

HERITAGE, CULTURE AND LEISURE COMMITTEE MEETING

Date: Monday 17 December 2018
Time: 6.30 pm
Venue: Town Hall, High Street, Maidstone

Membership:

Councillors Cuming, Fermor, Fort, Harper (Chairman), Hastie, Hinder,
Mrs Hinder, Lewins and Mrs Wilson (Vice-Chairman)

The Chairman will assume that all Members will read the reports before attending the meeting. Officers are asked to assume the same when introducing reports.

AGENDA

Page No.

- | | |
|--|--------|
| 1. Apologies for Absence | |
| 2. Notification of Substitute Members | |
| 3. Urgent Items | |
| 4. Notification of Visiting Members | |
| 5. Disclosures by Members and Officers | |
| 6. Disclosures of Lobbying | |
| 7. To consider whether any items should be taken in private because of the possible disclosure of exempt information | |
| 8. Minutes of the meeting held on 27 November 2018 | 1 - 4 |
| 9. Presentation of Petitions (if any) | |
| 10. Questions and answer session for members of the public | |
| 11. Committee Work Programme | 5 - 6 |
| 12. Pollinators Project - A Pilot Meadow Creation Scheme | 7 - 18 |

PUBLIC SPEAKING AND ALTERNATIVE FORMATS

If you require this information in an alternative format please contact us, call **01622 602899** or email committee@maidstone.gov.uk.

In order to speak at this meeting, please contact Democratic Services using the contact details above, by 5 p.m. one clear working day before the meeting i.e. by 5 p.m. on 13th

Issued on Friday 7 December 2018

Continued Over/:

Alison Broom

Alison Broom, Chief Executive

December 2018. If asking a question, you will need to provide the full text in writing. If making a statement, you will need to tell us which agenda item you wish to speak on. Please note that slots will be allocated on a first come, first served basis.

To find out more about the work of the Committee, please visit www.maidstone.gov.uk.

Should you wish to refer any decisions contained in these minutes to the **Policy and Resources Committee**, please submit a Decision Referral Form, signed by **three** Councillors, to the **Head of Policy and Communications** by: 12 December 2018

MAIDSTONE BOROUGH COUNCIL

HERITAGE, CULTURE AND LEISURE COMMITTEE

MINUTES OF THE MEETING HELD ON TUESDAY 27 NOVEMBER 2018

Present: Councillors Cuming, Fermor, Fort, Harper (Chairman), Hastie, Hinder, Mrs Hinder, Lewins and Mrs Wilson

89. APOLOGIES FOR ABSENCE

There were no apologies.

90. NOTIFICATION OF SUBSTITUTE MEMBERS

There were no Substitute Members.

91. URGENT ITEMS

There were no urgent items.

92. NOTIFICATION OF VISITING MEMBERS

There were no Visiting Members.

93. DISCLOSURES BY MEMBERS AND OFFICERS

There were no disclosures by Members or Officers.

94. DISCLOSURES OF LOBBYING

There were no disclosures of lobbying.

95. EXEMPT ITEMS

RESOLVED: That all items be taken in public as proposed.

96. MINUTES OF THE MEETING HELD ON 30 OCTOBER 2018

RESOLVED: That the minutes of the Meeting held on 30 October 2018 be agreed as an accurate record of the meeting and signed subject to the following amendments to Minute Item 85 (MBC Festivals and Events Update 2018):

- Deletion of the words 'the first' and the insertion of an 'a' from the sentence 'The Committee requested that an additional event take place in 2019 in order to celebrate the 400th Anniversary of the granting of **the first** charter to the Mayor of Maidstone to keep

swans on the River Medway'; and

- Deletion of the words 'top' and 'together' from the sentence 'Once the new Culture and Arts Officer was in post, one of their **top** priorities should be to bring together the relevant community groups **together** with a view to organising a pride event'.

97. PRESENTATION OF PETITIONS

There were no petitions.

98. QUESTIONS AND ANSWER SESSION FOR MEMBERS OF THE PUBLIC

There were no questions from members of the public.

99. COMMITTEE WORK PROGRAMME

The Committee considered the Work Programme for 2018/19.

The following changes were made to the Work Programme:-

Update on Sports Pitches Bookings – this would now be considered in January 2019.

80th Anniversary of the start of WWII – a report would be considered at the December meeting.

400th Anniversary of the Charter of the Swans to Maidstone Borough Council – a report would be considered at the December 2018 meeting.

Sports Position Statement – this report was removed as it was a duplication of the Leisure Services – Scoping Report.

RESOLVED: That the Committee Work Programme be noted subject to the changes made by the Committee.

100. KEY PERFORMANCE INDICATOR UPDATE QUARTER 2 HCL

The Committee considered the report of Ms Anna Collier, Policy and Information Manager, which detailed the progress of key performance indicators for the Heritage, Culture and Leisure Committee that related to the delivery of the Strategic Plan 2015-2020.

It was noted that:-

- 4 out of the 5 targeted KPIs achieved their target, compared to 5 in quarter 1.
- The Hazlitt Theatre sold 52.5% of all available tickets during quarter 2, against a target of 50%.

- The target for the number of students benefitting from the Museum’s educational service was not achieved in quarter 2 but this was a seasonal trend due to the period covering the school summer holidays.
- Footfall at the Museum and Visitor Information Centre was up to 18,448 against a target of 16,250.
- The number of approaches to the Visitor Information Centre was 1,092 against a target of 782.
- 198,370 people, against a target of 186,079, used the facilities at the Leisure Centre during the period.

In response to questions from Members, Officers advised that:-

- The Policy and Resources Committee was due to consider the Vision, Priorities and Outcomes for the new Strategic Plan at its meeting on 28 November and as a result new Performance Indicators would be considered by the various Service Committees in March. Therefore the Committee could start to consider re-profiling some of the existing performance indicators and suggest new indicators.
- The target for the provision of the educational service needed to be re-profiled to take into account seasonal variations in demand.
- The Museum’s Director would be asked to consider special openings for the Museum when there were events in the town centre such as the Remembrance Sunday Parade. Higher footfall in the town centre during these events may drive greater visitor numbers at the Museum.

RESOLVED: That

- 1) The summary of performance for Quarter 2 of 2018/19 for Key Performance Indicators (KPIs) be noted.
- 2) Officers profile new performance indicators across the range of services that the Committee monitor and bring back the options in January.

Voting: Unanimous

101. TOURISM DESTINATION MANAGEMENT PLAN - ACTION PLAN PROGRESS UPDATE

Mrs Laura Dickson, Visitor Economy and Events Development Manager presented an update on the progress made against the three year Action Plan which related to Maidstone Borough’s Tourism Destination Management Plan.

The Committee noted that the 3 year action plan had been largely delivered but was still considered to be valid. Officers were in discussions with Visit Kent to carry out a review of the current Destination Management Plan which also required updated figures. The figures were due for release within the next month and would be reported to the Committee in January.

In response to questions from Members, Officers explained that:

- A report would be considered by the Committee in January in regard to the proposed Art Installation at Maidstone East.
- The public realm works would stop at the end of November and recommence in January to allow for the Christmas period.
- That a light touch review of the action plan would be carried out in the new year which would be done in consultation with Members and tourism businesses through a series of workshops.

The Vice-Chairman advised that she had attended a Parks and Open Spaces Seminar where an inspirational speaker spoke on a Natural Capital Future for Parks. The Chairman requested that the Vice-Chairman provide a brief report on that for the next meeting.

RESOLVED: That

- 1) The update of the 3 year action plan be noted.
- 2) The Tourism Destination Management Plan be reviewed and updated and a new one year rolling action plan be developed.

Voting: Unanimous

102. VOTE OF THANKS

The Committee gave a vote of thanks to Ms Dawn Hudd, the Head of Economic Development and Regeneration for all the hard work she had carried out for the Council, in particular for the Heritage, Culture and Leisure Committee, and wished her well for the future.

103. DURATION OF MEETING

6.30 p.m. to 7.10 p.m.

2018/19 WORK PROGRAMME HERITAGE, CULTURE AND LEISURE COMMITTEE

	Committee	Month	Lead	Report Author
80th Anniversary of the Start of WWII	HCL	TBC	At the request of Cllr Harper	
400th Anniversary of the Charter of the Swans to Maidstone Borough Council	HCL	TBC	At the request of Cllr Harper	
Areas to Designate as Wildflower Meadows	HCL	17/12/18	Jennifer Shepherd	Andy Williams
Update on Parks and Open Spaces 10 Year Plan	HCL	29/01/19	Jennifer Shepherd	Andy Williams
Update on Sports Pitch Bookings	HCL	29/01/19	John Foster	Mike Evans
Fees & Charges 2019/20	HCL	29/01/19	Mark Green	Ellie Dunnet
Strategic Plan 2019/20 - 2023/24 - Final	HCL	29/01/19	Alison Broom	Angela Woodhouse
Medium Term Financial Strategy - Budget Proposals 2019/20	HCL	29/01/19	Mark Green	Ellie Dunnet
Museums consultation results and fundraising strategy	HCL	29/01/19	John Foster	Victoria Barlow
Cemetery Update	HCL	29/01/19	Jennifer Shepherd	Sharon Smith
Q3 Budget Monitoring 2018/19	HCL	05/03/19	Ellie Dunnet	Paul Holland
Q3 Performance Report 2018/19	HCL	05/03/19	Angela Woodhouse	Anna Collier
Museums Future Governance Options Update	HCL	05/03/19	William Cornall	Victoria Barlow
Biodiversity Action Plan	HCL	05/03/19	Jennifer Shepherd	Andrew Williams

2018/19 WORK PROGRAMME HERITAGE, CULTURE AND LEISURE COMMITTEE

	Committee	Month	Lead	Report Author
Leisure Services - Scoping Report	HCL	01/02/19	William Cornall	
Joint Heritage Bid - All Saints Church (requested by Cllr Joy)	HCL	TBC	William Cornall	Victoria Barlow
Market Review	HCL	TBC	John Foster	Fran Wallis
New Market on Jubilee Square	HCL	TBC	John Foster	Fran Wallis
Long Term Maintenance of Assets	HCL	TBC	TBC	TBC (at the request of HCL Committee)

Heritage, Leisure and Culture

17th December 2018

Pollinators Project – A Pilot Meadow Creation Scheme

Final Decision-Maker	Heritage, Leisure and Culture Committee
Lead Head of Service	Jennifer Shepherd, Head of Environment & Public Realm
Lead Officer and Report Author	Andrew Williams, Parks and Open Spaces Manager
Classification	Public
Wards affected	Boxley, East, Fant, High Street, North, Park Wood, Shepway North.

Executive Summary

Members are asked to consider the merits of creating a more bio-diverse borough through planting a number of pollinator friendly wildflower grasslands as a pilot project. The lessons learnt from this project will inform future plans to make our parks and open spaces more attractive for residents to enjoy and better for wildlife.

This report makes the following recommendations to this Committee:

1. To authorise the creation of eight pollinator friendly wildflower & grassland areas to benefit bio-diversity, increase access to nature and make the borough a more attractive place.

Timetable

Meeting	Date
Heritage , Leisure & Culture Committee	17 th December 2018

Pollinators Project – a pilot meadow creation scheme

1. INTRODUCTION AND BACKGROUND

- 1.1 There is increasing awareness of the importance of pollinators and the threats affecting their ability to thrive and function to support our market garden and agricultural economy. Additionally there is an often reported sadness that each generation experiences a dwindling number of butterflies, bees and birds compare to those who have gone before. Wildflower meadows provide a source of nectar and cover for a wide variety of insects, which in turn, create conditions favourable to birds, bats and the grasslands homes for reptiles and small mammals. This proposal will create up to eight pollinator friendly wildflower areas totalling almost 10000m² across the borough.(1ha or 2¹/₂ acres).
- 1.2 This project has four outcomes:
- Create species rich meadows with native perennial & annual wildflowers and grasses that specifically support pollinator species which we hope will improve outcomes for butterflies and bees.
 - Provide opportunities for residents & children to get involved in sowing areas and in time learn more about the benefits of looking after the environment with increased understanding and appreciation of wildlife and wildflowers.
 - Create attractive flower rich meadows in publicly accessible places, highly visible to residents and visitors. Making a clear and positive statement of Maidstone Borough Council's intent for biodiversity goes hand in hand with pride in our borough and the social and economic benefits that our parks and open spaces offer our residents.
 - Act as a test bed to establish viability – learn and develop ideas and establish if it can be replicated and extended.
- 1.3 Additionally this project will form one of many that will help drive the Go Green Go Wild initiative to promote residents positive action to increase, protect and learn about nature in the borough.
- 1.4 Pilot sites will require ground preparation in early spring with sowing of meadow mixes of grasses, perennials and annual wildflowers. Flowering period in 2019 will be at its peak through June, July and August dominated by annuals. During 2020 the flowering period will extend into September as the perennials establish. Seed will be sourced from UK providers who grow in the UK and adhere to the 'Flora Locale' principals of integrity of UK native seed supply. This ensure there is a more appropriate genetic mix for UK conditions that is truer to that found in the wild.

- 1.5 A proposed seed mix is shown in Appendix 1 – comprising 30% flowers and 70% grass. This mix has been carefully considered to provide a high proportion of flowers to ensure it is aesthetically pleasing and provides good value. It supports bees, butterflies and other pollinators. The Royal Horticultural Society (RHS) state 81% of the wildflowers included in this mixture as 'Perfect for Pollinators' . The grass component is made up of six interesting species that are of low vigour so as not to dominate the wildflowers.

The pilot sites are presented in Table 1 below.

Site location	Size (m2)	Ward
Groveswood Drive North	600	Boxley
Shepway Green*	3500	Shepway North
Parkwood Recreation Ground	1200	Park Wood
South Park (Postley Road)	600	High Street
Nr Thai Orchid **	100	Fant
Dickens Road	1200	North Ward
Bearsted Road (opposite Hilton Hotel)	2000	East
Gatland Recreation Ground	500	Fant
Total	9700	-

*Shepway Green – creation of earth banks to prevent vehicle access will help prepare ground for sowing

**subject to negotiation with Kent County Council.

- 1.6 Important considerations for identifying sites has been public access/visibility and ease of implementation including access for rotavators and choosing a variety of sizes and locations on MBC land that allows for monitoring and maintenance. The pilot sites are not already known as high value wildlife grassland so we are not interfering with known biodiverse habitats. All sites are currently a mix of short and long amenity turf or planted ornamental grass.
- 1.7 If the pilot project is given approval by HCL committee then Ward Members of each proposed site will be advised and asked to comment on any local issues that may have a direct impact on the likely success or failure of the wildflower areas and any opportunities for community involvement.

Financial Considerations:

Ground Preparation costs @ 70p m ²	£7000
Seed sowing – labour/ transport/sharp sand	£1050
Supply of seed	£1400
Total	£9450

- 1.8 Parks and Open Spaces will be able to implement this pilot scheme utilising existing available budgets. Recent additions to the plant and equipment utilised by our Grounds Maintenance team will enable us to carry out this work efficiently. An additional benefit will be the training of horticultural staff in meadow creation and maintenance.

2. AVAILABLE OPTIONS

- 2.1 Implement scheme in-house as defined almost 10000m² at eight sites as a pilot project – sites chosen to be highly visible.
- 2.2 Implement a smaller scale scheme at fewer sites in more discrete locations to reduce expenditure and limit the pilot/test areas to enclosed parks rather than highly visible areas near highways.
- 2.3 Implement a larger borough-wide project without a pilot project. This would need additional funding and staff resource to organise and manage.
- 2.4 Alternatively it could be decided that this pilot project should not be pursued and the existing planting and maintenance regimes for the highlighted areas should be retained.

3. PREFERRED OPTION AND REASONS FOR RECOMMENDATIONS

- 3.1 Members are recommended to endorse Option 2.1 above to provide a pilot project with a range of site sizes and locations that is affordable and achievable. A smaller project would not provide an opportunity to learn enough regarding the pros and cons of site types, community engagement and reactions, either positive or negative.
- 3.2 It is also not recommended that a larger borough-wide project is implemented as there is insufficient budget and it will not provide the opportunity to review and develop the project for other locations and consider any implications or public opinion.
- 3.3 Equally it is not recommended that the proposal is not taken forward as this will go against the Council's commitment to increasing biodiversity

and the objectives set out in the 10 Year Parks and Open Spaces Plan and Green and Blue Infrastructure Action Plan.

4. RISK

- 4.1 The risks associated with this proposal, including the risks if the Council does not act as recommended, have been considered in line with the Council's Risk Management Framework.. We are satisfied that the risks associated are within the Council's risk appetite and will be managed as per the Policy.
- 4.2 The key risk associated with the recommendation relates to public perception of the project as the cutting regime will be reduced. However this risk will be mitigated through resident engagement regarding the benefits to biodiversity and pollinators and publicity around the project.
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5. CONSULTATION RESULTS AND PREVIOUS COMMITTEE FEEDBACK

- 5.1 No formal consultation has been carried out, however the committee has previously raised its support for increasing biodiversity within the Borough.
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6. NEXT STEPS: COMMUNICATION AND IMPLEMENTATION OF THE DECISION

- 6.1 If members are minded to agree the implementation of the Pollinator Project then Parks and Open Spaces will liaise with ward councillors where the pilot areas are located and provide an information pack with the site mapped, timelines for implementation, species and likely flowering times.
- 6.2 Temporary signs will be erected at each site advising people of the scheme, benefits and species they will see.

7. CROSS-CUTTING ISSUES AND IMPLICATIONS

Issue	Implications	Sign-off
Impact on Corporate Priorities	We do not expect the recommendation will by themselves materially affect achievement of corporate priorities. However, they will support the Council's overall achievement of its aims as set out in the 10 Year Parks and Open Spaces Strategy	Jennifer Shepherd Head of Environment & Public Realm

Risk Management	Already covered in the risk section –	Jennifer Shepherd Head of Environment & Public Realm
Financial	The proposals set out in the recommendation can be delivered within existing budgets and so need no new funding for implementation.	Section 151 Officer & Finance Team
Staffing	We will deliver the recommendations with our current staffing.	Jennifer Shepherd Head of Environment & Public Realm
Legal	<p>Section 1 of the Localism Act 2011 gives local authorities in England a general power of competence to do anything that individuals may do. The general power applies to things that an individual may do even though they are in nature, extent or otherwise unlike anything the Council may do apart from Section The proposed Pollinators Project in exercise of the general power. Although Section 2 of the Act sets boundaries to the general power, the proposed project falls within those boundaries.</p> <p>The Heritage, Culture and Leisure Committee considers matters regarding the Council's parks and open spaces and is the appropriate decision maker as regards the recommendations.</p>	Keith Trowell, Team Leader (Corporate Governance), MKLS
Privacy and Data Protection	There are no specific privacy or data protection issues to	Keith Trowell, Team Leader

	address.	(Corporate Governance), MKLS
Equalities	When looking to– involve residents (and children) in sowing areas it is important that we engage widely with the community to ensure inclusivity.	Equalities and Corporate Policy Officer.
Crime and Disorder	Not applicable	Head of Service or Manager
Procurement	On accepting the recommendations, the Council will then follow procurement exercises for purchase of seed as appropriate. We will complete those exercises in line with financial procedure rules.	Head of Service & Section 151 Officer

8. REPORT APPENDICES

The following documents are to be published with this report and form part of the report:

- Appendix 1: Proposed seed mix
- Appendix 2: Proposed site locations

9. BACKGROUND PAPERS

None

Appendix 1 – Wildflower Seed Mix

BSXM supports bees, butterflies and other pollinators as 81% of the wildflowers included in this mixture are recommended by the Royal Horticultural Society (RHS) as 'Perfect for Pollinators'.



Mixture Contents:

Common Name	Latin Name	Quantity	Flowers	Height	Type
1 Bedstraw, Lady's	<i>Galium verum</i>	1.26%	Jun - Sep	50 - 80cm	Perennial
2 Black Medick	<i>Medicago lupulina</i>	1.47%	May - Oct	15 - 80cm	Annual
3 Burnet, Salad	<i>Sanguisorba minor</i>	1.68%	Jun - Sep	15 - 50cm	Perennial
4 Buttercup, Meadow	<i>Ranunculus acris</i>	1.26%	May - Jun	30 - 100cm	Perennial
5 Campion, Red	<i>Silene dioica</i>	1.26%	Apr - Sep	60 - 90cm	Perennial
6 Campion, White	<i>Silene alba</i>	1.05%	May - Oct	50 - 100cm	Perennial
7 Carrot, Wild	<i>Daucus carota</i>	0.84%	Jun - Oct	30 - 100cm	Perennial
8 Catchfly, Night-Flowering	<i>Silene noctiflora</i>	1.05%	Jun - Aug	20 - 100cm	Annual
9 Chamomile, Corn	<i>Anthemis arvensis</i>	1.35%	Jun - Jul	30 - 50cm	Annual
10 Clary, Wild	<i>Salvia verbenaca</i>	1.05%	May - Aug	30 - 40cm	Perennial
11 Corn Cockle	<i>Agrostemma githago</i>	4.05%	May - Aug	50 - 70cm	Annual
12 Cornflower	<i>Centaurea cyanus</i>	1.8%	Jun - Oct	20 - 80cm	Annual
13 Cowslip	<i>Primula veris</i>	0.21%	Apr - May	15 - 30cm	Perennial
14 Daisy, Ox-eye	<i>Leucanthemum vulgare</i>	0.63%	May - Sep	20 - 100cm	Perennial
15 Forget-me-not, Field	<i>Myosotis arvensis</i>	0.84%	May - Jul	20 - 40cm	Annual
16 Foxglove, Wild	<i>Digitalis purpurea</i>	0.84%	Jun - Aug	50 - 100cm	Biennial
17 Goatsbeard	<i>Aruncus dioicus</i>	0.84%	Jun - Aug	30 - 90cm	Perennial
18 Knapweed, Common	<i>Centaurea nigra</i>	1.26%	Jun - Sep	30 - 80cm	Perennial
19 Knapweed, Greater	<i>Centaurea scabiosa</i>	0.84%	Jun - Sep	50 - 90cm	Perennial
20 Marigold, Corn	<i>Chrysanthemum segetum</i>	1.35%	Jun - Oct	30 - 50cm	Annual
21 Musk Mallow	<i>Malva moschata</i>	0.63%	May - Sep	20 - 150cm	Perennial
22 Plantain, Hoary	<i>Plantago media</i>	0.42%	May - Sep	15 - 45cm	Perennial
23 Plantain, Ribwort	<i>Plantago lanceolata</i>	0.63%	Apr - Sep	15 - 50cm	Perennial
24 Poppy, Common	<i>Papaver rhoeas</i>	0.45%	May - Jul	50 - 70cm	Annual
25 Self-heal	<i>Prunella vulgaris</i>	1.05%	Jun - Sep	15 - 30cm	Perennial
26 Sorrel, Common	<i>Rumex acetosa</i>	1.05%	May - Jul	30 - 100cm	Perennial
27 St John's-wort, Common	<i>Hypericum perforatum</i>	0.42%	Jun - Sep	30 - 90cm	Perennial
28 Yarrow	<i>Achillea millefolium</i>	0.42%	Jun - Oct	20 - 100cm	Perennial
Bent, Common	<i>Agrostis castellana</i>	3.5%		50 - 100cm	Grass
Crested Dogstail	<i>Cynosurus cristatus</i>	17.5%		30 - 60cm	Grass
Fescue, Sheeps	<i>Festuca ovina</i>	14%		15 - 50cm	Grass
Fescue, Slender Creeping Red	<i>Festuca rubra, litoralis</i>	21%		10 - 20cm	Grass
Meadow Grass, Smooth Stalked	<i>Poa pratensis</i>	5.6%		30 - 90cm	Grass
Timothy, Small Leaved	<i>Phleum pratense ssp Bertolinii</i>	8.4%		50 - 100cm	Grass

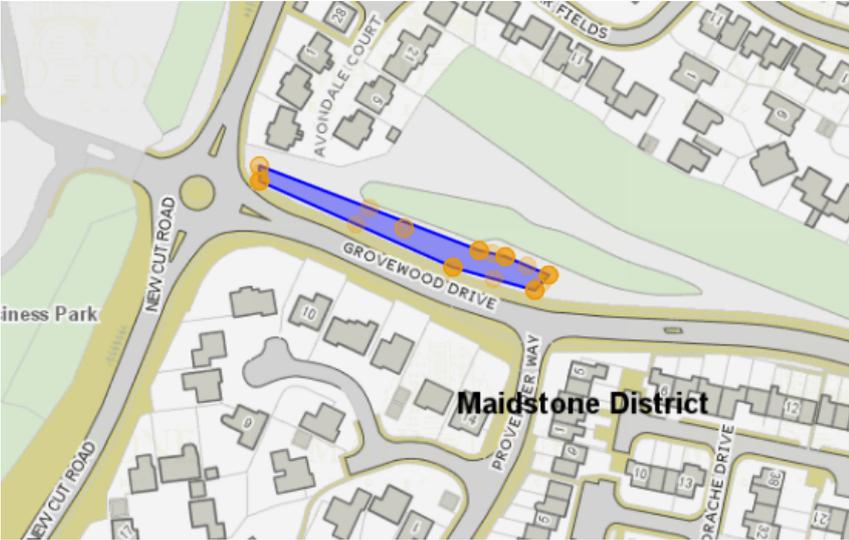
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Sowing Rate: 5g/sqm

Appendix 2 – Wildflower Pollinator Sites

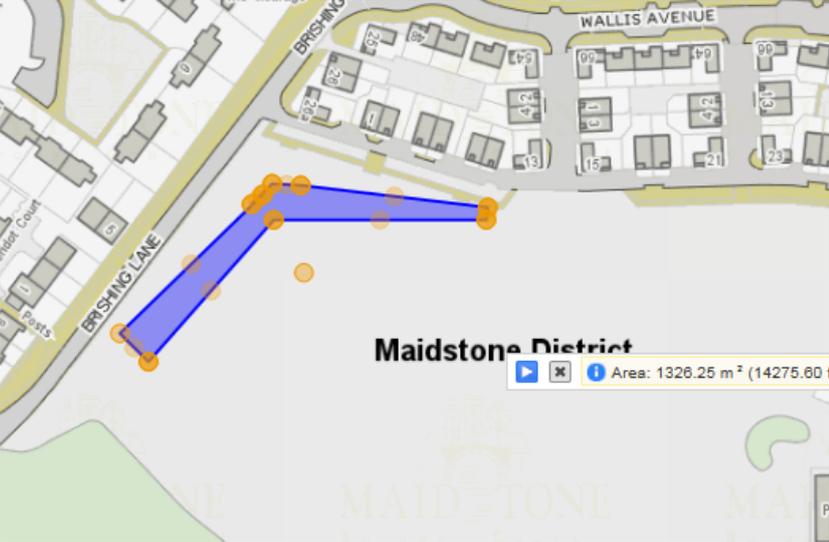
Groewood Drive North



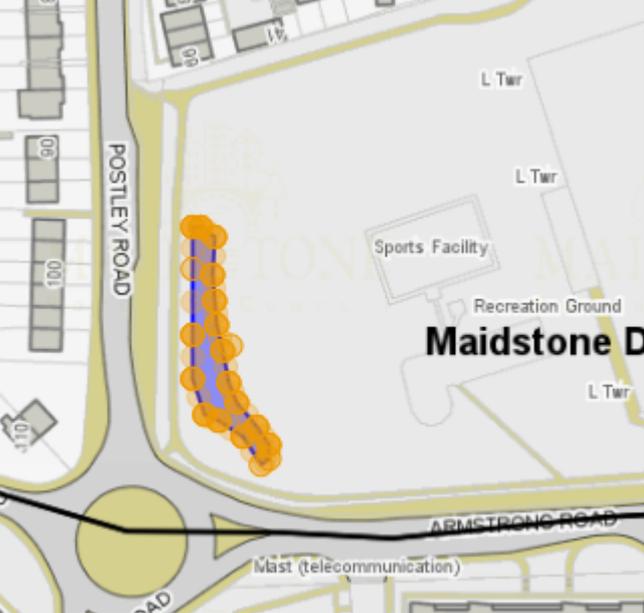
Shepway Green



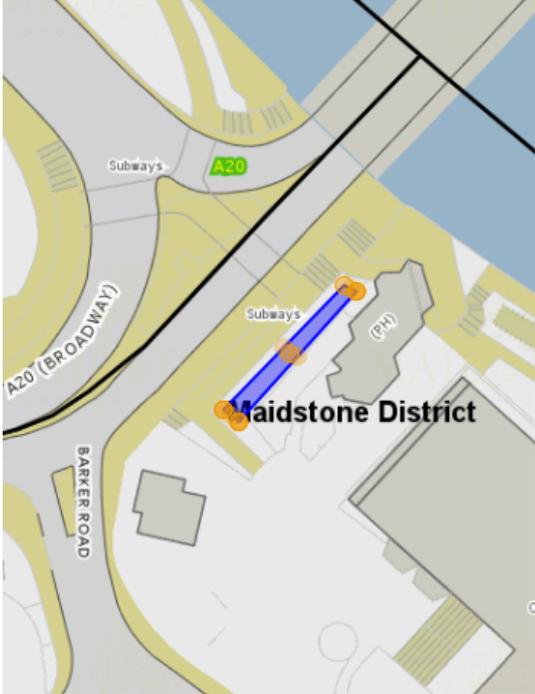
Parkwood Recreation Ground



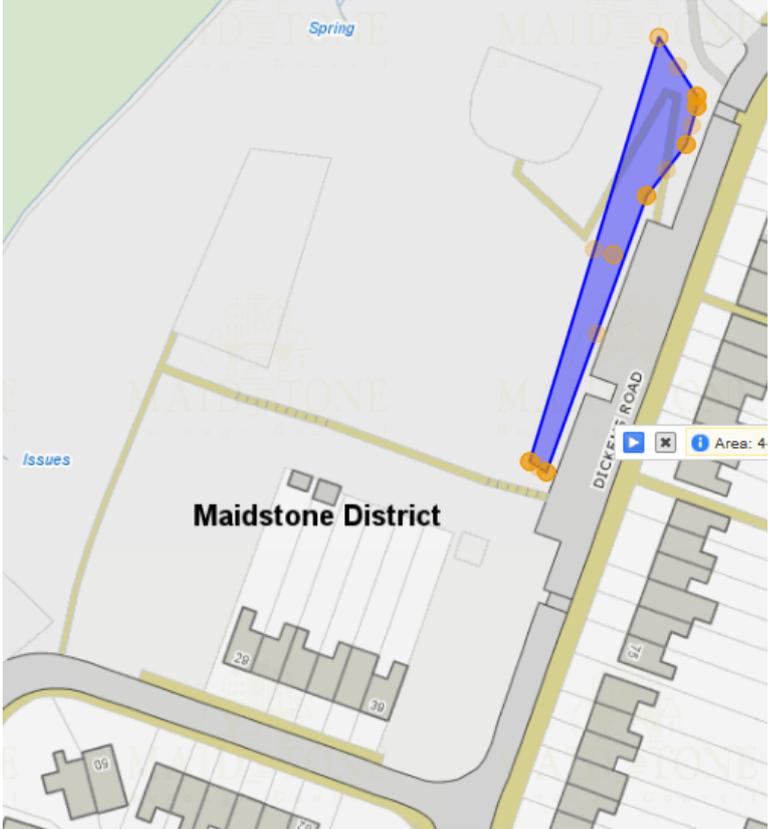
South Park(nr Postley Road)



Nr Thai Orchid



Dickens Road



Bearsted Road (opp Hilton Hotel)



Gatland Recreation Ground

