along with the closure of Bridge St. The impact of disruption to traffic with road closures and diversions in place will create complex issues on a busy Saturday effecting bus routes significantly. Plans for large parades and road closures are a cause for concern for WNC Highways at this time especially on Saturdays.</p> <p>The event will take place on All Saints' Church Piazza hosting military charity and local organisation stall holders, RBL, military display vehicles and live musical performances.</p>

		<p>The schedule will include speeches from Armed Forces representatives, The Mayor and The Lord Lieutenant. Plans are underway to invite veterans via the RBL and local organisations to join us for the day and give a speech or talk via interview on the day.</p> <p>Musical performances have been confirmed and include static band displays from 5F Squadron RAF Air Cadet Band and A Company LNR ACF Corps of Drums with The Starlight Sisters providing sets in between.</p> <p>Quotes to provide cream teas for veterans on the day are being sourced. Option to work with All Saints' bistro/café to provide refreshments for veterans and a themed offering for the public on the day.</p> <p>Promotion, invitations and support from appropriate partner organisations are being explored with support from WNC and Lord Lieutenants office.</p> <p>Local 40s/50s enthusiasts' group have been invited to participate in the days proceedings and hand out NTC leaflets and promote the day.</p>
<b>Northampton Pride</b>	Sat 13 <sup>th</sup> July	<p>University of Northampton. NTC Stall at event.</p> <p>WNC have confirmed that NTC are the stage sponsor again this year for the fee of £4,000. NTC will be promoted on all major Pride materials as one of the main sponsors and will again be able to have a stage banner up, and a stall space in the Pride Village.</p> <p>NTC are the main sponsor for the event.</p>
<b>Northampton Balloon Festival</b>	Fri 16 <sup>th</sup> – Sun 18 <sup>th</sup> August	<p>The Racecourse NTC propose to host and manage The Community Marquee again for this year, inviting local charities and groups to have a stall and promote their organisations. NTC to have a stall inside the marquee.</p> <p>NTC's funding allocation of £10,000 for Northampton Balloon Festival will be paid directly to the event organiser, <i>Show Time Events Group Ltd</i>, to support with event planning costs. NTC will share and support the event on Social Media platforms and via press release.</p> <p>Show Time Events Ltd have confirmed a marquee will be supplied for NTC to use for The Community Marquee which will host approx. 25 charity and community organisations. Show Time Events Ltd have also agreed to fund the tables and chairs required for the stalls.</p> <p>Invites will be sent out in the next couple of weeks for community and charity stall holders to book their pitch. A number of last year's participants have been in touch to</p>



		<p>secure their place with positive feedback from the 2023 event detailing it was worthwhile for their community outreach.</p> <p>Officers propose that any NTC materials needed for our own stall in the marquee will be paid for out of the appropriate Advertising and Marketing budgets.</p>
<b>Northampton Music Festival</b>	Sun 8 <sup>th</sup> September	<p>Town Centre – Various locations TBC</p> <p>Initial meetings underway with Events Team to determine support and actions required. NTC will sponsor the event through payment of staging and other infrastructure/personnel costs from the allocated budget of £15,000.</p> <p>NTC will share and support the event on Social Media platforms and via press release. Applications are now closed for performers.</p> <p>Organisers have relayed plans that new for this year the Royal &amp; Derngate will be involved hosting a Musical Theatre stage for the event.</p> <p>Plans for the Main Stage to be hosted on the Market Sq are not likely to go ahead due to regeneration works; plan B being discussed with the event organisers to utilise Guildhall Rd. Officers will support in the application of any road closures or parking suspensions required for the event.</p> <p>Headline act to be announced end of June.</p> <p>NMF Committee are keen to promote the event as widely as possible at other community events on the calendar such as the Balloon Festival.</p> <p>On Saturday 8<sup>th</sup> June they will have a float in the parade at Northampton Carnival.</p>
<b>Tales and Traditions of Northampton Guildhall, (as part of Heritage Open Days)</b>	Sat 14 <sup>th</sup> September	<p>The Guildhall</p> <p>NTC's contribution to the Guildhall Tours of Heritage Open Days will be titled 'Tales &amp; Traditions of Northampton Guildhall'.</p> <p>Plans are underway to include opening the Mayor's Parlour, local Morris Dancing and historic re-enactments related to the Guildhall and Northampton's heritage.</p> <p>A family friendly heritage trail has been commissioned for families and children to get involved this year – this will be a fun, engaging and interesting information sheet with questions to answer based on the beautiful architecture and details on the outside of The Guildhall.</p> <p>If any past mayors would like to be involved on the day, please contact <a href="mailto:events@northamptontowncouncil.gov.uk">events@northamptontowncouncil.gov.uk</a></p>
<b>Diwali Festival of Lights</b>	Sat 26 <sup>th</sup> October	<p>Market Sq - TBC</p> <p>NTC Stall at event.</p> <p>2024 planning meetings being attended by Events Team to determine support and actions required.</p>

<p><b>Northampton's Annual Fireworks Spectacular</b></p>	<p>Sat 2<sup>nd</sup> Nov</p>	<p>The Racecourse</p> <p>Display - NTC Officers are in liaison with last year's fireworks display supplier and have reviewed previous displays to discuss options for 2024 and beyond.</p> <p>A three-year contract has now been agreed with Fully Fused Fireworks. Details have been confirmed for this year's display with dates for 2025 and 2026 to be agreed at a later date.</p> <p>The appropriate Public Liability insurances are now in place to also cover event cancellation due to adverse weather and other such scenarios that would cause the display being unable to take place.</p> <p>(Cancellation of the display in its entirety is rare - the supplier is able to amend content of the display if required due to moderate wind speeds/direction etc. The supplier will send over a breakdown of the display, protocol and product details for officers to have on file in preparation for if such circumstances were to arise. In this scenario, NTC's event contractor and the events team would work with Fully Fused to agree amendments and ensure event safety before going ahead.)</p> <ul style="list-style-type: none"> <li>• <b>2025: Saturday 1<sup>st</sup> November</b> (Remembrance Sunday will fall early taking place on 9<sup>th</sup> November.)</li> <li>• <b>2026: Sunday 1st November OR</b> weekday could be considered for Thursday 5<sup>th</sup> November/Friday 6<sup>th</sup> November. (Remembrance Sunday will fall early this year on 8<sup>th</sup> November.)</li> </ul> <p>We propose <i>not</i> to hold the fireworks event on the same weekend as Remembrance Sunday for various reasons.</p> <p>Live Stage - Band and Fire Show - Quotes are being sourced for both a band and a live stage fire show with pyrotechnics as an intro to the fireworks display and countdown.</p> <p>Planning - Meetings underway to determine any changes needed for this year's event to personnel, logistics and infrastructure. A Working Group meeting is to be arranged to discuss the proposed plans and content.</p>
<p><b>Remembrance Sunday</b></p>	<p>Sun 10<sup>th</sup> Nov</p>	<p>All Saints' Church</p> <p>2024 planning meetings to be arranged.</p>
<p><b>Christmas Light Switch On</b></p>	<p>Sat 23<sup>rd</sup> Nov</p>	<p>Market Sq</p> <p>Initial plans propose that the Christmas Lights Switch On return to the Market Sq when regeneration works are complete. Plans for content and schedule are dependent on the new Market Sq event space dimensions. Events Team are</p>

<p><b>Christmas in Northampton / BID Partnership</b></p>	<p>Throughout November – December</p>	<p>in liaison with WNC for regular updates which will be shared when available. Please see below Market Sq update for further information at this stage.</p> <p>Quotes and options for performers and entertainment are being explored in preparation for planning.</p> <p>A recce of the Market Sq event space is being planned for June so stall holders, charity groups and activities can be decided and booked.</p> <p>Sponsorship opportunities are being explored to support the event as well as partner organisations involvement.</p>
<p><b>'Winter Wonderland' Family Focused Christmas Event</b></p>	<p>Becket's Park 7<sup>th</sup>/8<sup>th</sup> December</p>	<p>The events team met with Northampton Bid to discuss last year's Christmas programme and to begin planning for 2024. It was noted that footfall was up throughout the town on Saturday 25<sup>th</sup> November on the day of the Switch On at Becket's Park in comparison to previous Saturdays and the 2022 event.</p> <p>Plans and initial proposals in partnership with the BID for the Christmas on Northampton 2024 programme will be discussed with the Christmas Working Group.</p> <p>In summary, the 2023 Switch On event was a huge success despite the move to the park with greater attendance figures at approx. 5.5k with a much more family orientated audience participating in the festive activities and entertainment on offer.</p> <p><b>NTC proposed theme for 2024: 'Traditional Christmas'</b></p> <p>The Christmas Working Group have agreed to support Santa's Grotto in the Grosvenor Centre for 2024 through funding and support.</p> <p>Santa's Grotto: Plans include securing a larger unit in the Grosvenor Shopping and creating a wonderland surrounding the grotto. Charity Donation Recipient. NTC sponsorship through of giveaway present – Colouring Books, crayons &amp; pencil packs. Approx. £2500. BID Budget for light installations - Confirmed there is £3000 to allocate towards lighting schemes and would like this to be against a specific street/installation instead of just included as the wider scheme. NLive Radio – 24hr Christmas: 2023 - x33 businesses advertised at a cost of £1500 for FM only. Officers will ask for any listening figures to understand the reach of the channel.</p>

**MARKET SQ -  
LIGHTING  
SCHEME**

Options are being explored by the Christmas Working Group as to whether another festive event could be held at Becket's Park after the initial Switch On with the same festive family focused approach. This could take place on the second weekend of December and to utilise set up expenditure and logistics, could be a two day event.

**EVENT PROPOSAL**

- 1 or 2 day event in Becket's Park on 7<sup>th</sup> / 8<sup>th</sup> December – 'Winter Wonderland' to include:
  - Bandstand stage with live music and performances
  - Local makers and organisations marquee
  - Crafts and kids activities/workshops marquee
  - Ice Rink, Traditional Fun Fair Rides, Food & Drink and Horse Drawn Carriage

Officers met with the WNC Market Sq regen team and lighting/fountain suppliers and manufacturers to learn about the plans for the lighting scheme and what can be utilised for events and Christmas light installations.

There are x11 small trees and x11 lampposts that NTC could utilise for the new Christmas Lights scheme and we have WNC agreement from the regen team to include within our overall plans. This could also include the large tree staying in situ at the bottom of Abington St as well as the walkways of Drum Lane, Conduit Lane and Osborns Jetty. Additional permissions from regulations and licencing would still need to be obtained the usual way for all installations. Plug ins/power supply and systems will be in place in close proximity to all installation sights and easily managed on the main control system. Officers have lighting column specifications and socket maps to be able to include in plans for new installations. Each column will have brackets in situ that can be used to house Christmas lights. Existing lighting in the columns are warm white which will complement the Christmas light replacements throughout the town.

It has been confirmed that a 40ft Christmas tree can be sited on the new Market Sq with paving being able to withstand the weight of both the installation and haulage for delivery/derig. Initial plans and review of the 'events space' look positive with regards to enough surface area for activities/stage/audience as well as the tree. As discussed, other options are available and quotes have been obtained should a smaller tree be required.

Officers shared a list of NTC and partner events with WNC along with significant public holidays/themed days etc for review to be included within the lighting scheme throughout the year. Lighting in the form of tree uplighters, lighting

		<p>columns, stalls, seating and the fountain can all be programmed/colour changing to marry a specific event/holiday at any point of the year. The proposed list was well received by the fountain team and designers with further discussion planned on how this can be achieved at the next meeting.</p> <p>NTC will be able to utilise the control system and help manage the lighting for these events and projects. For example. Diwali, The Great Fire Anniversary, Armed Forces Day etc.</p> <p>The Events Team will attend future meetings with WNC in relation to the lighting of the Market Sq, the Fountain and updates associated with this.</p> <p>The fountain lighting system is extensive with many options available to create a spectacle and have dramatic visual impact described as ‘a performance or theatre.’ All jets can be programmed individually and illuminated creating not only light but texture. For example, Fire/Flowers etc. Officers are keen to explore these options further and how they can marry into our events and projects for the community.</p>
--	--	--

## Heritage Projects

<b>Snapshots in Time: Market Square locations</b>	Project complete	5 new locations on the market square will be launched once the square reopens. If WNC permissions allow, floor markers will be placed on the square to signify where the new locations are- otherwise can be found on the virtual map on the app itself.
<b>Market Square Film</b>	Film completion May 2024, film showing on Market Square after the reopening	<p>The film is due for completion in May 2024, with the view of showing on a summer’s afternoon on a big screen. Depending on the market square reopening, monies may need to be earmarked from 24-25 budget to 25-26 budget, to ensure a summer showing of the film due to weather restrictions of an open-air event. The film will also be shown on the town council’s social media and form part of our film archive.</p> <p>Northants Film Festival have hosted workshops to engage the community with the film and will portray the square’s history through a series of themes:</p> <ul style="list-style-type: none"> <li>• Radical history, mavericks and change</li> <li>• Entertainment</li> <li>• Trading</li> <li>• The Weird and Wonderful</li> </ul>
<b>350<sup>th</sup> Anniversary of the Great Fire of Northampton</b>	App completion May 2024, Launch in Sept 2025 for anniversary	Local actors from the Masque Theatre have been filmed in various Northampton locations, and events and projects officer from the town council has written the accompanying historical content for the app.

		<p>The app will be launched in association with the wider town and county activities occurring next year to commemorate the anniversary.</p> <p>The Great Fire working group, chaired by Father Oliver Coss and James Miller, local historian are taking place monthly and the town council are taking minutes and facilitating the wider county meetings.</p>
--	--	--

## Other

<p><b>Roadside Boards x2</b></p>	<p>Abington Park</p>	<p>Officers have been exploring options to install NTC roadside boards at Abington Park. Following discussions with WNC Comms team, we have been denied permissions to use the boards to promote our summer activities in the park.</p> <p>Quotes have been sourced to supply and install x2 roadside boards in Abington Park from recommended companies. Permissions and suitability have been approved by the WNC Parks Team, J&amp;S Potter Ltd and Idverde.</p> <p>The boards will advertise Bands in the Park, Wellness Walks, Fireworks and Christmas plus the option for any other events that fit in the timeline for the calendar.</p> <p>The x2 roadside boards have now been ordered for Abington Park along with x1 Noticeboard for a town centre location with the supplier that offered best value for money. The boards should be delivered and installed in 6 weeks. As soon as in situ, the Wellness Walks and Bands in the Park advertising signage will go up.</p> <p>Locations for the town centre notice board are being considered for visibility, high footfall and easy access. Planning permissions are being sought for a few locations to determine if permissions can be granted depending on what works would be required to install.</p> <p><b>Locations to consider:</b></p> <ul style="list-style-type: none"> <li>• Market Square</li> <li>• All Saints' Church Memorial Garden facing out onto Wood Hill or Mercers/George Row.</li> <li>• Outside County Hall</li> </ul> <p>Please see attached <i>Abington Park Roadside Boards Locations</i>.</p>
----------------------------------	----------------------	--

**NOCA**  
NORTHAMPTON CARNIVAL & CULTURAL ARTS

**NORTHAMPTON CARNIVAL**  
**A FESTIVAL FOR ALL CULTURES**

**HEADLINE ACT**  
**THE REPRO JAM SQUAD**

A VARIETY OF STALLS EXCITING FUNFAIR  
LIVE ON STAGE ENTERTAINMENT

**SATURDAY 8TH JUNE 2024**  
RACECOURSE PARK | KETTERING RD | NORTHAMPTON | NN1 4LG  
WWW.NORTHAMPTONCARNIVAL.CO.UK  
START TIME: 12:00 NOON UNTIL 7:30PM



**NOCA**  
NORTHAMPTON CARNIVAL & CULTURAL ARTS

**CARNIVAL ROUTE 2024**

**HEADLINER**  
**THE REPRO JAM SQUAD**

**SATURDAY 8TH JUNE**

Carnival Parade will leave the Racecourse at 2pm, traveling down the Kettering Road into the town centre and returning to the Park, via the Wellingborough Road.

- DIRECTION FROM RACECOURSE TO TOWN CENTRE
- DIRECTION FROM TOWN CENTRE RETURNING TO RACECOURSE
- PARADE ROUTE

**RACECOURSE PARK | KETTERING RD | NORTHAMPTON | NN1 4LG**  
**WWW.NORTHAMPTONCARNIVAL.CO.UK**



# SAVE THE DATES 2024 EVENTS



[www.northamptontowncouncil.gov.uk/local-events](http://www.northamptontowncouncil.gov.uk/local-events)



24TH MARCH	<b>LAFOREY PARADE 80TH ANNIVERSARY</b>
7TH APRIL-29TH SEPTEMBER	<b>BANDS IN THE PARK</b>
20TH APRIL	<b>ST GEORGE'S DAY CELEBRATIONS</b>
19TH MAY	<b>EID FESTIVAL</b>
27TH MAY	<b>OAK APPLE DAY</b>
30TH MAY-1ST JUNE	<b>NORTHAMPTON COUNTY BEER FESTIVAL</b>
JUNE- OCTOBER	<b>NORTHAMPTON IN BLOOM INCLUDING WELLNESS WALKS</b>
8TH JUNE	<b>NORTHAMPTON CARNIVAL</b>
29TH JUNE	<b>ARMED FORCES DAY</b>
13TH JULY	<b>NORTHAMPTON PRIDE</b>
16TH-18TH AUGUST	<b>NORTHAMPTON BALLOON FESTIVAL</b>
8TH SEPTEMBER	<b>NORTHAMPTON MUSIC FESTIVAL</b>
14TH SEPTEMBER	<b>TALES &amp; TRADITIONS OF THE GUILDHALL AS PART OF HERITAGE OPEN DAY</b>
26TH OCTOBER	<b>DIWALI FESTIVAL OF LIGHTS</b>
2ND NOVEMBER	<b>NORTHAMPTON'S ANNUAL FIREWORKS SPECTACULAR</b>
10TH NOVEMBER	<b>REMEMBRANCE SUNDAY</b>
23RD NOVEMBER	<b>CHRISTMAS LIGHTS SWITCH ON</b>
DECEMBER	<b>CHRISTMAS IN NORTHAMPTON</b>

**NORTHAMPTON**  
Cleaner. Greener. Healthier.





## Report on Changing the Grants Process at Northampton Town Council

**PURPOSE:** a) To inform the Committee on the current grant application and decisioning process.

b) To inform and propose to the Committee of a more streamlined grant application and decisioning process.

**RECOMMENDATION:** The Committee note this report and consider the new proposed process outlined.

### Introduction

The current grants process at Northampton Town Council involves multiple stages of approval, which includes review and endorsement by the Grants Sub-Committee, the Community Services Committee, and finally, the Accounts Sub-Committee. This multi-tiered approach, while thorough, results in significant time expenditure by council officers and could benefit from a streamlined process.

### Current Process

1. Grants Sub-Committee: Initial review and preliminary approval of grant applications.
2. Community Services Committee: Secondary review and endorsement.
3. Accounts Sub-Committee: Final approval and allocation of funds.

This layered process, though designed to ensure comprehensive scrutiny, results in prolonged processing times and repeated administrative efforts.

### Proposed Change

To enhance efficiency, it is proposed to consolidate the grants approval process into a single, dedicated Grants Committee. This committee would take full responsibility for reviewing, approving, and allocating grants, thereby eliminating the need for multiple reviews by different sub-committees.

### Benefits of the Proposed Change

1. Time Savings for Officers: Reducing the number of committees involved will save significant officer time currently spent preparing documents, attending meetings, and performing follow-up tasks across multiple stages.
2. Streamlined Decision-Making: A single Grants Committee will expedite decision-making, allowing for quicker responses to grant applications and more timely disbursement of funds.
3. Focused Expertise: A dedicated committee can develop specialized expertise in grants management, leading to more informed and effective allocation decisions.
4. Administrative Efficiency: Simplifying the process reduces redundancy, minimizes paperwork, and enhances overall administrative efficiency within the council.

## Conclusion

By consolidating the grants process into a single, specialized Grants Committee, Northampton Town Council can save officer time, streamline decision-making, and improve administrative efficiency. This change promises to maintain rigorous oversight while enhancing the responsiveness and effectiveness of the council's grants program.

The current step by step process is below.

<b>NTC Grants Process</b>				
<b>Step</b>	<b>Action</b>	<b>Officer</b>	<b>Hours Per Application</b>	<b>Hours Per Funding Round</b>
<b>1</b>	Grant application received in Grants mailbox	All	0	
<b>2</b>	For CCF applications, check if councilor has endorsed the application	CO/FB	0.25	
<b>3</b>	If more than one councilor has endorsed the application, confirm their agreement	CO/FB	0.5	
<b>4</b>	Add grant application to Grants Master Sheet (For CCF applications, add to CCF Grants sheet too)	CO	0.083	
<b>5</b>	Application due diligence (Check organisation name, bank details, confirm contact information and supporting documentations)	CO	0.25	
<b>6</b>	Contact applicant to confirm receipt of application	CO	0.083	
<b>7</b>	Save application with supporting documentation in the shared drive as the organisation name with reference number.	CO	0.083	
<b>8</b>	Analyse each application and write a recommendation report based on funding guidelines and NTC's community strategy.	CO	0.3	
<b>9</b>	Write & send grants sub-committee agenda	FB	0	2
<b>10</b>	Grants Sub-Committee decide which applications should be approved.	GSC	0	1.5

<b>11</b>	Confirmation emails of CCF Grants and declined CGF Grants are sent to the recipient.	CO	0.083	
<b>12</b>	Approved CCF applications are sent to the finance officer following the committee meeting.	FB	0.25	
<b>13</b>	Approved CCF Applications are paid by Finance Officer	CM	0.083	
<b>14</b>	Approved CGF Grants are reviewed by the community services committee.	CSC	0	1.5
<b>15</b>	CGF Grants approved by the community services committee are then reviewed by accounts sub-committee.	ASC	0	1.5
<b>16</b>	Approved CGF grants are sent to the finance officer and added to the payroll	FB	N/A (Only one payment made)	
<b>17</b>	Grants master sheet updated	CO	0.25	
<b>18</b>	Applicants sent email regarding their application outcome.	CO	0.083	
<b>19</b>	Finance officer makes payment to successful CGF applications	CM	N/A (Only one payment made)	
			2.298	6.5

**THIS PAGE IS INTENTIONALLY LEFT BLANK**

# Northampton Town Council Social Media report - May 2024

## Facebook

**Number of posts published - 46**

**Top performing post of the month**

*14<sup>th</sup> May – Northampton’s annual Eid Festival takes place this Sunday...*

**Reach** (number of people who saw the post) 3,578

**Likes** 27

**Shares** 22

**Link clicks** 5

**Impressions** (number of times content was on screen) 3,807

## Instagram

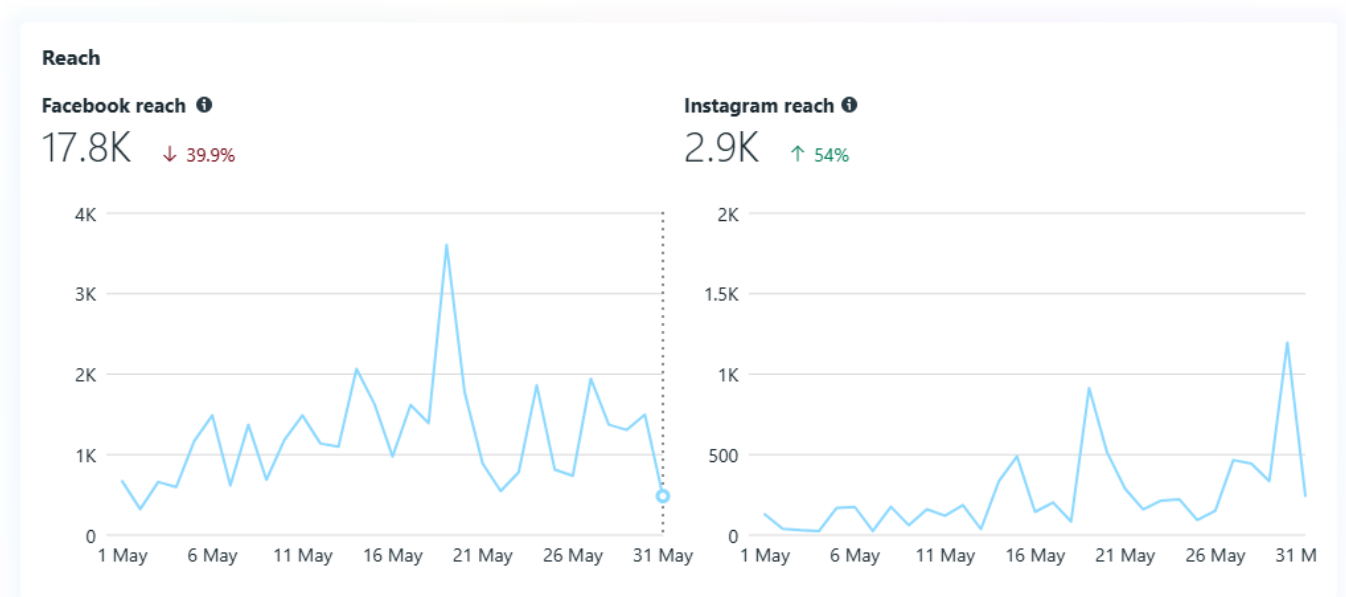
**Number of posts published - 34**

**Top performing post of the month** *14<sup>th</sup> May – Northampton’s annual Eid Festival takes place this Sunday...*

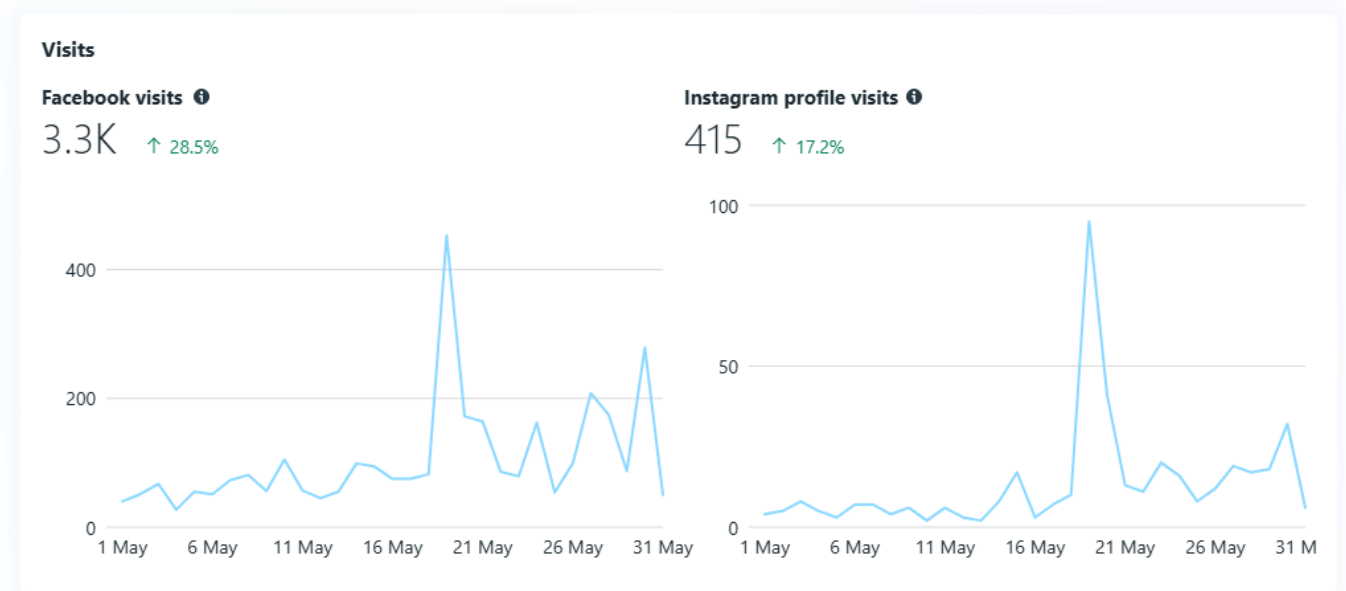
**Reach** (people who saw the post) 809

**Likes** 27

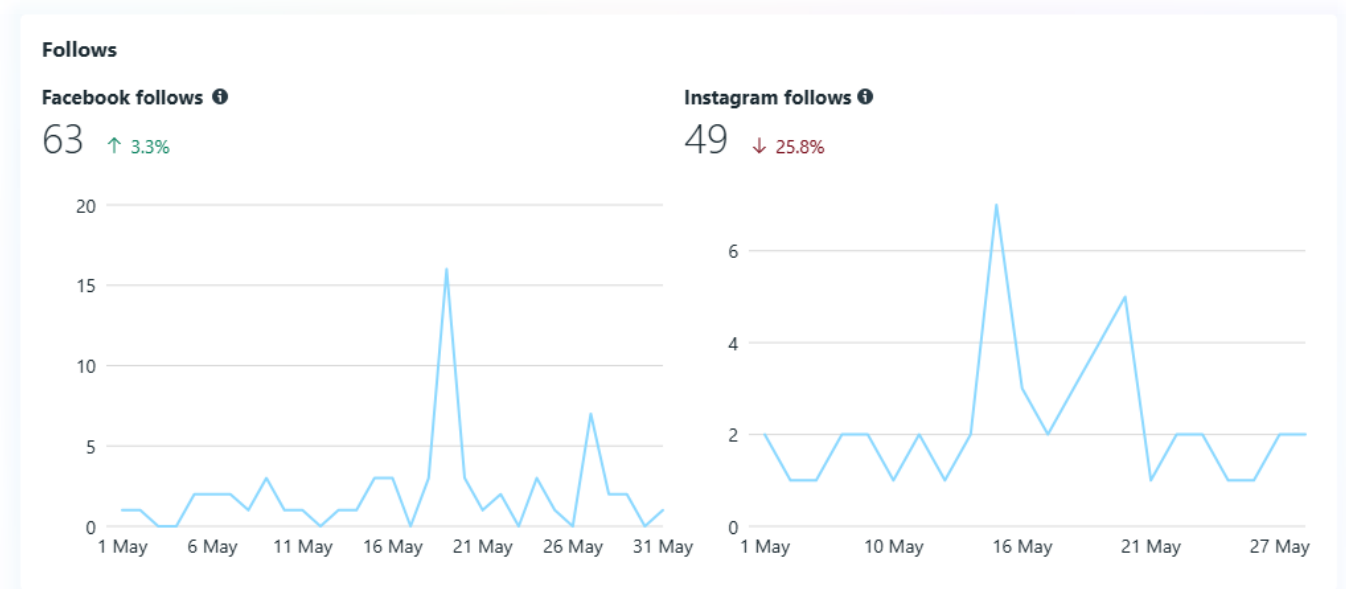
**Impressions** (number of times content was on screen) 911



posts, stories and ads. It also includes reach from other sources, such as tags, check-ins and Page or profile visits. The metric is estimated.



The number of times that your Page or profile was visited.



The number of times that accounts followed you in the selected time period.

## **Linked In**

4 posts / 673 total followers / 24 new followers / 45 page views.

## **X**

1,349 followers

2,700 post impressions over a 31-day period

**Number of posts published – 4**

## **12-month comparison figures**

As part of the Comms Officer appraisal process, Facebook metrics were assessed from the period 01/04/22 – 01/04/23 for the year before the F/T officer was in post (started April 2023)

These figures are below and demonstrate that the current Comms Officer has expanded the council's social media following and reach and more than doubled our Facebook audience in the 12-month period.

This data from the Metasuite is included below to show the improvements on Facebook. We also post to Twitter and Linked In a regular basis, but the most engagement received is on Facebook. Every original post created on Facebook is also automatically shared to Instagram.

<b>1/04/22 – 1/04/23 (before comms officer was in post)</b>	<b>01/04/23 – 01/04/24 (comms officer first year in post)</b>
666 net followers on Facebook	1,431 net followers on Facebook
Facebook reach of 62.9k	Facebook reach of 245.3K
Facebook page visits of 9.8K	Facebook page visits of 37.3K
Instagram page visits of 3K	Instagram page visits of 6.6K