



Working Group Report to Builth Wells Town Council

All reports to be circulated in advance of BWTC Meeting.

Working Group Name	Strand Hall and Community & Strand Hall Website (combined)
Meeting Held (Time & Date)	7pm on 6/7/2021
Present at Meeting	Cllr G.Davies / Cllr A.Waller / Cllr M.Hammond (Cllr K.Lowe attended in an observer capacity)
Apologies / Non-Attendance	Cllr Prynne / Cllr Williams / Cllr Mavin / Cllr Morgan.
Person submitting this report	Cllr M.Hammond
Agenda Items for Resolution/Decisions Needed <i>Please list each point requiring a decision separately for inclusion on the agenda. Please note items not included on the agenda cannot be approved.</i>	<ol style="list-style-type: none"> 1. Floor Scrubber Purchase 2. Events capacity in the Strand 3. Caretaker / Cleaner 4. Evac Chair 5. Tables for events 6. Storage of current tables 7. Strand Website / admin / promotion 8. Blind for Clerks office and Chambers
Spending Level Requiring Authorisation	
Quotes Circulated (if required)	N/A
Relevant Powers to Spend (if spending approval needed) <i>Please liaise with Clerk if guidance required.</i>	
Policies Needed? Existing or New? <i>Please liaise with Clerk if guidance required.</i>	N/A
Risk Assessment Needed? Existing or New? <i>Please liaise with Clerk if guidance required.</i>	N/A
Notes / Other Items Supporting Above	N/A



Summary of Meeting

1. Floor Scrubber Purchase

This issue has been previously discussed. The meeting agreed that the Scrubber needed to be purchased (£1290) in order to maintain the newly laid floor in an excellent condition. Cllr Waller stated that other pieces of equipment would be needed in order to use and operate the Scrubber effectively and efficiently. These would be brought to Council for consideration.

Action: Cllr Waller to liaise with Clerk in relation to purchasing the Scrubber

Action: Cllr Waller to bring the issue of purchasing other supporting equipment to full Council.

2. Events capacity in the Strand

Cllr Davies explained that owing to the Covid regulations and guidance presently in force, there was different guidance in relation to the maximum capacity an event at the Strand could have: If a member of the public wanted to hold an event and applied for a Temporary Event Notice (TEN) then they would currently be limited to 30 people. If a Licensee applied, then under current rules, they could have the maximum capacity the Strand could hold. This would be subject to certain conditions etc. Cllr Davies said that he would be working with Cllr Williams to see what could be done regarding these issues.

Action: Cllrs Davies and Williams to report back on the above issues in due course.

3. Caretaker / Cleaner

Based on the previous report submitted by the Clerk in relation to the future management and operation of the Strand, and also based on the Clerks recent circulation in respect of the consideration of a Caretaker etc, the group discussed the issues, and these are briefly summarised as follows:

- Whereas the concept would take some time in respect of building up a business case (particularly as things need to start building up again in respect of bookings), it was supported by all at the meeting.



- The responsibilities could also include the maintenance and cleaning of the Groe and the Strand toilets. The ongoing costs of cleaning the 2 toilets, together with the cost of cleaning / maintenance of the Strand itself are effectively the equivalent of the cost of this concept.
- In addition, the persons undertaking the roles would also be responsible for opening the Strand for events etc. Otherwise, a rota between all Councillors will have to be put in place. It was agreed that this task was not the Clerks responsibility.
- The persons undertaking the roles could also be utilised in respect of e.g. weeding / litter picking on Council land, but could not be utilised for e.g. grass cutting, as this would require machinery, storage for machinery / training / insurance / full risk assessments etc.
- The ideal solution would be to have 2 x part time employees, each working a 24-hour week.
- They could be mutually covering in respect of holidays / sickness etc.
- In the event of them both being off at the same time, we could subcontract out for a short time.
- A discussion regarding the possibility of self-closing doors on the toilets took place.

Action: Clerk to be asked to build an initial business case, to be presented at the Council Budget Meeting in November, for discussion by full Council.

4. Evac Chair

This is a legal requirement for the Strand, and therefore has to be purchased.

Action: Cllrs Davies & Waller to work with Clerk to research best option and purchase item.

5. Tables for events

A discussion took place regarding suitable tables for events such as weddings. Cllr Davies stated that 6-foot round tables are the preferred option for such events and will make the set up much more professional looking. We would need to purchase them, as hiring is expensive and also they are difficult to actually get via hire.

Action: This matter will be brought back to the group at a future date by Cllr Davies once business and bookings at the Strand have increased and stabilised.

6. Storage of current tables

Cllr Davies explained that if we utilised and developed the storage space under the stage, it could be adapted to safely store the current trestle tables, which are currently left out.

Action: Cllr Davies will do research to find out what the work to convert the current storage space may cost, and then report back to the group.



7. Strand Website (inc admin & promotion) and Community website (Builth Digital Project)

The group firstly took note of the update kindly submitted by Elwyn Davies from PixelHaze (project lead) regarding the Community Website & related Facebook page, which is summarised as follows:

- *The website launch and relaunch of the Town Facebook page can be deemed a success, with some promising data being fed back to us (especially in relation to the Facebook page where there was already an established following of over 3,000 people).*
- **Builthwells.org Website stats (last 30 days):**
Visits: 107 / Page Views: 160
- *After an expected initial surge in April (nearly 500 visitors, predominantly via Facebook), the number has settled back to between 100-120 per month.*
- *It is still too early to expect the website to reach anywhere near peak performance on Google search results pages for keywords (e.g. activities in Builth Wells) as this is going to kick in between 6-12 months for new websites. The groundwork is in place and we should expect 1,000+ views per month by next spring.*
- *Action points to prioritise over the next 3-6 months to accelerate the process: we need to launch a campaign to invite local business/charities to provide article content for us to display on the website.*
Once the content is provided, the PixelHaze team can take the lead on publishing information. Once we get some momentum with this, it should prove to be highly effective for both the town website and those organisations.
This also provides further opportunities to promote website content on Facebook, driving more visitors to builthwells.org whilst we are waiting for google to catch up.
I would also recommend that we look into promoting a 'monthly round-up' from the town council. Continued promotion of the #beefupbuilth hashtag and spotting ways of including local businesses and organisations.
- **Facebook stats (last 28 days):**
Number of posts/reposts: 50+
Post reach (excluding reposts/shares from other organisations and individuals): 7,000+
Engagements (likes, responses, shared): 13,400
New page likes: 24 (3,496 total)
I cannot emphasise enough just how much of a success this has been, largely down to the tireless work of Jungle John over the past few months. Total page views could easily be between 50,000-100,000 over the past 28 days based on the total number of engagements being over 13,000. The groundwork that was originally laid down by Jane Walters has also had a significant influence on achieving these type of results.



Based on the above report, particularly regarding the figures involved, together obvious increase in work that is going to be necessary to keep the Strand website fully updated and relevant, it was decided that the administration of the Strand website should be subcontracted out as it is going to require a high level of professional knowledge to keep it competitive, especially in respect of its calendar of events / bookings. It was decidedly agreed that this is not the role for the Clerk to have to perform.

A discussion also took place around various options in respect of electronic payment of deposits and full balances for events.

Action: Matters above to be taken to full Council for discussion.

6. Window blinds for Clerk's office and Chambers.

The Clerk is in need of a blind owing to the number of times members of the public knock on her window repeatedly to get attention. This is particularly of concern when the Clerk is on the phone or dealing with financial matters. It is also a privacy issue. This is the same in respect of the window in Chambers.

Action: Purchase of blinds agreed. Clerk to obtain both.

The meeting ended at 8:30pm

