



**MAGHULL  
TOWN  
COUNCIL**

## **Maghull Town Hall**

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LOCAL COUNCIL  
AWARD SCHEME  
FOUNDATION

**NOTICE IS HEREBY GIVEN to attend a Meeting of COMMUNITY SERVICES COMMITTEE which will be held in THE COUNCIL CHAMBER at MAGHULL TOWN HALL on Wednesday 13 October 2021 at 6:30 PM**

**Note:** *DECLARATIONS OF INTEREST – If a Member requires advice on any item involving a possible declaration of interest which could affect his/her ability to speak and/or vote, he/she is advised to contact the Town Clerk at least 24 hours in advance of the meeting.*

**1 Apologies for Absence**

**2 Declarations of Interest**

**3 Public Participation.**

Members of Maghull Lions have registered to speak at the meeting

**4 To Confirm the Minutes of the Last Meeting**

Members are asked to confirm the minutes of the meeting on 30th June 2021 (Pages 1-5)

**5 Maghull Garden Festival**

Members are asked to consider the verbal update

**6 Christmas Activities**

Members are asked to consider the plans for Christmas (pages 6 - 9)

**7 Business @ Breakfast with Schools - Cllr Josh Burns**

Members are asked to consider the verbal report

**8 Queen's Platinum Jubilee Parties in Parks**

Members are asked to consider the proposals (Pages 10 - 11)

**9 Mayoral Achievement Award**

Members are asked to consider the verbal report

**10 Friends Of Groups - Proposals and Priorities Linked to the Green Heritage Project**

Members are asked to consider the report (pages 12- 16)

PTO

**11 Use of Commonplace Citizen Engagement Platform**

Members are asked to consider the report relating to the use of a citizen engagement platform (pages 17 - 29)

**12 Future Events**

Members are asked to consider the verbal report on future events

**13 Chair's Report**

Miss A. McIntyre FSLCC  
Town Clerk

# Minutes of Community Services Committee Held Wednesday 30 June 2021 at 6:30 PM

Those present :

Chairman : Cllr D Mullen

Councillors : Cllr Ju Burns, Cllr C Carragher, Cllr F Sharp

Officers : P Dillon, S Larking

## 1 Apologies for Absence

Apologies have been received from Cllr R Ferguson, Cllr McKinley, Cllr J Sayers, Cllr Y Sayers and A McIntyre

## 2 Declarations of Interest

None received

## 3 Public Participation.

None received

## 4 Presentation by Roy Evans Foundation

Sheryl Dooley, Chief Executive of the Roy Evans Foundation gave a presentation to provide background to the Foundation's objectives and its aspirations of working with Maghull Town Council. Key points:

- Roy Evans (former player and Manager Liverpool FC) set up Foundation as wants to give back to the community and reach out to young people
- Focus on education, health/ fitness, mental health and performing arts
- Disengaged students a massive issue, as well as NEETs and County Lines
- Look at creative/alternative education e.g. fantasy football for maths
- Want to build a safe place for young people and help improve lives and develop life skills
- Looking for a base to run service - options include Maghull, Bootle and St Helens (been offered a building rent free)
- Keen on Maghull as know there's demand but area scores low on indicators of need. Would like to take over the Activity Room at the Town Hall to run services. Recognise that this would impact on some regular hirers e.g. indoor bowls. Could help secure funding which is not available to the Council to improve facilities in the room
- While focus is on young people would look to engage with the community e.g. young people show older people how to use phones/tablets and work with care homes
- Moving forward will look to be a training provider and offer traineeships and apprenticeships
- Are able to use Ambassadors (Joe Royle, Kevin Sheedy, Jamie Redknapp and Michael Greco) to secure private funding/donations. Working with Jamie Carragher's 23 Foundation
- Current projects include "More than a Game" and a Nutritional Course which has secured funding from the Coop

In response Cllrs made the following points:

- Welcome presentation
- Issues with ASB and youth engagement and service provision in Maghull

- Early intervention important. Cllr Carragher has done a report for Sefton on persistent absence. Issues identified in years 6 and 7
- Noted that Foundation would like full time use of the Activity Room free of charge and would agree use, where possible, with other hirers
- ADDvanced Solutions raise awareness and provide support for autism
- Writing on the Wall run creative writing courses; want to work in Sefton
- Create a Hub linking to projects for young people at Maghull Parish Hall and Active Sport
- Draw on research e.g. from UCLAN to develop baselines to help secure funding
- Child protection essential if running youth clubs/services
- Noted that the Committee can not make a decision about use of the Activity Room as this would need to be considered by Full Council. Recommended that an Extra Ordinary Council meeting is held to discuss use of the Activity Room by the Foundation.

**RESOLVED that:-**

1. A request for a Full Council meeting be held to discuss how the Town Council can support the Roy Evans Foundation
2. The Presentation be noted

**5 To Confirm the Minutes of the Last Meeting**

**RESOLVED that the minutes of Community Services Committees held on 10th and 22nd February 2021 were approved as correct records.**

**6 Review of Community Services Work Programme**

The Community Services Manager reported that events had been impacted by Covid and there was a need to build back the work programme. Working with Roy Evans Foundation would help. It was noted that Cllrs wanted clarification if Roy Evans Foundation would be paying rent for use of the room.

**Key points**

- Partnership Working: Working with Sefton CVS and Maghull Food Bank
- Land East of Maghull: An area to consider is collecting feedback from residents impacted by development . The Developers will be holding meetings with the Council every 2 weeks.
- Free room hire: Maybe an issue if let Activity Room to Roy Evans Foundation. It was noted that other rooms are available for Community groups - Venue and Council Chamber
- Budget: Budget cut due to reduction in income. Using IDOX (Grant Finder) database but more focussed on charitable groups and funding is very competitive

Update on work Programme linked to Business Plan:

Priority 1:

1. ASB Strategy: To be reviewed. See Agenda item 10
7. "Better Maghull": Helped establish Friends of Maghull and District ; a few "Friends of Groups" set up. Work to pick up when Covid restrictions are lifted
9. Communication Strategy: Work ongoing

Priority 2:

6. Events: Impacted by Covid. Pinders Circus on KGV Field in week of 12 July. Will have reduced capacity to comply with restrictions. Sharlands fair returning to Whinney Brook on 18-23 August. Will move away from houses in response to some

complaints about noise

Priority 4:

2. Literary Festival: Event cancelled due to Covid 19
3. Maghullfest: Event cancelled due to Covid 19
4. Youth offers. Go Girl (run by Maghull Parish Hall) to restart in new school year; Active Sports to start in July

Priority 5:

1. Maghull Hub: Not progressed
2. Maghull Radio: Dave Hughes raised money via crowd funding but struggling to get other funding. Applying for National Post Code Lottery Funding as need new equipment now they are a Constituted group. Set up a bank account with Sefton Credit Union
3. Volunteering: Volunteers from Sefton CVS helped with shopping during lockdown
4. Grants: Need to promote grants to get more applications
5. Defibrillator Audit: Completed and map produced
6. Maghull Parish Hall: Parish Hall Committee in place. Cllr Carragher represents the Council. Run down reserves during Covid to decorate. Room transformed. Hall has reopened and fully booked
7. Community Development Programme: Suspended due to Covid

Priority 6:

1. Heritage Centre: Not completed due to Covid and financial restrictions
2. Heritage Trail: On Agenda - Item 8

Priority 7:

3. Health Awareness Campaign: 100 Christmas Hampers issued. Cllrs contacted vulnerable residents during lockdown; Activity Room used as a Covid Vaccination Centre

Key points made by Cllrs:

- Disappointed that unable to hold Lantern Festival due to cost (approx. £10,000)
- Would like to explore support for ADDvanced Solutions

Members reviewed the expenditure for 2021/22. It was noted that

- Expenditure on Neighbourhood Activities would be used to fund liaison with residents about development Land East of Maghull
- Funds could be vired between budgets
- Christmas events will be held, if restrictions allow

**RESOVLED that:**

1. **Priorities for 2021/22 agreed as set out in the report**
2. **The report be noted.**

7

**Maghull Garden Festival**

Members were informed that 15 entries had been received - 9 private houses, 1 school and 5 Maghull in Bloom sites. Judging to take place on 12 and 13 July. Judging panel is Cllr Carragher, Don Billington (RHS Gold Medal Winner) and Irene Marmion (Maghull Station Volunteers). Judging criteria to be developed by Don Billington. Prizes donated by SELCO, Windmill Nurseries, Sandy Lane Nurseries and Morrisons. An awards event to be held to celebrate the entrants and winners.

**RESOVLED that: the report be noted.**

8

**Green Heritage Project**

Members were informed that the development of a Green Trail across the parks and open spaces had been put on hold due to the Covid 19 Pandemic. The National Lottery Heritage Fund (NHLF) has reopened and views were sought on progressing a bid taking on board initial feedback to make the bid more ambitious. Further work is required with schools, Mersey Forest and Sefton CVS. The bid would draw on the importance of parks during the Pandemic and research on wellness and parks

**RESOLVED that:**

- 1. Bid to National Lottery Heritage Fund for a green trail to be progressed;**
- 2. The report be noted**

**9 Active Sport Update**

Members were informed that Active Sport have proposed using Council funding (allocated before lockdown) to run a Summer Camp twice weekly for 6 weeks from 20th July followed by 6 Friday night sessions running to 8th October. Food to be provided to participants. The aim is to engage with 100 children. Active Sport are working with local secondary schools.

**RESOLVED that:**

- 1. Active Sport proposals be approved**
- 2. The report be noted**

**10 Developing an Anti Social Behaviour Strategy**

The Community Services Manager updated Members about ASB issues in Maghull.

- Roundmeade: Regular contact from residents about large gatherings including reports of drug taking, loud music, offensive language and electric bikes.
- Glenn Park and Balls Wood: large gatherings at the end of school year. Need to work with Police and Schools to prepare for next year.

Key points raised by Cllrs:

- No outreach services for young people
- Covid had an impact on young people - schools report behaviour issues
- Sefton have set up multi agency groups (Cleaner, Stronger, Safer) across groups of wards to share information. Flooding added to group for the Maghull area. Meeting on 8th July. Invitation to be extended to Community Services Manager.
- In Ireland schools hold end of term events e.g. a fair

**RESOLVED that:**

- 1. Officers to continue to work with partner agencies to tackle ASB**
- 2. The report be noted**

**11 Ex Mayoral donation**

Members were informed that a former Mayoral Consort Elaine Marsh (formerly Bamber) had donated £1,400. This was money raised during the year of office. The money is to be used for youth activities. She agreed that some of the money could be used for a trophy for the junior garden completion. Cllrs extended an invitation to Ms Marsh to attend the garden festival awards event.

**RESOLVED that:**

1. Ms Marsh be invited to the awards event for the garden festival competition
2. The report be noted

**12 Pinders Circus Visit**

Members noted that Pinders Circus will be on KGV park in the week of 12th July.

**RESOLVED that: The report be noted**

**13 Chair's Report**

The Chair looked forward to moving forward with the work programme. Officers were asked to explore if the Freedom of Maghull could be bestowed on residents who has supported the Community.

**RESOLVED that: Officers explore granting the Freedom of Maghull.**

**Report to:** Community Services Committee  
**Date of Meeting:** 13<sup>th</sup> October 2021  
**Agenda Item Number** 6  
**Subject:** Christmas Activities  
**Report of:** Community Services Manager  
**Exempt / Confidential** No  
**Report:**

## Summary

<b>Maghull Town Council Priority</b>	<b>Yes/No</b>
1. Development and Protect the Community	Yes
2. Develop Parks and Green Spaces	No
3. Value for Money and Enterprising Council	No
4. Develop Leisure and Activity for All	No
5. Develop/support Community Services and Groups	Yes
6. Support Culture and Heritage	No
7. Health and wellbeing Programme	Yes
8. Statutory Requirement	No

## Recommendation(s)

- 1. Note the report**
- 2. Approve a programme of Christmas activities**

## Reasons for Recommendation(s)

To determine the type of activities to be undertaken by the council in relation to supporting Christmas within the communities of Maghull

## Alternative Options Considered and Rejected

None

## What will it cost and how will it be financed?

### (A) Revenue

Circa £2,200 funded from the Community Services Christmas activities budget

### (B) Capital

N/A

## Implications of Recommendations:

<b>Financial Implications</b>	Funding from agreed budget
<b>Resource Implications</b>	Staff time to organise and deliver activities
<b>Legal Implications</b>	None



<b>Equality &amp; Diversity Implications</b>	Christmas activities support the most vulnerable within the community
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### **Implementation Date for Decision**

Immediately following committee

### **Appendices**

Appendix 1 – Previous Christmas activity budget

### **Background Papers**

<b>Contact Officer</b>	Phil Dillon
<b>Telephone Number</b>	0151 526 3705
<b>Email Address</b>	phil.dillon@maghull-tc.gov.uk

### **1. Background**

Maghull Town Council traditionally delivers activities in the build up to the Christmas holiday to support community celebrations and to ensure vulnerable residents are contacted and where necessary are linked with organisations that can offer support through what can be a difficult time of the year. This year will again be difficult for many people as we continue to suffer from the effects of the Covid 19 pandemic and with potentially more people struggling with poverty due to rising fuel prices and benefit changes. The Community Services team will contact energy providers and fuel advisory bodies to make sure basic advice can be provided and the key organisations can be signposted should people ask for support.

Being unable to host a pensioners Christmas lunch last year due to the pandemic councillors will need to consider whether a lunch is to be held this year or whether food hampers remain as the option for ensuring people don't suffer from food shortages during the holiday period. This situation is further complicated by the current rewiring of the Town Hall which is projected to last until mid-December. Last year 100 hampers were delivered to the elderly and vulnerable families. This can be repeated with support from partners including Morrisons, Sefton CVS and local volunteers. The aim would be to maintain the budget to the same level as 2020, £1446.24. (see Appendix 1)

The Foodbank has asked for continued support in the run up to Christmas. They have seen cases increase in comparison to this time last year and the anticipated end of the £20 Universal Credit up lift plus the ongoing fuel prices rises all point to their services having greater demands placed on them. The Community Services Manager has suggested that they apply for a Community Grant and if approved this can be drawn down as required. Further funding is being sought for potential increased demand. The Foodbank is relocating to the United Reform Church, Northway following the closure of the Methodist Church on Liverpool Road North

which has served as their base. The Amenities Manager has agreed to assist with their relocation by providing transport and some of the grounds maintenance staff to help with the move, likely to be the end of October.

It is proposed that the council holds the annual Christmas shop window competition which was not possible last year. The competition to be promoted to local retailers and judged in mid-December by the Mayor and a community representative. The Community Services team will be contacting the local Rotarians to find out their plans and they have traditionally provided a representative to help with judging the competition.

The Christmas tree planted near the entrance of KGV has not survived the dry conditions of earlier this year. A decision to replace it with a new one for the future is required. For this year it is proposed that we install a tree and have it dressed the same as last year, using the existing sleeve and electrical connections. The overall cost was £733. Quotes to have the tree dressed will be obtained to identify possible savings. A lighting event on KGV can be arranged with limited attendees possibly including a local school choir linked to a request for local schools to help dress the tree with decorations they choose. This will be co-ordinated with Sefton MBC's annual Christmas tree dressing programme.

**Recommendation(s): -**

**1 Note the report**

**2 Approve a programme of Christmas activities**

Appendix 1

No	Type	Date	Ref.	Ex.Ref.	Dept	Details	Amount
57528 PI		13/11/2020	INV-DOC-1263596555/2020/1066	P188/PO6807	3	9ft Christmas Garland	29.99
57527 PI		15/11/2020	INV-GB-1404614295-2020-983	P187/PO6807	3	Gold Baubles	8.19
57529 PI		15/11/2020	INV-GB-1404614295-2020-1017	P186/PO6807	3	Blue Baubles	8.19
57594 PI		26/11/2020	INVMG#01	P190/PO6810	3	Christmas sign for TH	64.96
57679 PI		27/11/2020	INV355333	P219/PO6816	3	Christmas tree 18ft 2020	233.33
57717 PI		08/12/2020	INV290592	P228/PO6822	3	100x MTC Totes bags for xmas hampers 2020	143.00
57786 PI		15/12/2020	Receipt - DCARD	P244/DCARD	3	Xmas hampers 2020 - Morrisons	1188.31
57787 PI		15/12/2020	Receipt - DCARD	P244/DCARD	3	Xmas hampers 2020 - Morrisons	114.93
58088 PI		28/01/2021	INV42067	P308/PO6837	3	Installation & removal of xmas lights 2020	500.00
58391 PI		18/03/2021	INV0251	P361/PO6841	3	Living Christmas Tree delivered & planted at TH	72.00
58884 JC		31/03/2021	Ledger Year End		Ledger Year End		2362.90
57717 PI		08/12/2020	INV290592	P228/PO6822	3	100x MTC Totes bags for xmas hampers 2020	143.00
57786 PI		15/12/2020	Receipt - DCARD	P244/DCARD	3	Xmas hampers 2020 - Morrisons	1,188.31
57787 PI		15/12/2020	Receipt - DCARD	P244/DCARD	3	Xmas hampers 2020 - Morrisons	114.93
							1,446.24

**Report to:** Community Services Committee  
**Date of Meeting:** 13<sup>th</sup> October 2021  
**Agenda Item Number** 8  
**Subject:** Parties in the park – Queens 70<sup>th</sup> Jubilee  
**Report of:** Community Services Manager  
**Exempt / Confidential** No  
**Report:**

### Summary

<b>Maghull Town Council Priority</b>	<b>Yes/No</b>
1. Development and Protect the Community	No
2. Develop Parks and Green Spaces	Yes
3. Value for Money and Enterprising Council	No
4. Develop Leisure and Activity for All	Yes
5. Develop/support Community Services and Groups	Yes
6. Support Culture and Heritage	No
7. Health and wellbeing Programme	No
8. Statutory Requirement	No

### Recommendation(s)

1. Note the report
2. Approve the development of an offer to community groups for hosting events in Maghull Parks to mark the Queen's 70<sup>th</sup> jubilee

### Reasons for Recommendation(s)

To support community celebrations of the Queen's 70<sup>th</sup> Jubilee celebration and encourage use of local parks by the community.

### Alternative Options Considered and Rejected

None

### What will it cost and how will it be financed?

#### (A) Revenue

£250 per event. Funded from the Community Services Events budget and external funding

#### (B) Capital

N/A

### Implications of Recommendations:

<b>Financial Implications</b>	Funding from agreed events budget
<b>Resource Implications</b>	Staff time to liaise with community organisers
<b>Legal Implications</b>	None

<b>Equality &amp; Diversity Implications</b>	Community events will be hosted in Town Council parks and will be open to members of the public
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### **Implementation Date for Decision**

Immediately after committee

### **Appendices**

None

### **Background Papers**

<b>Contact Officer</b>	Phil Dillon
<b>Telephone Number</b>	0151 526 3705
<b>Email Address</b>	phil.dillon@maghull-tc.gov.uk

## **1. Background**

The Queen celebrates her 70<sup>th</sup> Jubilee in 2022 and the government has provided for an extended bank holiday the weekend of 3<sup>rd</sup> June. To mark this occasion and to encourage our community to take advantage of their local park it is proposed that the council offers a financial incentive subject to meeting certain criteria, for residents to organise an event in their local park on Monday 5<sup>th</sup> June 2022. This date has been selected as it would allow for MTC staff to clear up the following day if necessary.

The criteria would require a recognised group of residents to organise each event and take responsibility for promoting within their community. This would have the benefit of supporting the "Friends of ethos" the council is attempting to engender for the parks. It fits with supporting the council's business plan Priority 1.7 to "...develop a volunteer based group to improve the environment in and around Maghull".

It is not proposed to prescribe the nature of the event other than it must be inclusive and be widely publicised to enable people to participate and should take on the form of a celebration. Proposals would be forwarded to Community Services committee for approval at least one month prior to the event and would be subject to a risk assessment by council officers. It may be possible to gain support from partner agencies and obtain external funding for such events but the initial funding would come from the Community Services Events budget with each event having a cap for money to be provided the amount to be determined by the committee once access to external funding is known.

### **Recommendation(s):-**

**1 Note the report**

**2 Approve the development of an offer to community groups for hosting events in Maghull Parks to mark the Queen's 70th jubilee**

**Report to:** Community Services Committee  
**Date of Meeting:** 13<sup>th</sup> October 2021  
**Agenda Item Number** 10  
**Subject:** Friends of Groups/Green Heritage Project  
**Report of:** Community Services Manager  
**Exempt / Confidential** No  
**Report:**

### Summary

<b>Maghull Town Council Priority</b>	<b>Yes/No</b>
1. Development and Protect the Community	No
2. Develop Parks and Green Spaces	Yes
3. Value for Money and Enterprising Council	No
4. Develop Leisure and Activity for All	Yes
5. Develop/support Community Services and Groups	Yes
6. Support Culture and Heritage	Yes
7. Health and wellbeing Programme	Yes
8. Statutory Requirement	No

### Recommendation(s)

1. Note the report
2. Approve the establishment of Friends of Groups for local parks
3. Approve budget virement of up to £1,500

### Reasons for Recommendation(s)

The formation of community groups forms part of MTC's business plan under priority 1.7. The formation of Friends of groups will encourage greater use of parks and enable improved care for the facilities they contain.

### Alternative Options Considered and Rejected

None

### What will it cost and how will it be financed?

#### (A) Revenue

£500 to establish and support each group, providing publicity and equipment. A maximum of three groups to be established this financial year.

#### (B) Capital

None

### Implications of Recommendations:

<b>Financial Implications</b>	Support for Friends of Groups from Neighbourhood activities budget
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<b>Resource Implications</b>	Funding from neighbourhood activities budget to set up the groups
<b>Legal Implications</b>	None
<b>Equality &amp; Diversity Implications</b>	The development of Friends of Groups will encourage greater use of the parks for everyone and target marginalised groups

### **Implementation Date for Decision**

Immediately following committee

### **Appendices**

None

### **Background Papers**

<b>Contact Officer</b>	Phil Dillon
<b>Telephone Number</b>	0151 526 3705
<b>Email Address</b>	phil.dillon@maghull-tc.gov.uk

## **1. Background**

It is proposed to develop "Friends of groups" for parks across Maghull to ensure full community engagement and to highlight local priorities in relation to each park. This will greatly assist in approaching potential funders for park-based projects in particular the National Lottery. Initially we will conduct localised surveys of park users and neighbours to establish their views on each park, how it is used and what could be done to improve accessibility and increase its use. The Town Council wishes to encourage new green corridors through the town and link the existing green spaces and in doing so increase awareness of the facilities located within Maghull. This is reflected in the neighbourhood plan supported by local residents, which includes as two of its key objectives to protect and enhance the heritage assets of Maghull and to create, maintain and improve an attractive mixture of green corridors and spaces.

It is vital that it can be clearly demonstrated that the parks project is community led and has definite aims of opening up park use to people from all parts of the community. Partners are needed to support elements of a national lottery bid and these will include schools, Green Sefton, Mersey Forest, Sefton CVS and Lancashire Wildlife Trust. A key proposal is that local schools adopt each park and work alongside MTC staff to develop park based projects, which will include educational elements as well as benefiting the park on an environmental and aesthetic level. Initial pre-pandemic contact with MADCOS requires developing to make sure schools buy in to the project. The schools would form one part of a Friends of Group for each park alongside other park users, neighbours and partner organisations.

It is intended to conduct a survey of local residents and park users to investigate park usage and the enthusiasm for becoming involved in a Friends of Group and what form that could take. The people who use each park will have different priorities and the key will be to identify these and what can be done to deliver against them. The work on Bobby's Wood produced an informal group of people who were happy to engage on things such as litter picking, helping with planting and keeping an eye on the space. Attracting them to help on specific occasions proved difficult and the overall number of actively engaged people from an initial group of 22 people was only around 6. To encourage consistent involvement, it is important that the benefits of having a Friends of group can be quickly translated into positive achievements. This means delivering quick hits whilst recognising and developing clear, time limited proposals to deal with longer term issues. It will also be vital to promote the existence of each group and the achievements it makes. These groups will be able to apply for funding from a range of funders, currently unavailable to parish councils, assisted by the Community Services team e.g.

[Community Foundation \(cfmerseyside.org.uk\)](http://cfmerseyside.org.uk)  
[www.jmf.org.uk/funding/grants-for-merseyside](http://www.jmf.org.uk/funding/grants-for-merseyside)  
[www.postcodeneighbourhoodtrust.org.uk](http://www.postcodeneighbourhoodtrust.org.uk)

Providing initial support in the shape of equipment and publicity material to give the group a kickstart would give them the best chance of succeeding and becoming a sustainable organisation. It is proposed to use money from the neighbourhood activities budget to support this to a maximum of £1,500 this financial year. This would be vired from the Community Services Neighbour Activities budget. (See Appendix 1)

Initially it is proposed to use Glenn Park as a pilot, with recent and ongoing communication from local residents and park users about youth ASB and park equipment a starting point to begin a broader conversation. Discussions about existing facilities including the multi-sports area and the closed, MTC owned pavilion will provide a focus for activity that will lead to a focus for effort, identifying other partners required. An early piece of work will be an investigation into options for external resources, including funding, for use in enhancing the park's facilities and thereby attracting more users once local priorities have been established.

If the pilot proves successful, we will then roll out opportunities for establishing such groups in parks across Maghull following the model used, incorporating any lessons learnt as part of that process. These groups could then be used as key stakeholders for the proposed Heritage Lottery bid and would be able to help shape how that project develops in relation to their own park. The timescale would be to have a bid to the Heritage Lottery by the end of March 2022. During the intervening period the Community Services Manager will liaise constantly with the lottery fund to receive their guidance and develop a bid that meets the rigorous criteria they impose.

### **Recommendation(s):-**

**1 Note the report**

**2 Approve the establishment of Friends of Groups for local parks**



**3 Approve budget virement of up to £1,500**

Appendix 1.

Community Support	Department 3					
<b>Codes</b>						
<b>INCOME</b>		<b>Budget</b>	<b>Actual</b>	<b>Budget Remaining</b>	<b>Explanation</b>	
4001	PRECEPT	78,459.00	63,730.25	14,728.75		
4391	FESTIVAL EVENTS INCOME	0.00	1,200.00	-1,200.00	Circus & Fair	
4395	MISC INCOME	0.00	1,436.15	-1,436.15	Mayoral Fund	
		<b>78,459.00</b>	<b>66,366.40</b>	<b>12,092.60</b>		
<b>EXPENDITURE</b>						
	<b>SUPPLIERS</b>					
5330	NEIGHBOURHOOD ACTIVITIES	6,500.00	50.69	6,449.31		
5331	EVENTS	4,960.00	473.34	4,486.66	Garden Comp	
5333	CHRISTMAS ACTIVITIES	5,000.00		5,000.00		
5334	YOUTH PROVISION	4,000.00		4,000.00		
5335	GRANTS	5,000.00	2,500.00	2,500.00		
		<b>25,460.00</b>	<b>3,024.03</b>	<b>22,435.97</b>		
	<b>OVERHEADS</b>					
7003	MOBILE PHONES	100.00	178.12	-78.12		
7100	SALARIES	41,333.00	16,147.25	25,185.75		
7106	EMPLOYERS NI	3,465.00	1,213.05	2,251.95		
7107	PENSIONS	8,101.00	2,535.15	5,565.85		
		<b>52,999.00</b>	<b>20,073.57</b>	<b>32,925.43</b>		
<b>TOTAL</b>		<b>0.00</b>	<b>43,268.80</b>	<b>-43,268.80</b>		

**Report to:** Community Services Committee  
**Date of Meeting:** 13<sup>th</sup> October 2021  
**Agenda Item Number** 11  
**Subject:** Commonplace: Citizen engagement platform  
**Report of:** Community Services Manager  
**Exempt / Confidential** No  
**Report:**

### Summary

Maghull Town Council Priority	Yes/No
1. Development and Protect the Community	Yes
2. Develop Parks and Green Spaces	No
3. Value for Money and Enterprising Council	Yes
4. Develop Leisure and Activity for All	No
5. Develop/support Community Services and Groups	Yes
6. Support Culture and Heritage	Yes
7. Health and wellbeing Programme	Yes
8. Statutory Requirement	No

### Recommendation(s)

1. Note the report
2. Approve the purchase of Commonplace as a citizen engagement platform
3. Approve virement of budget

### Reasons for Recommendation(s)

A tool is required to map the impact of development across Maghull and to register the town's assets

### Alternative Options Considered and Rejected

None

### What will it cost and how will it be financed?

#### (A) Revenue

£2475 funded from the existing Neighbourhood Activities budget

#### (B) Capital

N/A

### Implications of Recommendations:

<b>Financial Implications</b>	Funding vired from Neighbourhood activities budget
<b>Resource Implications</b>	Community Services team time spent on assisting the development of the model

<b>Legal Implications</b>	None
<b>Equality &amp; Diversity Implications</b>	The software will assist in highlighting accessibility issues and how the impact of housing development will manifest itself with residents

### **Implementation Date for Decision**

Immediately after committee

### **Appendices**

None

### **Background Papers**

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<b>Email Address</b>	phil.dillon@maghull-tc.gov.uk

## **1. Background**

A software package is needed to help with investigating how best to capture the views of residents about the impact of developments across the town, especially land east of Maghull. The aim is to also create an easy to access information point showing the town's key assets and the usage of public amenities. With housing development on such a large scale it will be important for the council to keep on top of issues using validated, objective information rather than anecdotal social media comment. It would be a useful tool for councillors, providing clear insight on issues affecting residents and would keep them ahead of the curve in terms of issues as they develop. The software will be capable of providing an insight into future demands placed on the town's infrastructure and social amenities.

MTC have previously used Commonplace as one of the tools to develop and furnish the town's Neighbourhood Plan. The same technology could be used to provide a heatmap of local issues. This can be produced in real time and updated and used as evidence for supporting bids to funders by demonstrating the priorities and needs within the community.

The software allows local residents a safe space to share their ideas, thoughts and suggestions about issues affecting where live. The resident engagement hubs provide places for people to provide comments on different aspects of activities and developments across a defined geographical area. This in turn can be used to feed in to proposals for projects to support local action plans, reflect residents priorities or mitigate the impact on communities. This is achieved through clear, reasoned input and feedback. The system aims to breakdown barriers to engagement and obtain worthwhile feedback providing certainty about the direction future projects should take based on objective public feedback.

Appendix 1 provides an outline of how the software works, its scope and the structure used to obtain robust feedback. It shows the development of the process of community engagement managed by Commonplace working with a client and how use of the tools expands the reach beyond traditional consultation exercises. This means a much increased uptake and a greater diversity of respondents.

Follow up work can be conducted and progress against priorities displayed so that people are clear as to what has been achieved and whether it fits with the expectations of the community or where there are barriers to progress what these are and what needs to be done to overcome them.

Community asset mapping can form part of the scope of the software. This would enable a map of such assets to be created alongside information about usage, demographics of users and their views on quality, the nature of services provided and possible improvements that they would like to see. The creation of a community ideas wall that people could contribute through a variety of sources is one that would encourage broad community involvement and would also be useful in honing ideas a to reach a general consensus.

Commonplace would work with the council to develop the form of the engagement required and the precise nature of the questions we would want to pose. It would create the platform to be used for the consultation exercise and assist with publicising, drawing on their considerable experience of what works best.

The cost of £2475 is a 50% reduction on the original quote and could be covered by using part of the Neighbourhood activities budget which is currently not committed to anything specific this financial year.

#### **Recommendation(s):-**

- 1 Note the report**
- 2 Approve the purchase of Commonplace as a citizen engagement platform**
- 3 Approve virement of budget**

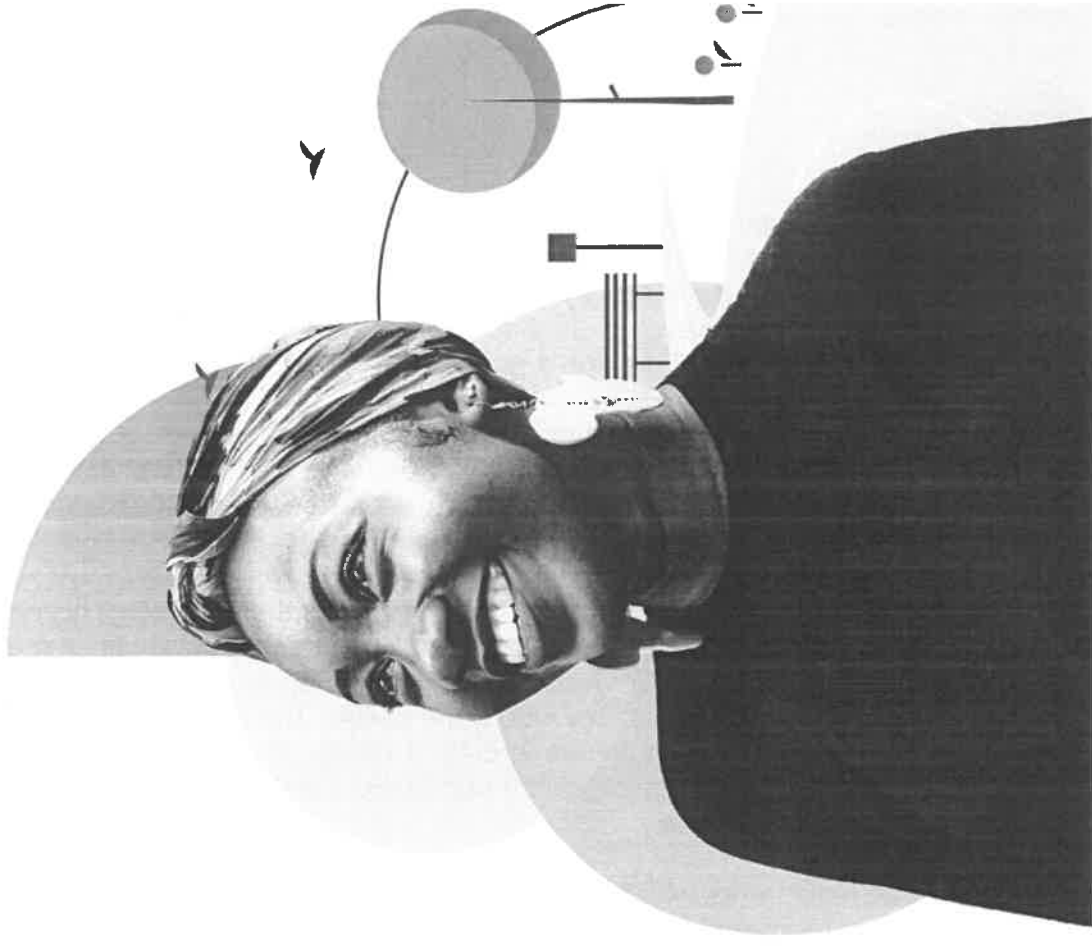
# Conversations to create better places

200+  
Customers

1.9m+  
Users

750+  
Projects

20



## How do you gain public support and manage reputations?

If we don't understand what our communities want, need, fear and hope for from development, then we are storing up problems

Sharp rise in councillors citing community opposition as a key threat to housing delivery

Grosvenor research, July 2019

Only 2% of people currently trust developers

Only 7% currently trust local government

65% of our responses are supportive



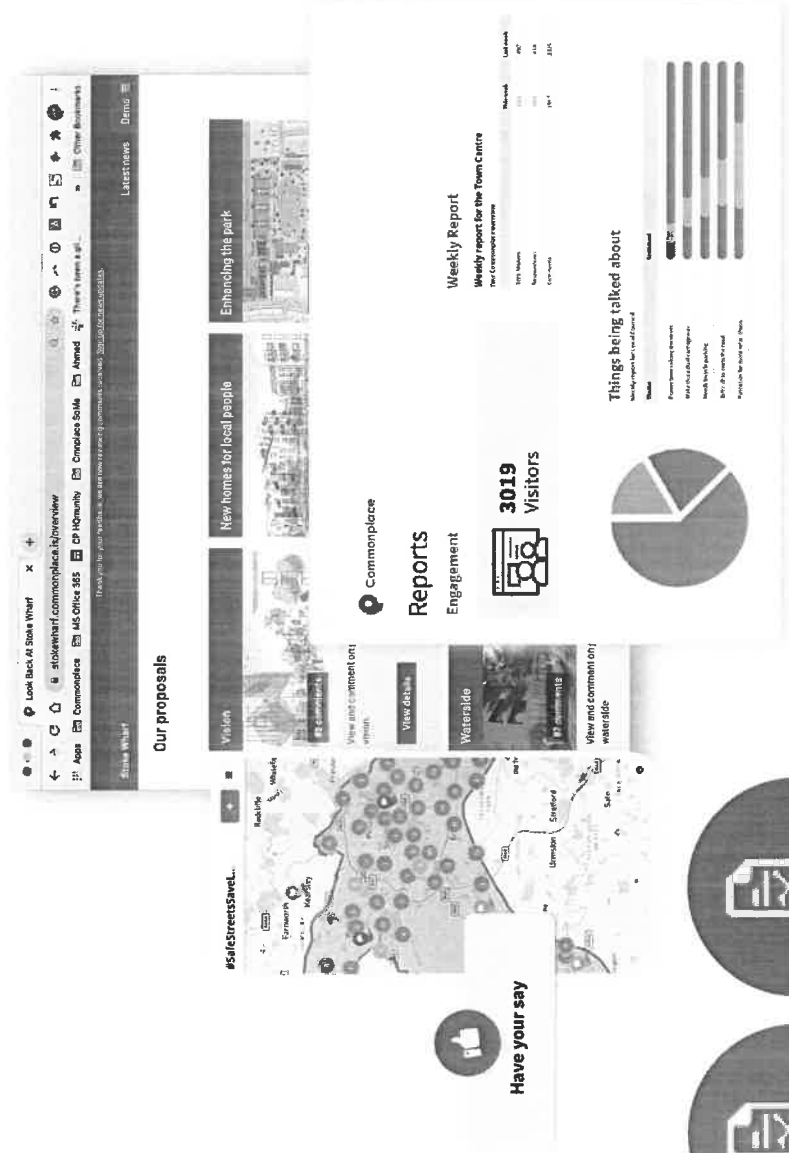
## Clear benefits for planning, reputation & management

# 50k reached in Waltham Forest

## 70% under the age of 45

## 24/7 engagement

# 10-100x more people engaged



## Extend reach



Build trust



## Reduce risks

Robust  
data

Social  
value



## Build advocates: drive targeted visitors to engage

### Identify target audience

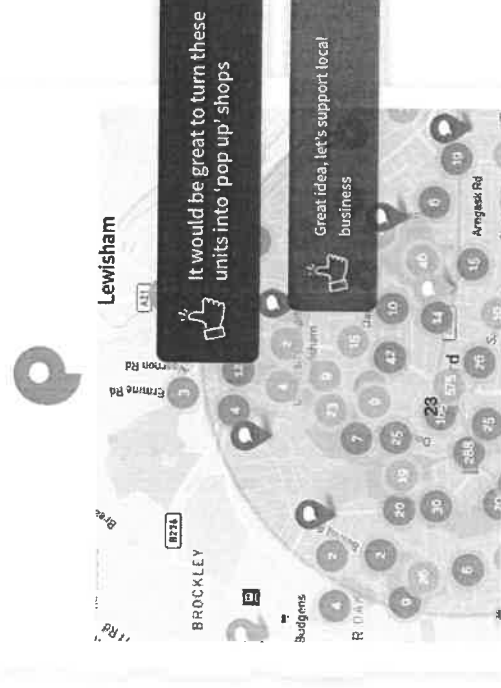
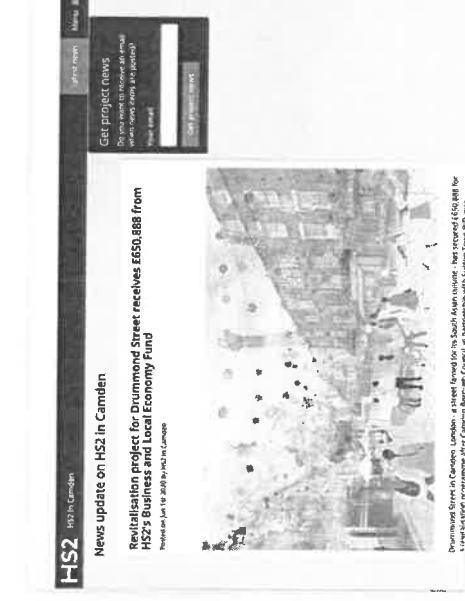
- Demographics
- Postcodes/regions
- Social platforms

### Create rich content

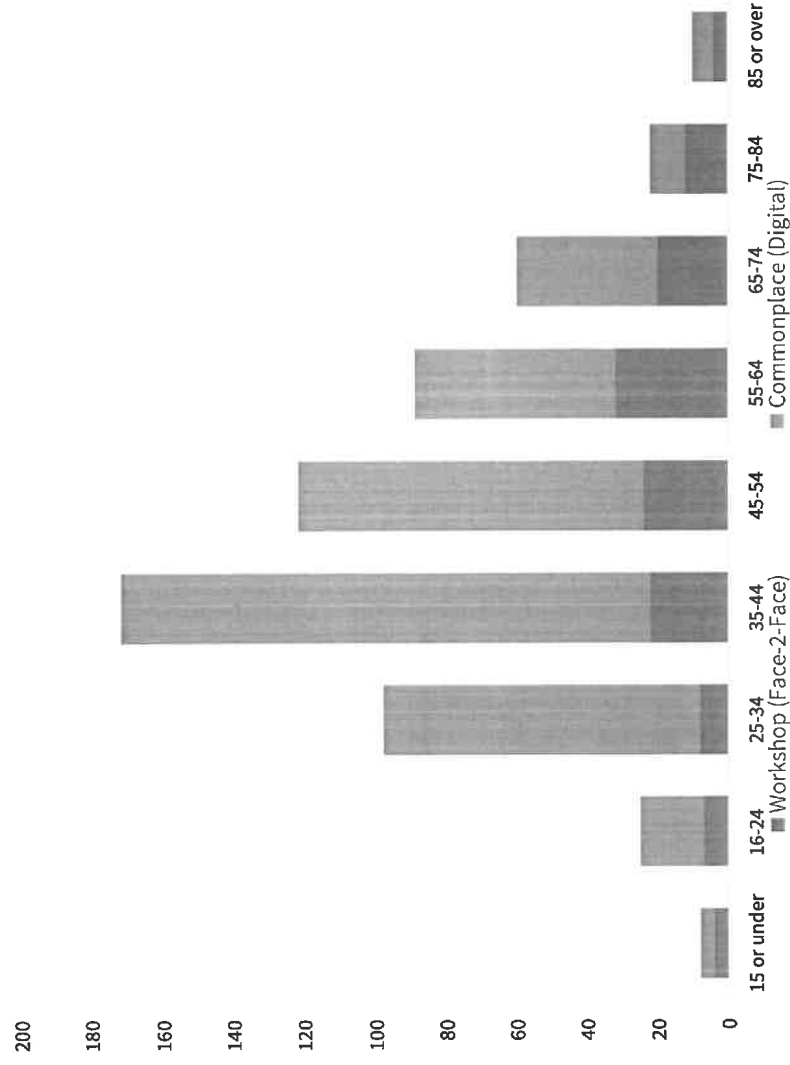
- Promotional themes
- Imagery
- Clear messaging
- Calls-to-Action

### Promote awareness

- Webinars & workshops
- News, blogs & emails
- Community groups
- Social platform ads



## Reach beyond the usual suspects



**Source:** Data from a borough wide regeneration project on Commonplace

**Shifting the participation  
age back from 55-64 to  
25-44**

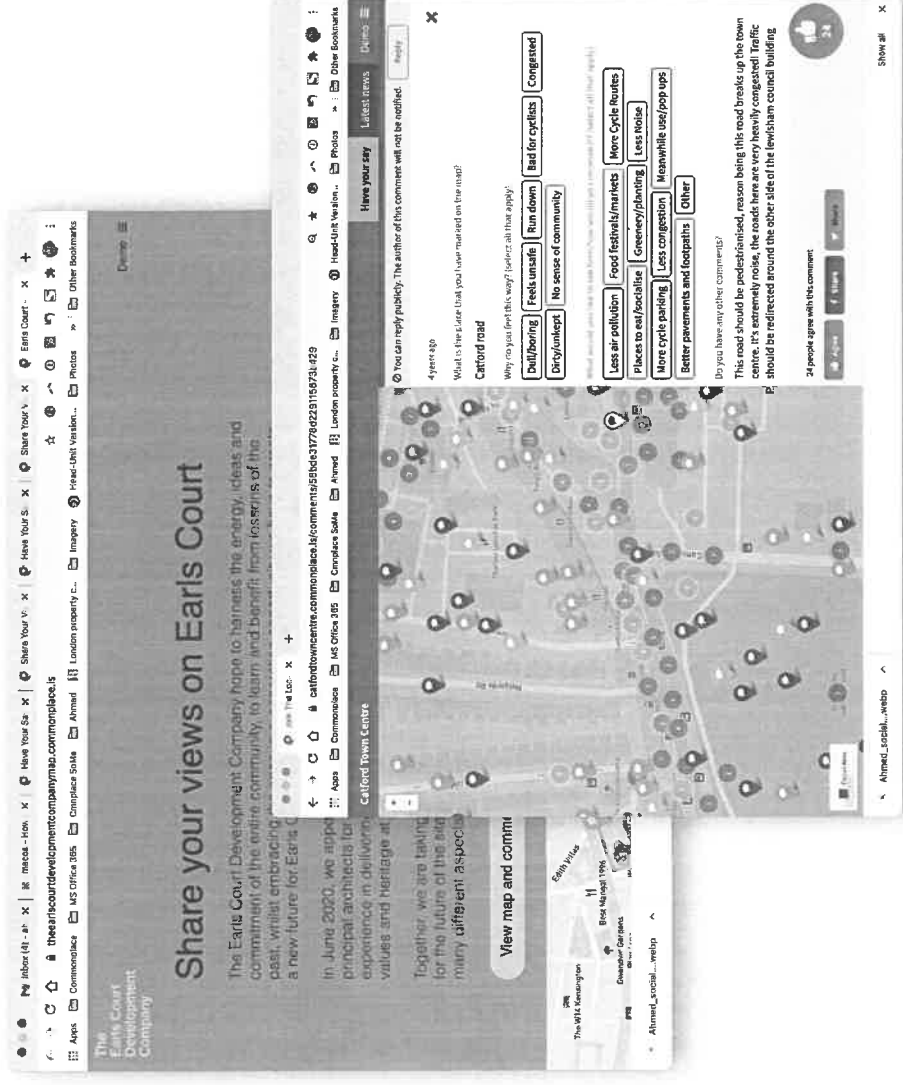


# How it works

## Community Heatmap

**Enables people to share their thoughts and feelings about the places they live, work and visit**

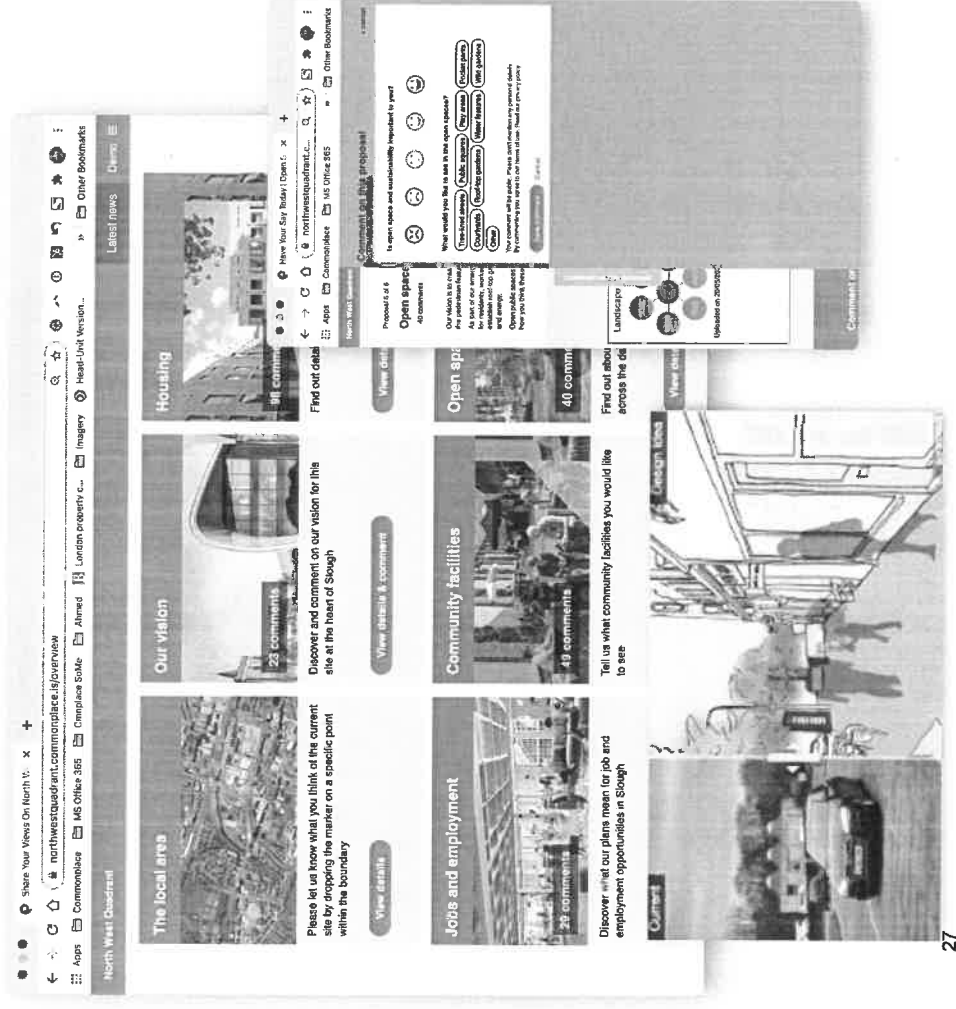
- Place-based site audits
- Interactive drop-a-pin & leave a comment or suggestion
- View & agree with other comments
- Capture local needs & priorities
- Provide regular subscriber updates



## Design feedback

### Capture opinions on design concepts

- Upload rich proposal content
- Present strategic timelines to conceptual designs themes
- Gather public opinions
- Timely open/close stages
- Provide regular subscriber updates



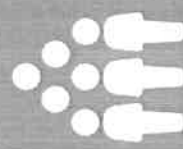
## Dashboard

**Our powerful dashboard gives you immediate access to all the data and analysis you need to:**

- Data summaries & splits
- Make decisions during the engagement process
- Identify & fill gaps in responses
- Understand trends & themes
- Drill down into particular aspects or respondent groups
- Produce reports for submissions



# 7 steps...



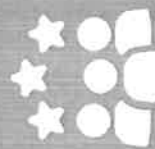
**1** Reach more supporters



**2** Analyse responses



**3** Make informed decisions



**4** Update community



**5** Reduce risks  
Unlock time &  
cost efficiencies



**6** Submit robust  
Engagement



**7** Gain better  
Project outcomes

