

Present: Councillor Judith Skinner (Chairman),
Councillors Richard Austin, Colin Brotherton, Jonathan Noble, Sue Ransome and
Stephen Woodliffe

Officers:

Chief Executive, Head of Town Centre, Leisure, Events and Cultural Services, Town
Centre Services Manager and Democratic Services Officer

45 APOLOGIES

Apologies for absence were tabled from Councillor Barrie Pierpoint with Councillor
Richard Austin substituting.

Apologies for absence were tabled from Councillors Maureen Dennis, Elizabeth
Ransome, Yvonne Stevens and Nigel Welton with no substitute members.

46 MINUTES

Prior to agreeing the minutes a member asked why two actions had not been produced:
the issuing of the briefing note on the re evaluation of business rates and the provision
of the costs of tickets and advertising timescales for the car parking tickets.

Officers assured that both actions had been addressed but that the information for each
action would be re-sent to ensure receipt by all members.

Committee agreed that the Chairman sign the minutes of the previous meeting.

47 DECLARATION OF INTERESTS

No declarations of interest were tabled.

48 PUBLIC QUESTIONS

No public questions were tabled.

49 DIE HANSE BOSTON.

The committee received a presentation by The Chairman of Die Hanse in Boston, Mrs
Alison Fairman who was supported by Mr George Bell the Employer Engagement
Manager and Ms Lindsey McBarron the Treasurer and Events Organiser.

Prior to updating the committee on its progress to date, a brief history of Hanse was
provided.

Members were advised that the word Hanse meant 'community' and had originated from
travelling merchants who had belonged to the guild. By 1200 Boston had begun trading
with Europe, primarily with Bergen and Boston had been the main contact in England for
Hanse. The Port of Boston at that period had been sited just North of the current port
and had a large Hanse warehouse (known as a Steleyard) which had a slipway for the
Cogges (the small ships used at that time).

Within the Hanseatic League both Boston and Lynn had been the twin Wash Ports of eastern England. Both towns became two of the wealthiest in England during that period because of the Hanse Trade. By 1300 Boston had become the second biggest port in England due to the export of fleeces which were transported from Lincoln to Boston: in excess of 3,000,000 fleeces per annum had been exported. Boston's annual fair which during that time was held over a month, attracted many traders from all across Europe with members of Royalty attending the fair to personally collect taxes from the traders.

The murder of one of the Merchants triggered their movement from Boston which was exacerbated by the silting up of the river. The Americas had been discovered and the Hanse domination of the seas diminished. By 1400 Hanse in Bergen was in decline and Boston had lost all its trade. The last Hanseatic meeting took place in Lubeck in 1669.

Committee were provided with photographic evidence of the historic buildings within Boston which were used during the period together with a comparative view of the riverside architecture in both Lubeck and Boston.

In 2012 Pamela Cawthorne had written a paper on Boston in respect of its history with Hanse. Whilst writing the paper contacted had been made with Mrs Fairman in respect of the demographic changes in Boston. Assistance had been provided which in turn had led to the exploration of Boston joining Hanse which had started up again in 1980 in Lubeck.

Consideration was given to the benefits in joining Hanse and a number of factors were recognised. Hanse members were in Europe and in particular Eastern Europe where a large number of immigrants into the Boston population had arrived from: joining could help in local community cohesion. Boston had an unexploited history and a growing visitor economy. Furthermore Boston had a working port which could attract new business and the History of Boston Project and Preservation Trust had confirmed their support of any move to join Hanse.

Contact had been made with the Council to seek its support which was vital for any admission application to be submitted: reports had been taken through the committee systems and the Council had agreed its support. Contact had also been made with Kings Lynn who were existing members of Hanse and who made representation during the final Council meeting. Support was also secured from the Big Local which helped to launce the group and its first publication.

During the first year of operation the group had produced its first publication *The History of Boston and Hanse*; held its first meeting in February 2016 and secured four Students for Youth Hanse.

A visit had been made to the Hanse Tag in Bergen to meet the other Hanse town where Boston Hanse was officially welcomed to the conference and the Youth Students recognised as being the first and only English Members of Youth Hanse.

Boston was now collectively known alongside Hull and Kings Lynn as the English Hanseatic Towns. Boston Hanse had adopted its own constitution supported by the Heritage Forum; a web site was being produced and an official logo has already been adopted. Leaflets were being prepared for tourists alongside other publications and further meetings were scheduled with local businesses and a further public meeting and a lecture.

Support for Boston Hanse has been significant from many organisations included Boston Preservation Trust; the Council and Boston Stump. Transported had assisted in securing £14,000 in funding and Boston Big Local had agreed to support them for a further two years.

Concluding the presentation, committee were advised that moving forward the organisation aimed to maintain the momentum it had achieved and to reach out and involve as many more residents as possible in its future projects and events. It aimed to engage and support the visitor economy through other Hanse towns and also to make contact with the Polish Ambassador and other such representatives to try to engage more with the diverse communities within the town.

Member comments supported the activity to date of the organisation and agreed its value to the town and more importantly to its support to encourage both the economic visitor economy.

Members congratulated the Chairman on the achievements and professionalism of the convention of the organisation to date and on its drive to promote the town. Referencing the official 'Welcome Sign' on arrival at Kings Lynn which noted its status as a 'Hanseatic Town' a member suggested Boston be provided with a similar welcome sign. Further comments referencing the 'Hanseatic' name suggested promotion of the name on Council literature and signage and promotion of the link within all future advertising for the town.

Concluding, the Chairman thanked all of the representatives for a thorough and interesting presentation and wished them all success in their ongoing endeavours to strengthen the organisation. The Chairman also offered the support of the committee and suggested that the organisation come back in a further twelve months to provide a formal update briefing for all members.

There was no recommendation within this report it was tabled for notation only.

50 WORK PROGRAMME

The Chairman referenced the recent Scrutiny Training and the outcomes of which that affected the future scheduling and planning of the work programme. Whilst a brief discussion took place, a member respectfully suggested that due to the small number of members actually in attendance, the item should be deferred until the next meeting.

The Chief Executive suggested it may assist the committee if a report is brought back to the next meeting, on the feedback from the Scrutiny training would also include the suggestion by the Chairman of the Corporate and Community Committee that each committee focus its business on the corporate priorities as against solely on the portfolio holder service areas.

Recommended: That the item be deferred until the next scheduled meeting of the committee 12 June 2017 and that a covering report be produced to assist the committee to agree the way forward in the scheduling of its' work programme.

With agreement of all in attendance that a report on the first six months activity of the Environmental Enforcement service be scheduled onto the work programme to allow the committee to monitor the enforcement.

TO DO:

1. That a report be produced by the Head of Hr and Transformation based on the outcomes of the Scrutiny Training to be used as the covering report for the work programme.

51 TEENAGE MARKETS

The report was tabled in line with a recommendation from phase one of the Prosperous Boston Task and Finish Group that the officers explore the initiative of a Teenage Market for Boston to encourage young people to take up the opportunity to run market stalls and hold events.

Committee were advised that the potential benefits of such markets included attracting the next generation of market traders which was important as over 70% of existing market traders nationally were over the age of 50 and it was important to identify young traders for the future prosperity of the market and the town to address the declining longevity of the market traders.

Furthermore by harnessing the creativity of the young people and giving them a platform to showcase their talents or trial a new business and sell creative products, it would have the knock on effect of encouraging their friends and family to come along and support their endeavours: leading to an increase in attendance at the markets. Finally by offering specialist live and retail performances in a thriving market place it would attract a new generation of shoppers and visitors to the town sustaining and increasing the future tourism of the town. There was no age limit and the provision could be offered to graduates who may be wishing to trial businesses.

Initially the Council would be looking to provide two large scale events then tie in some small ones with the craft markets and other specialist days. However to do this additional money would be required which was not budgeted for in order to allow for increased advertising of the events into magazines. The events team could accommodate the administration but as the events budget set for 2017/2018 was set there would be a need to divert funds from elsewhere for this one year, should committee wish to take the recommendation forward.

Committee were advised that Teenage Markets were well established nationally and had gained national media attention including support from Mary Portas and Hilary Devey. Following the success of the first event the founders developed the idea further, and expanded it across the Country. Currently Teenage Markets were in place in over 30 locations across the UK: the benefits increasing spend in the relevant areas and importantly increasing the footfall to the existing markets.

The costs to put on such a market would be £1280 for one year and £1530 for two years (*the cost included the registration fee along with insurance cost of £530*). The registration fee would include branding, the edit portal, processing of digital applications, geolocation integration, together with poster and flyer designs and automated emails. Most importantly the fee would allow the Council to

The cost would allow the Council to run either four large Teenage Markets per year with up to 100 stallholders and performers including singers, dancers and musicians, or 12 small Teenage Markets with up to 20 stallholders and assorted performers. More importantly it would allow the Council to access the huge data base and provide on line booking which would assist with the Council's limited resources.

Committee were advised that it would be possible to run an event without the national Teenage market branding, but if so, it would require significant internal resources to run it and such resources were not in the current work plan: furthermore by running via the Teenage Market branding it guaranteed insurance which when dealing with such events would be very problematic if done ourselves.

A member asked if the brand was patented and when advise if was not questioned why the Council's own events team did not facilitate a similar event. In response clarification was given that the 'brand' did not actually put on the event and that the Council still needed to produce an event plan, have it approved by the SAG (safety advisory group) and as with the existing markets, would still run the event.

The further benefit of using the brand allowed access to the data base: the Council had no such data base and there was no officer time to go out and establish one.

Noting the need for funding members suggested approaching BTAC as it had already funded other events and the event was predominantly for BTAC as against the villages: one member suggested taking the 10.000 suggested for match funding the Xmas Lights and using that money for the Teenage Markets.

The Portfolio Holder noted that at a recent Cabinet meeting he had challenged the Youth Council to look into this and to feedback to him, but nothing had been done. The Town Centre Services Manager confirmed they too had contacted the Youth Council but had heard nothing back.

Responding to a question on the same events within the County, members were advised that both Lincoln and Sleaford has hosted Teenage Markets which had proved successful.

Further clarification was made in that any trials of such events in central park would be subject to the funding requested.

RECOMMENDED:

That the committee agree and support the concept and recommend the following in order to source funding to allow a Teenage Market event to take place within the current year:

1. That the Chief Executive and the Portfolio Holder identify a budget to provide a funding scheme to allow an event to take place.
2. That the Portfolio Holder engage with the Youth Council and explore the possibility of crowd funding.
3. That BTAC be approached with a view to supply funding

TO DO:

1. The Chief Executive and Portfolio Holder to access budgets to identify a possible funding stream.
2. Officers support the portfolio holder in exploring the possibility of crowd funding to secure the funding required with the Youth Council and others.
3. BTAC to be approached with a view to agreeing to provide funding

52 UPDATE ON PROSPEROUS BOSTON TASK AND FINISH GROUP

The Chairman confirmed that Phase one and two of the review had been concluded with simple update reports on each phase having been tabled through the parent committee and Cabinet. Cabinet had agreed all the actions identified across the two phases and continued to support the ongoing review which is noted was actively achieving changes as it progressed.

The third and final phase of the review (accommodation; events and promotion) had started and had begun with a full consultation and face to face meeting with the hospitality providers of the Borough. The response had exceeded the groups' expectations and a significant amount of information had been collated: the businesses overall were supportive of the ongoing activity of the group and positive comments and recognition of improvements of services across the town had been tabled. A number of concerns and negative comments had been addressed by the introduction of the Environmental Enforcement team and remaining concerns on events and promotion of the town, taken forward into the last two stages of the final phase.

Committee received and the report and agreed its support of the review.

The Meeting Closed at 8.00 pm