

**DISTRICT PROMOTION BUDGET WORKING PARTY held at 9.00 am at COUNCIL OFFICES LONDON ROAD SAFFRON WALDEN on 25 JANUARY 2000**

Present:- Councillors Mrs M A Caton, Mrs J F Cheetham, A J Ketteridge, R A Merrion, A R Row and R W L Stone

Officers in attendance:- Mrs S McLagan, M T Purkiss and Mrs K Robinson

**I. DECLARATIONS OF INTEREST**

Councillor Mrs Cheetham declared an interest in application DPB/001 and left the meeting during the discussion and voting on this application. She also declared a non pecuniary interest in application DPB/006. Councillors Mrs M A Caton and A J Ketteridge declared their respective non pecuniary interests in relation to applications DPB/012 and DPB/004.

**I. ELECTION OF CHAIRMAN**

RESOLVED that Councillor A R Row be elected Chairman of the Working Party.

**I. APPOINTMENT OF VICE CHAIRMAN**

RESOLVED that Councillor Mrs J F Cheetham be appointed Vice Chairman of the Working Party.

**I. DISTRICT PROMOTIONS BUDGET**

Members noted that the Working Party had been set up at the last meeting of the Policy & Resources Committee with the intention of making recommendations to that Committee on allocations from the District Promotions Budget. At that meeting the Policy & Resources Committee determined the following criteria for judging the eligibility of applications had allocations:-

- (a) does the proposal provide an opportunity for the District to be promoted and marketed more effectively, thereby benefiting the communities and residents of Uttlesford?
- (b) is the proposal of a one-off, project based or pump-priming nature?
- (c) if No to (b) above, has consideration been given to how ongoing costs are to be met from other sources?
- (d) the proposal must come from officers or Members of the Council and cannot be received **directly** from external organisations.

The Working Party then gave detailed consideration to 13 applications which had been submitted under this scheme. Members of the Working Party stated that they had great difficulty in dealing with these applications, particularly as many of them, whilst being very worthwhile, did not meet the criteria. In particular, application DPB/004 for the Age Concern - Home Support Scheme was viewed extremely sympathetically. However, Members were unable to put forward a recommendation for a contribution under this scheme as it did not meet the criteria. Members found this decision extremely difficult as, had they been able to provide the £6,000 funding requested, this would have been matched by the North Essex Health Authority and Essex County Council. Accordingly, the Working Party felt that the Council should look at other ways of assisting this scheme.

The Working Party noted that, prior to the criteria being established for the District Promotions Budget, Members had suggested that the payment of the Arts & Community Centre Feasibility Study (application DPB/013) should be funded from this budget.

RECOMMENDED that

- 1 grants be made towards the following schemes under the District Promotions Budget:-
- |         |  |  |         |
|---------|--|--|---------|
|         |  | The Maltings, Dunmow for public information                            | DPB/001 |
| DPB/009 |  | To install a viewing platform in the centre of Bridge End Gardens Maze | £4,600  |
| DPB/012 |  | To enable Thaxted Information Centre to attend tourism exhibitions     | £200    |
- 2 no grants be made towards the following projects:-
- |            |  |   |  |
|------------|--|---|--|
| DPB/002    |  | Expanding tourist information point in Dunmow to offer a full time service                      |  |
| DPB/003(1) | To provide a five day a week Buffy Bus service           |   |  |
| DPB/003(2) | To employ a part time project co-ordinator for Buffy Bus |   |  |
| DPB/004    |  | To match fund the provision of Age Concern - Home Support Scheme                                |  |
| DPB/005    |  | To provide a TIC at Stansted. Purchase of a building etc.                                       |  |
| DPB/006    |  | To provide a regular bus service to Addenbrookes Hospital                                       |  |
| DPB/007    |  | To provide new signposts around the District  |  |
| DPB/008    |  | To enable a book of 28 short stories to be published about village life in Uttlesford           |  |
| DPB/010    |  | To provide people who are allocated a museum season ticket for the Millennium with transport    |  |
| DPB/011    |  | To provide an information stand and street event to advertise the leisure and cultural strategy |  |
| DPB/013    |  | Part payment of Arts & Community Centre Feasibility Study                                       |  |
- 3 the Policy & Resources Committee be asked to provide £8,045 from the surplus in this budget to meet the part payment of the Arts & Community Centre Feasibility Study (DPB/013)
- 4 the Policy & Resources Committee be asked to provide £20,000 from the surplus in this budget to be added to the budget for the Promotion of Local Centres, on the condition that the Planning and Development Committee maintain its contribution of £10,000 towards this initiative.

It was noted that if the above proposals were agreed there would be a sum of £24,699 left unspent from the District Promotion Budget.

The meeting ended at 11.30 am.