

# SALISBURY CITY COUNCIL

## Report

**Subject** : Stratford Road Social Club Improvement Period Update Report  
**Committee** : Events, Markets and Grants Sub-Committee  
**Date** : 9 May 2023  
**Author** : Sarah Gregson, Communities Manager

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### 1. Report Summary:

- 1.1. This report provides and update on the implementation of a 6-month improvement period for Stratford Road Social club in response to the Rent Reduction Monitoring report review at the Subcommittee meeting on 30 Jan 2023.
- 1.2. Councillors are asked to approve the conditions of the 6-month improvement period and its end date.

### 2. Background:

- 2.1. Stratford Road Social Club is a Rent Reduction recipient organisation managed by a committee of volunteers.
- 2.2. At the Events, Markets and Grants Subcommittee meeting on Mon 30 Jan 2023 Councillors decided to place the Stratford Social Club under a 6-month improvement period, in accordance with the SCC Rent Reduction Policy (Doc 87291), after it failed to meet some of its own aims and objectives for the previous financial year with regards community use, membership and hire.
- 2.3. The minutes of this Subcommittee show the following:  
*30.5.1. Request that a meeting between the Club's Committee, a representative of this Sub Committee and the Communities Manager be held to consider future provision and activity*  
*30.5.2. Put in place a 6-month improvement period on the Club, with conditions set by the Sub Committee, before confirming the rent reduction subsidy for 2023/24.*
- 2.4. The Social Club's committee representatives met with Cllr Jenny Bolwell and the Communities Manager, Sarah Gregson, on the 19 Apr 2023, the meeting was postponed due to illness from the 27 March 2023, to discuss components of a 6-month improvement plan.

### 3. Improvement Period Plan Proposal:

- 3.1. The following plan was established and agreed by the Club's committee representatives on the 19 Apr 2023.

Area of Improvement	Planned actions	Actions already undertaken
Membership numbers	<ul style="list-style-type: none"><li>• To develop a campaign to raise local membership numbers through the means outlined below under other areas of improvement.</li></ul>	
Develop relationship with	<ul style="list-style-type: none"><li>• To work with Cllr Bolwell to arrange a meeting with the site management.</li></ul>	<ul style="list-style-type: none"><li>• Meeting set for 19<sup>th</sup> May</li></ul>

campsite	<ul style="list-style-type: none"> <li>To explore the possibility of an access gate to the club from the campsite with SCC and campsite representatives.</li> </ul>	
Local Awareness & Communications	<ul style="list-style-type: none"> <li>Photographs of the Social Club for social media and website presence</li> <li>Press release raising awareness of falling use and excellent facilities by Mid-June 2023</li> <li>Provide Cllr Wells with literature on upcoming events and hire facilities for door to door communications by 1 Jul 2023</li> <li>Write a case study for SCC Website by 1 Aug 2023</li> <li>Add activities to Experience Salisbury and regularly update</li> <li>Add news items to Our Community Matters Salisbury.</li> </ul>	<ul style="list-style-type: none"> <li>Press released draft 1 complete and shared with Communities Manager</li> </ul>
Committee Development	<ul style="list-style-type: none"> <li>Sarah Gregson to work for the Committee Member with responsibility for marketing and Communications on Press releases and local advertising and communications opportunities by end June 2023</li> <li>Cllr Bolwell to work with the Chair on defining and developing the roles of committee members.</li> </ul>	
Increased Hires	<ul style="list-style-type: none"> <li>Join the Wiltshire Village Hall scheme by mid-June 2023</li> <li>Approach Salisbury Sports and Activities Forum with information about facilities</li> <li>Approach Salisbury Arts Scene to share info of space hire for artists classes, with reference to pre-covid successful hires for this purpose.</li> <li>Improve visual presence of facilities on local websites e.g. Our Community Matters, Experience Salisbury etc.</li> </ul>	<ul style="list-style-type: none"> <li>New Hire 2023/24– Vault Darts</li> <li>New Hire 2023/24 – Poker League to include tournaments</li> </ul>
Event review	<ul style="list-style-type: none"> <li>Explore working with partners to run new events to attract new people to use and become aware of the club</li> <li>Partners to be approached</li> <li>SCC Communities, WC Resident Engagement, Spurgeons.</li> </ul>	<ul style="list-style-type: none"> <li>Winter clothing event with SCC Communities agreed for Oct 2023</li> </ul>
Monitoring	<ul style="list-style-type: none"> <li>To meet with Cllr Bolwell and Communities Manager before the 1 Jul 2023</li> <li>Cllr Bolwell to work alongside the committee for this 6-month period in support of the plan above.</li> </ul>	

	<ul style="list-style-type: none"><li>• A plan update will come to Events, Markets and Grants Subcommittee, 17 Jul 2023</li></ul>	
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#### **4. Recommendations:**

It is recommended that the Subcommittee:

- 4.1. Agree any additional actions they would like to see added to the plan and any requests for specific information in the report at the 6-month period.
- 4.2. Approve the plan as shown in the table above

#### **5. Wards Affected:** St Francis and Stratford Ward

#### **6. Background Papers:**

- 6.1. SCC Rent Reductions Policy (Doc 87291)
- 6.2. Events, Markets and Grants Subcommittee Minutes of Meeting – 30 Jan 2023 (Doc 89452).

#### **7. Implications:**

- 7.1. **Financial:** Within agreed budget.
- 7.2. **Legal:** None in relation to this report.
- 7.3. **Personnel:** None in relation to this report.
- 7.4. **Environmental Impact:** None in relation to this report.
- 7.5. **Equalities Impact Statement:** None in relation to this report