



WOODBIDGE TOWN COUNCIL

Shire Hall Market Hill Woodbridge Suffolk IP12 4LP

Locum Town Clerk: Mr G E Diaper

Tel: 01394 383599

Email: townclerk@woodbridge-suffolk.gov.uk



TO MEMBERS OF THE AMENITIES COMMITTEE

Cllr Bale	Cllr Miller
Cllr Lady Blois	Cllr Rawlings
Cllr Gillard	Cllr Sanders
Cllr Jewers	Cllr Walsh
Cllr Mapey	Cllr Wilks

You are hereby summoned to attend the **MEETING** of the **AMENITIES COMMITTEE** to be held virtually on: **TUESDAY 9TH FEBRUARY 2021 at 6.00PM**

Greg Diaper
Locum Town Clerk
2nd February 2021

Public Attendance

Members of the public and press are welcome to join the Zoom meeting. Members of the public will be invited to give their views/questions the Town Council on issues on the agenda, or raise issues for consideration or inclusion at future meetings. This item will be limited to 30 minutes duration but may be extended at the discretion of the Mayor.

Join Zoom Meeting

<https://us02web.zoom.us/j/88436408013?pwd=aCtISUhFZ0JkWXhIKzM2UTFOVlpPQT09>

Meeting ID: 884 3640 8013

Passcode: 087951

AGENDA

- 1. APOLOGIES**
To receive apologies for absence.

- 2. TO RECEIVE DECLARATIONS OF INTEREST**
Members and officers are invited to make any declarations of Disclosable Pecuniary or Local Non-Pecuniary Interests that they may have in relation to items on the Agenda and are also reminded to make any declarations at any stage during the meeting if it becomes apparent that this may be required when a particular item or issue is considered.
- 3. TO CONSIDER REQUEST FOR DISPENSATIONS**
Councillors with a Pecuniary Interest in an item on this Agenda, who wish to remain, speak and/or vote during consideration of that item, may apply for a dispensation in writing to the Town Clerk prior to the meeting. Applications may also be considered at the meeting itself should the nature of the interest become apparent to a Councillor at the time of the meeting.
- 4. TO RECEIVE AND APPROVE THE MINUTES OF THE MEETING HELD 12TH JANUARY 2021**
- 5. PUBLIC QUESTION TIME**
15 minutes maximum.
- 6. TO CONFIRM THE LICENCE TERMS FOR THE SALE OF ICE-CREAM ON THE COUNCIL'S LANDS – ATTACHED**
- 7. TO NOTE AND AGREE THE LOCATIONS FOR HEDGEROW PLANTING IN ELMHURST PARK AND FEN MEADOW - ATTACHED**
- 8. TO DISCUSS AND AGREE THIS COMMITTEES QUESTIONS IT WISHES TO PUT TO THE PEOPLE OF WOODBRIDGE - ATTACHED**
- 9. CLOSURE**

WOODBIDGE TOWN COUNCIL

Minutes of an **on-line** meeting of the **AMENITIES COMMITTEE** held on **TUESDAY 12TH JANUARY 2021**
at 6pm

Councillors:

Present: S Bale, Lady C Blois, P Gillard, S Miller (except items 752-756), R Sanders and C Walsh (except 752-757)

Apologies: S Rawlings

Absent without Apologies: J Jewers, C Mapey and M Wilks

In Attendance: Locum Town Clerk and Locum Deputy Town Clerk

Action

752. APOLOGIES FOR ABSENCE

Apologies for absence had been received from Councillor Rawlings.

753. TO RECEIVE DECLARATIONS OF INTEREST

No members declared an interest in matters on the agenda.

754. TO CONSIDER REQUEST FOR DISPENSATIONS

There were no requests from Councillors for a dispensation.

755. CONFIRMATION OF AMENITIES COMMITTEE MINUTES

The Committee received and approved the signing of the minutes of the meeting held on 8th December 2020 as a true record.

756. PUBLIC QUESTION TIME

There were no members of the public present.

757. TO NOTE THE POSITION REGARDING THE KINGSTON FIELD PEDESTRIAN ACCESS BRIDGE

The Committee noted the position regarding the Kingston Field pedestrian access bridge and its removal on safety grounds, together with the order placed for the design of a new bridge.

758. TO AGREE TO THE PREPARATION OF A LEASE/LICENCE FOR THE SALE OF ICE-CREAM ON THE COUNCIL'S LANDS

The Committee, following receipt of legal advice, agreed to the preparation of a commercial contract for the sale of ice-cream on the Council's lands.

759. CLOSURE

The meeting was closed at 6.08pm.

Councillor Gillard
Chair

DRAFT

ITEM 6

TO CONFIRM THE LICENCE TERMS FOR THE SALE OF ICE-CREAM ON THE COUNCIL'S LANDS

The Council's Solicitors have reviewed the previous terms and produced the document below which more properly protects the Council's interests and sets out the nature of the permitted trading.

AGREEMENT FOR PERMISSION TO SELL CREAM UNDER LICENCE ON LAND OWNED BY WOODBRIDGE TOWN COUNCIL

1. DEFINITIONS AND SPECIAL CONDITIONS

LICENCE DATED: [DATE/MONTH] 2021

Licensor	Woodbridge Town Council whose principal address is Shire Hall, Market Hill, Woodbridge, Suffolk IP12 4LP
Licensee	Details of Licensee including registered office and co number if relevant e.g. [FULL COMPANY NAME] incorporated and registered in England and Wales with company number [NUMBER] whose registered office is at [REGISTERED OFFICE ADDRESS]
Commencement Date	[DATE/MONTH] 2021
Term	The period from the Commencement Date until 31 st March 2024
Licence Fee	An annual fee of £[NUMBER] [(WORDS)] payable to the Licensor in advance for each year during the Term covering the period 1 st April to 31 st March in the following year.
Licensed Activities	The retail sale of Agreed Products at the Sites in accordance with the terms of this Licence.
Agreed Products	Ice creams and agreed associated products listed at the end of this Licence in Schedule 1.
Sites	The sites owned by the Licensor as indicated on the plans in Schedule 2
Vending Vehicles	Electric vehicles, tricycle carts or manual carts.
Operating Period	All year round. Able to trade on any or all days during the licence period, with the exception of days when the area is hired out to an external organisation.
Operating Hours	9am until half an hour after sunset

Policies	Consider whether apart from Safeguarding there are other policies to comply with. See also clause 2.32
Special Conditions	Include any special conditions here, could be site specific conditions e.g. relating to site access hours/conditions such as only operating from the car park at Broomheath
Licensor's Representative	Insert contact details
Licensee's Representative	Insert contact details

This agreement is comprised of:

1. Definitions and Special Conditions
2. General Conditions
3. Schedules:
 - Schedule 1: Agreed Products
 - Schedule 2: Site Plans
4. [Policies if any]

If there is any conflict or ambiguity between the terms of the documents listed in above, a term contained in a document higher in the list shall have priority over one contained in a document lower in the list.

2. GENERAL CONDITIONS

2.1 Term and Operation

- 2.1.1 The Licence shall commence on [DATE/MONTH] 2021 and shall continue for the Term unless terminated earlier in accordance with the terms of this agreement.
- 2.1.2 The Licensee shall pay the Licence Fee in full in advance of 1st April each year [on receipt of an invoice from the Licensor].
- 2.1.3 The Licence will permit the Licensee to trade on any day during the Operating Period during the Operating Hours, other than when the area is closed for any reason or in use for other activities, such as music or cinema events, markets and exhibitions etc. The Licence Fee is a fixed sum which is not dependent on the number of days of actual trade. The Licensor gives no guarantee as to the value of trade the Licensee might receive.
- 2.1.4 If the Licensee has any concerns arising during its occupation of the Site, particularly if there are incidents involving the public, these should be notified to the Licensor. Any serious incident or altercation should be notified to the Licensor within 24 hours.

2.2 Licenced Activities

- 2.2.1 During the currency of this Licence, the Licensor authorises the Licensee to enter upon and station on the specified land, being the land edged in red on the plans in Schedule 2 a Vending Vehicle for the retail sale of Agreed Products. It is a condition of this Licence that only one Vending Vehicle is permitted to be in operation at each of the Sites at any one time.
- 2.2.2 This Licence constitutes permission only to enter onto the Sites to conduct the Licences Activities and confers no tenancy or other right of occupation on the Licensee.
- 2.2.3 Electricity, water and drainage services may be available by separate arrangement outside the terms of this Licence.
- 2.2.4 A Vending Vehicle shall be parked only on a Site, in accordance with any special conditions related to a Site, and the Licensee can only trade within the area of a Site. The Licensor reserves the right to instruct the Licensee to move either temporarily or permanently, and/or designate areas within a Site where the Vending Vehicle may or may not be situated.
- 2.2.5 It is a strict condition of this Licence that a Vending Vehicle must not be in situ at a Site before [9am] or after [one hour after sunset].
- 2.2.6 It is a strict condition of this Licence that the Licensee may move a Vending Vehicle onto and off a Site once only on each day of trading. Whilst it is in

motion, the Licensee will ensure the safety of members of public in the vicinity. Pedestrians have right of way at all times.

- 2.2.7 If deliveries are to be made to re-stock the Vending Vehicle during the day it is the Licensee's responsibility to ensure that any such delivery vehicle is operated with the utmost care and leaves the Site immediately after re-stocking. For the avoidance of doubt, vehicles involved in re-stocking are not permitted to remain parked or otherwise at a Site.
- 2.2.8 In the event that access to a Site requires the opening of a locked gate/bollard or other obstruction a key will be provided which must be returned at the end of the specified period. A deposit of £20 will be required and retained against loss of the key. The deposit will be refunded at the end of the Licence upon return of the key.
- 2.2.9 The Licensee must hold a copy of the Licence / permit obtained from the Licensor in his/her Vending Vehicle which must be produced on request.
- 2.2.10 The Licensee must notify the Licensor within 7 days if any of the information provided when applying for this Licence changes.
- 2.2.11 The Licensee acknowledges that:
- 2.2.11.1 the Licensor may be issuing Licences for other concession sites in the area of Woodbridge Town Council, other than, on the Sites, for ice cream and related products.
 - 2.2.11.2 that from time to time special events are held at the Sites incidental to which vendors contracted with the promoters may sell some or all of the items which the Licensee is permitted to sell;
 - 2.2.11.3 that the Licensor may vary the terms and conditions of this Licence at any time by notice in writing.

2.3 **Staffing and Assignment**

- 2.3.1 The Licensee shall not assign the Licence. Trade may only be carried out on behalf of the Licensee himself/herself or by a member of his or her direct family (husband, wife, son or daughter) or by a person formally and properly employed by his or her business.
- 2.3.2 The Licensee and any direct family member or employee trading on behalf of the Licensee must be 17 years of age or over.

- 2.3.3 Where an employee is used to operate a Vending Vehicle on behalf of the Licensee, proof of Employer's Liability Insurance must be shown to the Licensor in respect of that person and be available on request thereafter.
- 2.3.4 The Vending Vehicle must be staffed at all times by suitably trained personnel ("Personnel") with the experience to provide a high standard of customer service. The Personnel must:
- 2.3.4.1 be fully trained in the operation of the Vending Vehicle;
 - 2.3.4.2 hold at least a Level 2 Food Hygiene Certificate;
 - 2.3.4.3 be cleared against the Disclosure and Barring Service ("DBS").
- 2.3.5 The Licensee will be required to provide evidence of the requirements of clause 2.3.4

2.4 **Operation of Vehicles and Equipment**

- 2.4.1 All Personnel employed or involved in the provision of the Licensed Activities in whatever capacity shall be fully qualified with the valid licences and insurances necessary to operate the Vending Vehicles and other vehicles and equipment associated with the Licensed Activities. Copies of all relevant documents shall be supplied to the Licensor before any Personnel are allowed to operate under this Licence.

2.5 **Food standards**

- 2.5.1 All Agreed Products must be stored, prepared and served in accordance with all requirements of the prevailing food safety regulations. The Licensee will possess or will obtain and maintain a minimum rating of 4 on the national food hygiene rating scheme, as assessed by East Suffolk Council's Environmental Health team.

2.6 **Health and Safety and Hygiene**

- 2.6.1 The Licensee shall ensure that the operation of the Licensed Activities meets all of the requirements stipulated by current legislation including but not limited to:
- 2.6.1.1 COSHH – Control of Substances Hazardous to Health;
 - 2.6.1.2 Documented food safety management system based on principles of Hazard Analysis and Critical Control Points (HACCP);
 - 2.6.1.3 Cleaning and hygiene schedules;
 - 2.6.1.4 Temperature control;

- 2.6.1.5 Food storage;
- 2.6.1.6 Food transportation;
- 2.6.1.7 Cleanliness;
- 2.6.1.8 COVID-19 prevention and social distancing.

As stated in clause 2.3.4 it is also the responsibility of the operator to ensure that all Personnel are suitably trained in each of the areas listed above.

- 2.6.2 The Licensee is responsible for the regular and thorough cleaning of the Vending Vehicle both inside and outside which must be clean and presentable when on site as this affects the reputation of the Licensor. The Licensor reserves the right to instruct the Licensee and/or the Licensee's Personnel to clean the Vending Vehicle to the Licensor's satisfaction.

2.7 **Waste**

- 2.7.1 The Licensee shall keep the area around the Vending Vehicle in a clean and tidy condition throughout each day of trading.
- 2.7.2 All waste from the Licensee's activities at the Sites is Trade Waste and must be disposed of by the Licensee as such.
- 2.7.3 The Licensor's litterbins at the Sites must not be used to dispose of any waste arising from the operation of a Vending Vehicle.
- 2.7.4 The Licensee is responsible for making suitable arrangements for the collection and removal of waste, litter and rubbish to the satisfaction of the Licensor and shall, at all times, keep the Sites free from waste and litter resulting from the exercise of permission conferred by this Licence. The Licensee is responsible to making sure no waste, litter or rubbish is left on the Sites at the end of each day.
- 2.7.5 The Licensor may charge for removal and disposal of waste and litter, and any cleansing of the Sites needed as a result of the Licensee's use of the site e.g. oil spillages.

2.8 **Behaviour and Compliance**

- 2.8.1 All goods, Vending Vehicles and other equipment used to provide or in connection with the Licensed Activities shall be of the highest standard and maintained in fit for purpose condition at all times.
- 2.8.2 The Licensee and all of his/her Personnel shall be of good behaviour at all times when at a Site and should wear clean and appropriate clothing.

- 2.8.3 The Licensor shall ensure that it and its Personnel comply with the Licensor's [Policies including in particular the] Safeguarding Policy for Children and Vulnerable Adults, a copy of which will be provided by the Licensor.
- 2.8.4 In the event that the Licensor receives any complaint about the Licensed Activities or Personnel, the Licensor will promptly inform the Licensee and the parties will enter into discussion over what action, if any, needs to be taken. Should the Licensor reasonably consider that the Licensee has failed to provide a satisfactory service, the Licence may be terminated in accordance with clause 2.11 below.
- 2.8.5 The Licensee will comply with any instructions reasonably given by employees of the Licensor and all instructions or requests of a Police Officer or member of the Emergency Services.
- 2.8.6 The use and storage of liquid petroleum gas shall comply with any Code of Practice or requirements of a Fire Officer.
- 2.8.7 The Licensee must comply with any bye-laws in relation to the Sites, copies of which can be supplied on request.

2.9 Prohibitions

- 2.9.1 The Licensee shall not, without the previous consent in writing of the Licensee, carry on or suffer to be carried on in or at the Vending Vehicle any trade or business other than that of the retail sale of ice creams and other agreed associated products.
- 2.9.2 The Licensee and any person employed or acting on behalf of the Licensee shall not:
- 2.9.2.1 give or permit to be given any entertainment or performance in or from the ice cream van or play any music or other sound therein or adjoining thereto;
 - 2.9.2.2 tout or advertise for business by sounding the ice chimes or making any other sound;
 - 2.9.2.3 sell, deposit or display food, goods, articles or anything of any description outside the Vending Vehicle;
 - 2.9.2.4 display or permit to be displayed any advertisement other than those on the Vending Vehicle itself;
 - 2.9.2.5 erect any pole or mast or other apparatus at a Site relating to electronic, wireless or mobile communications;

- 2.9.2.6 do or permit to be done in or upon the Vending Vehicle or any part thereof or in the vicinity thereof anything which, in the opinion of the Licensor, is or may become a nuisance or annoyance to the Licensor or to the public, or create a danger or potential danger to persons or property in the vicinity;
- 2.9.2.7 do in, on or near a Site anything by reason of which the Licensor may incur any losses under any statute or obligation imposed by law or bye-law.
- 2.9.3 No person shall reside in or otherwise use a Vending Vehicle for overnight sleeping.
- 2.9.4 No vehicle of any description other than one Vending Vehicle per Site shall be stationed or parked on a Site and no other vehicle shall be driven on to the Site. The Licensor does not provide parking for vehicles associated with the Licensee.

2.10 **Interruption**

- 2.10.1 The Licensor may, for operational reasons, designate days on which the Licensee may not trade, for example, because an event is taking place for which an exclusive trading concession or exclusive access to a Site has been agreed or for other operational necessity. The Licensor will endeavour to give notice of suspension, however, will not be under obligation to do so.

2.11 **Termination**

- 2.11.1 Licensor may terminate this Licence for any reason whatsoever, including convenience, upon giving not less than **twenty eight calendar days'** written notice. Provided that the Licensee has paid the annual Licence Fee in full, and is not otherwise in breach of the Licence, on termination under this clause 2.11.1 the Council may issue a refund of the amount of Licence Fee paid for the remaining part of the annual period in question. The amount of refund will be calculated pro rata from the expiry of the termination notice to 31st March of the annual period in question less an administration fee of 10% of the annual Licence Fee.
- 2.11.2 The Licensee may terminate this Licence at any time by **twenty eight calendar days' written notice** in which case any fees which remain to be paid will become payable immediately upon termination. If the Licensee decides to terminate this Licence no refund will be given.
- 2.11.3 The Licensor may immediately by notice in writing, revoke or suspend the Licence if at any time there shall be a breach of any of the Licence conditions

but without prejudice to the Licensor's rights and remedies in respect of such breach. No refund will be due in this case.

2.12 **Permissions**

- 2.12.1 This Licence shall not operate for any other purpose than to permit the Licensee to carry out the Licensed Activities.
- 2.12.2 The Licensee will be solely responsible for obtaining any other permission, approval or registration required, other than the Licensor's permission as landowner.
- 2.12.3 The Licensee shall at all times comply with the Acts relating to Trading Standards, Food Hygiene and any Regulations made thereunder and to immediately comply with the requirements of the Trading Standards and Environmental Health Officers.
- 2.12.4 The Licensee must undertake its own risk assessment for any activities being carried on at the Site, including the Licensed Activities. It is the responsibility of the Licensee to comply with all health and safety requirements by law or otherwise in relation to carrying on its activities at the Site and to ensure such compliance by its Personnel.
- 2.12.5 It is a strict condition of this Licence that the Licensee's business must be registered as a Food Business with East Suffolk County Council and the Vending Vehicles and any vehicle used for re-stocking entering onto a Site must at all times have, if required, a valid MOT certificate, Road Tax and relevant vehicle insurance.

2.13 **Liability and Insurance**

- 2.13.1 The Licensor shall not be liable for any loss sustained by the Licensee resulting from the operation of any mobile trader on the highway or on land which is not in the ownership of the Licensor nor from the operation of any mobile trader on the Licensor's land who is trading without the Licensor's consent.
- 2.13.2
- 2.13.3 The Licensee shall hold the Licensor indemnified from and against all actions, costs, damages, claims and demands whatsoever and shall insure against any damage, loss or injury which may occur to any property, including the Licensor's property and land, or to any person by or arising out of the exercise of the rights conferred by the Licence.

- 2.13.4 The Licensee shall hold and maintain the following minimum levels of insurance cover to the satisfaction of the Licensor and before the Commencement Date and whenever required produce to the Licensor the policy or policies of insurance and the receipts for the payment of the current premiums. Such insurances shall provide cover for a minimum of:
- 2.13.4.1 Employers' Liability: £10,000,000 in relation to one claim or series of claims;
 - 2.13.4.2 Public Liability: £10,000,000 in relation to one claim or series of claims;
 - 2.13.4.3 Product Liability: £10,000,000 in relation to one claim or series of claims.
- 2.13.5 The Licensor reserves the right to review the level of insurance cover required.
- 2.13.6 Licensor shall not be liable for any other loss or damage sustained by the Licensee resulting from storm, tempest, pandemic or another cause whatsoever in connection with this Licence or for the condition of the Sites.
- 2.13.7 No liability will be accepted by the Licensor for consequential loss to the Licensee resulting from any act, failure to act, circumstance or any other reason. The liability of the Licensor shall be limited in all circumstances to the value of the unexpired portion of the Licence which will be calculated proportionately.
- 2.13.8 Nothing in this Licence shall stop the Licensor or any other enforcing authority exercising their rights, powers, duties and obligations under any public or private statutes, orders, regulations or bye-laws.

2.14 **Marketing and Promotion**

- 2.14.1 It is recognised that the Licensee may wish to promote the Licensed Activities and the Licensor will be fully supportive of such promotion subject to the following conditions:
- 2.14.1.1 any image portrayed on any promotional materials used for this purpose must follow the style and standard used by the Licensor;
 - 2.14.1.2 the Licensor require that any promotional materials produced by the Licensee be agreed in advance.
- 2.14.2 The Licensor's logo is available to be used with the Licensor's written permission, however there are branding guidelines which will determine the style and look which must be adhered to. Ad hoc banners posters, signs etc. will not be permitted on the Sites or the roadway, unless permission is sought

in advance. The Licensor reserves the right to remove any or all of such items if they appear without permission.

2.15 **Operating Costs**

2.15.1 The Licensee will be expected to meet all operating costs including, but not limited to: costs of sales, labour, direct operating costs arising from the operation of the Licensed Activities, energy, communications, insurances and any additional marketing expenditure. The Licensee will be expected to meet all such costs as they become due and failure to do so may lead to the termination of the Licence.

2.16 **Notices**

2.16.1 Any notice given under or in connection with this Licence shall be in writing marked for the attention of the party's authorised Representative and shall be:

2.16.1.1 delivered by hand or by pre-paid first-class post or other next working day delivery service at its registered office (if a company) or its principal place of business (in any other case); or

2.16.1.2 sent by fax to its main fax number or sent by email to the address specified in clause 1.

2.16.2 Any notice shall be deemed to have been received:

2.16.2.1 if delivered by hand, at the time the notice is left at the proper address;

2.16.2.2 if sent by pre-paid first-class post or other next working day delivery service, at 9.00 am on the second Working Day after posting; or

2.16.2.3 if sent by fax or email, at the time of transmission, or if this time falls outside working hours in the place of receipt, when working hours resume. In this clause, working hours means 9.00am to 5.00pm Monday to Friday on a day that is not a public holiday in the place of receipt.

2.16.3 This clause does not apply to the service of any proceedings or other documents in any legal action or, where applicable, any arbitration or other method of dispute resolution.

2.17 **Governing law**

2.17.1 This agreement and any dispute or claim arising out of or in connection with it or its subject matter or formation (including non-contractual disputes or claims) shall be governed by and construed in accordance with the law of England and Wales.

2.18 Jurisdiction

2.18.1 Each party irrevocably agrees that the courts of England and Wales shall have exclusive jurisdiction to settle any dispute or claim arising out of or in connection with this agreement or its subject matter or formation (including non-contractual disputes or claims).

This agreement has been entered into on the date stated at the beginning of it:

Signed on behalf of Woodbridge Town Council by:

.....

Authorised Signatory

[APPROPRIATE EXECUTION CLAUSE TO BE INSERTED]

Signed on behalf of [LICENSEE]

.....

**[APPROPRIATE EXECUTION CLAUSE TO BE INSERTED
DEPENDING IN LEGAL STATUS OF LICENCEE]**

SCHEDULE 1

AGREED PRODUCTS

Ice cream and lollies
Sweets
Canned or bottled soft drinks

EXCLUDED PRODUCTS

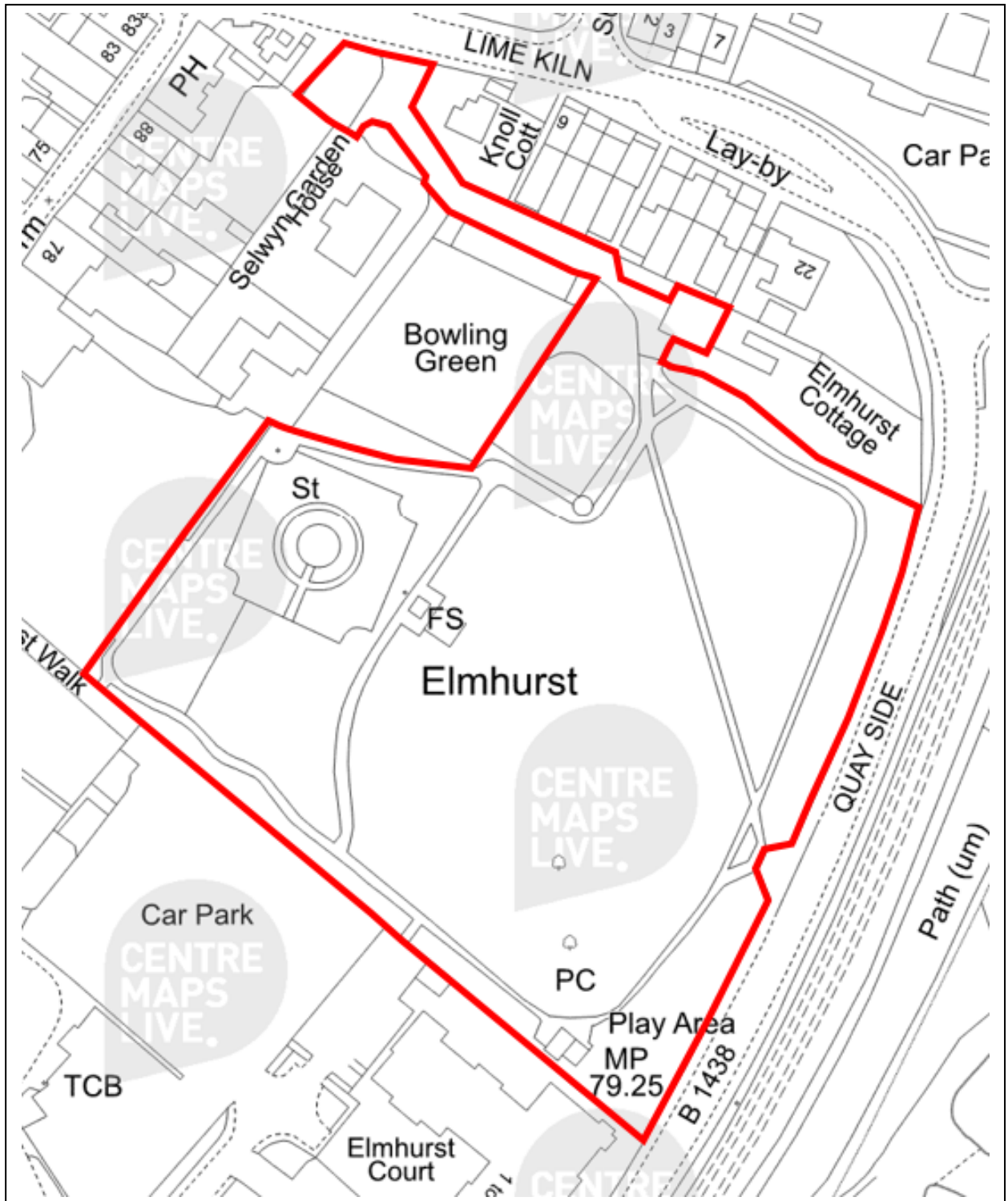
Cooked or hot food
Hot drinks
Tobacco products
Alcohol

SCHEDULE 2

SITE PLANS

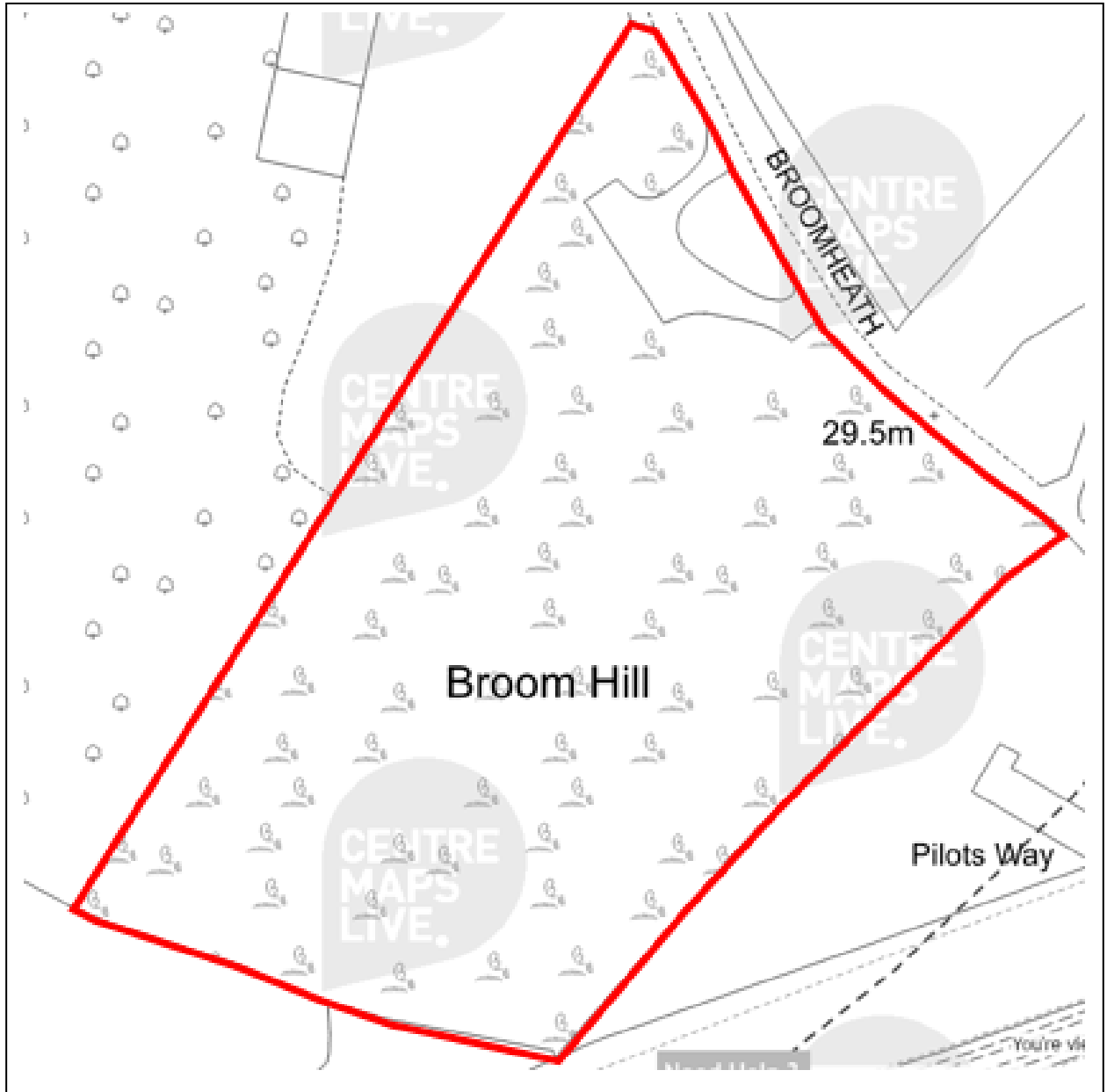
Map of Elmhurst Park

Lime Kiln Quay Road, Woodbridge, Suffolk, IP12 1BB



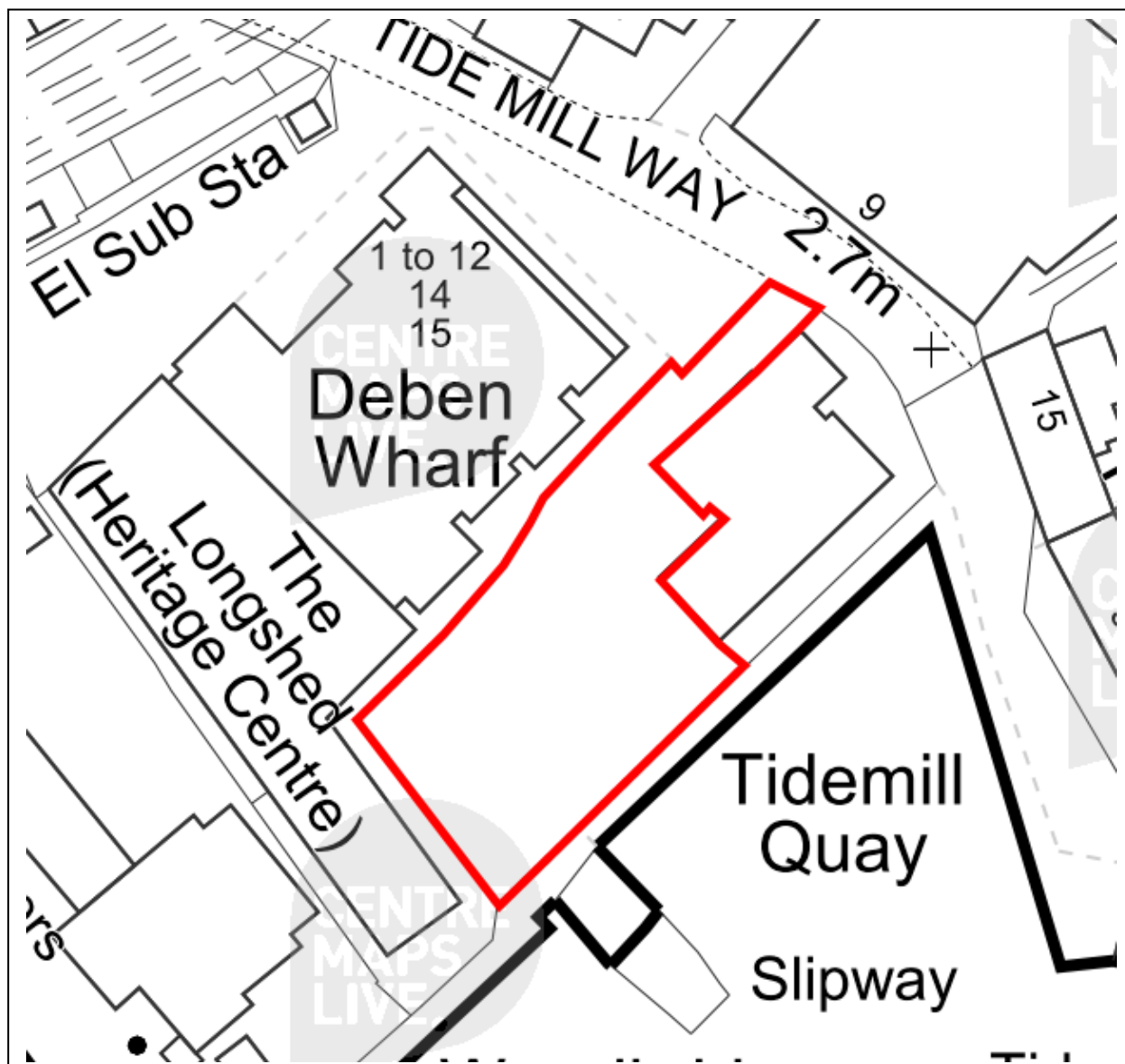
Map of Broomheath

Seckford Street, Woodbridge, Suffolk, IP12 4LZ



Map of Whisstocks Place

Tide Mill Way, Woodbridge, Suffolk, IP12 1BY



Members are recommended to agree to the licence terms, and thereafter to invite tenders for the sale of ice-cream on the Council's lands.

ITEM 7

TO NOTE AND AGREE THE LOCATIONS FOR HEDGEROW PLANTING IN ELMHURST PARK AND FEN MEADOW

As part of the previously agreed rewilding scheme for Elmhurst Park, hedgerow planting, mainly in the unused flowerbed either side of the flagpole bed will commence in March.

In addition, it has been proposed that that the hedge separating Fen Meadow Walk from the Council's land on Fen Meadow could benefit from improvement as it is "patchy" in parts along its length.

A supply of whips (free of charge) is being sourced, but before they can be planted the "patchy" parts of the hedge need professional clearance to enable the new growth.

Members are recommended to agree to the professional clearance of the "patchy" parts of this hedge and the replanting using whips.

ITEM 8

TO DISCUSS AND AGREE THIS COMMITTEES QUESTIONS IT WISHES TO PUT TO THE PEOPLE OF WOODBRIDGE

Full Council have agreed that committees should provide two or three questions for potential inclusion in a benchmarking study/ research exercise, to be undertaken via Survey Monkey.

Benchmarking / Market Research

Before you embark on a promotional push you need to know what you are up against. A few simple benchmarking / research exercises will allow you to gain an insight into what people really think, rather than guesswork and assumptions. Once you have an understanding you will be able to repeat the exercise at intervals to track progress. It should be straightforward to conduct as qualitative survey via Survey Monkey or similar.

In around ten questions ask residents which key TC projects and responsibilities they are aware of and how they rate them. The survey can be promoted via the email list, WTC Facebook page and other Woodbridge related social media accounts. A small incentive to take part works well but won't necessarily be required as lots of people like to tell you about their opinions and themselves for free.

Members should consider what public opinion would be useful to them in guiding decision making in the future.

Examples of the type of questions which can be asked are shown here;

<https://www.surveymonkey.co.uk/mp/survey-question-types/>

Members are recommended to agree two or three questions for potential inclusion in a benchmarking study.