



ALSAGER TOWN COUNCIL

DATE AGENDA POSTED: WEDNESDAY, 03 JUNE 2026

NAME OF MEETING: ALSAGER CIVIC AND ASSETS COMMITTEE

VENUE: ALSAGER CIVIC

DATE OF MEETING: TUESDAY, 09 JUNE 2026

TIME OF MEETING: 7:00 P.M.

MEMBERS: J Buckley; S Butterfield; J Hearne; P Hubbard; R Kain; D Longhurst; C Venables; W Whittaker-Large; 1 vacancy.

You are hereby summoned to attend a meeting of the Alsager Civic and Assets Committee for the purpose of transacting the following business.

A handwritten signature in black ink, appearing to read 'J. Mason', is written over a light blue rectangular stamp.

AGENDA APPROVED BY J MASON
TOWN CLERK AND RFO

AGENDA – PART 1 OPEN AGENDA

1. Apologies

To receive apologies for absence.

2. Declaration of Interest

Members are requested to declare both personal and prejudicial interests as early as possible in the meeting.

3. Minutes of Previous Meeting

To confirm the Minutes of the Meeting of the Alsager Civic and Assets Committee held on Tuesday, 14 April 2026 as a correct record. See attached.

4. Matters Arising

To consider any matters arising from the confirmed Alsager Civic and Assets Committee meeting Minutes dated Tuesday, 14 April 2026.

5. Public Participation Period

An opportunity for residents of Alsager to ask questions about issues in accordance with Standing Order 2 of the Town Council's Standing Orders, this period is limited to 20 minutes.

6. Budget Monitoring Statements

To receive the Budget Monitoring Statement for Quarter 4 (March 2026) 2025-26, including the summary of balances on earmarked reserves at year end that are applicable to this committee (see attached) for:-

- Alsager Civic
- Services

7. Civic and Institute Operations Manager Report

To consider the report of the Civic and Institute Operations Manager. See attached.

8. Lawton Road Allotments

To consider the report from the Facilities Manager regarding a fence around the Lawton Road Allotments. Copy to follow.

9. Alsager Civic and Public Toilets – Gas and Electric Contract

To consider the report from the Facilities Manager on the provision of a new energy supplier for Alsager Civic and the public toilets. Copy to follow.

10. Alsager Civic PPL/PRS invoice

To approve the invoice for the PPL/PRS license at a cost of £2,464.56 at Alsager Civic, to allow the Civic legally play music. The budget for FY26/27 is £2,868. See attached.

11. Civic Architect

To approve delegated authority to the Civic Development Working Group to work with the architect on the extension of Alsager Civic, to be brought back to the Committee for approval.

12. Council Office lease

To receive a verbal update from the Town Clerk.

13. Members item – Councillor W Whittaker Large – Use of Town Council Offices for Council Meetings

To consider a report from Councillor Whittaker-Large. See attached.

14. Members item – Councillor J Buckley – Alsager Civic Social Media

To consider a report from Councillor J Buckley and a response from the Civic Manager . See attached.

ALSAGER TOWN COUNCIL

ALSAGER CIVIC AND ASSETS COMMITTEE

MINUTES OF MEETING HELD IN ALSAGER CIVIC

ON TUESDAY 14 APRIL 2026

Present:

Councillor J Hearne (Chair)
Councillor R Kain (Vice Chair)
Councillor S Butterfield
Councillor J Buckley (arrived at 7.10pm)
Councillor P Hubbard
Councillor D Longhurst
Councillor C Venables
Councillor W Whittaker-Large

Councillor M Unett (Town Mayor, non-member of the Committee)

J Mason (Town Clerk)

0 Members of the Press
2 Members of the Public

ACA25/82 Apologies for Absence

No apologies for absence were received from Councillors and it was noted that Councillor J Goodrich has resigned.

ACA25/83 Declarations of Interest

Councillor S Butterfield declared his interest as an allotment holder.

Councillor D Longhurst declared his interest as the Chair of the Cedars Patient Participation Group.

Councillor M Unett declared his interest as the secretary, Acting Manager and Trustee of Alsager Social Club.

ACA25/84 Minutes of the Previous Meeting

The Minutes of the Meeting dated Tuesday 10 February 2026 were referred to and it was: -

Resolved: That, the Minutes of the Meeting of the Alsager Civic and Assets Committee dated Tuesday 10 February 2026 were confirmed as a correct record and signed by the Chair.

ACA25/85 Matters Arising

Further to Min. Ref. ACA25/77 regarding the Market in the Town, it has been confirmed that JDL Mini Markets and Events will hold their market on 27 June 2026.

Further to Min. Ref ACA25/76 regarding the Alsager Civic Wednesday Market Pricing Structure, it was proposed the Christmas evening market hire increase from £10 to £15 from December 2026.

Resolved: That, the Christmas evening market hire would be increased from £10 to £15 from December 2026.

ACA25/86 Public Participation Period

The Chair and Secretary of Alsager Tennis Club had attended to show their support to acquire the Cadet Hut for the Tennis Club. They had read in the press that it had been offered to the Town Council and wished the Committee to be aware that the Club had been making enquiries since 2023 to purchase the building. They owned the car park around the hut, and it would be beneficial for the club to offer the facility of paddle for example. They had invested £100,000 over the past five years and it was one of the best clubs in the south west of Cheshire.

ACA25/87 Civic and Institute Operations Manager Report

Councillor C Venables was concerned that we needed more information than the booking history, the report should include revenue figures as we had made the bold steps to reduce prices and needed to see if this was increasing bookings. The Clerk responded with revenue figures predicted in April, May and June which had been produced that day.

Councillor W Whittaker Large felt there should be a Strategic Business Plan for the Civic. We lacked direction and if this was a private business it would be more focused on actions.

Councillor M Unett thought it would be prudent to ask our new hirers the reasoning behind the hire of the Civic and see if we can learn lessons. Councillor J Buckley felt the social media for the Civic was poor and did not do enough to attract weddings and outside hirers, the posts needed more interaction and videos. The Chair requested Councillor Buckley wrote a report for the next meeting.

The Committee wanted more factual information on bookings next time due to the price reduction.

Resolved: That, the report was received and noted.

ACA25/89 Alsager Garden Association

On the 8 April, the Town Clerk and the Facilities Manager held a meeting with the Chair and the Vice Chair from the AGA as part of a condition in the Service Level Agreement. The report from the AGA is in Appendix 1 of the Minutes. The Committee noted that a fence will need to be erected at Lawton Road to ensure the boundary is intact from the Town Council's point of view as they are being subject to trespass. There was also concern that Dane Housing were not following their own due diligence with the cutting back of trees over hanging the sites.

Resolved: That, the report was received and noted from the Facilities Manager.

ACA25/90 Exclusion of Public and Press

At the invitation of the Chair it was: -

Resolved: That, in accordance with the Public Bodies Admissions to Meetings Act 1960 as amended the public and press be excluded from the meeting for the following items of business on the grounds that they could involve the likely disclosure of private and confidential information, including staffing and salary issues.

ACA25/91 Civic staffing quarterly position

Resolved:

- a) That, the over and under amount of hours for the annualised contracts in the Civic were noted for the FY2025-26.
- b) That, it was recommended to Full Council that the recruitment of ATC22 would only be recruited as a temporary post for 6 months. The post was in the staffing structure and due to concerns on revenue the post would not be filled permanently.

ACA25/92 Town Council Offices and Lease

Resolved:

- a) That, it was recommended to Full Council that the Civic would be extended to the indicative plans drawn by the preferred architect to accommodate the working of the Town Council staff.
- b) That, it was recommended to Full Council that £10,000 was allocated for the fees incurred by the architect including planning application fees from the Earmarked Reserve for staff costs for projects and the Town Clerk be granted delegated to spend up to the £10,000.
- c) That, it was recommended to Full Council that the process of the application of a Public Works Loan would commence for the financing of the extension.
- d) That, the Clerk would begin the process of negotiating a break out clause of two years for 3 Lawton Road.

ACA25/93 Cadet Hut Building

Resolved: That, the Town Council would not take the responsibility and ownership for the Cadet Hut building.

The meeting commenced at 7:00 p.m. and concluded at 9:07 p.m.

Signed by Councillor J Hearne
Chair

The SLA with Alsager Town Council and Data Requirements

The SLA mandates that AGA must make all allotment records available to Alsager Town Council upon request until 31 March 2027. It is reviewed annually in September and extends year-by-year until a new agreement is made.

As part of the SLA, the AGA produced a Strategy Plan which was presented to the ATC meeting of Civic and Services Committee on 15 April 2025.

The following details are required to be provided biannually (March and September)

- By Site:
- Total number of plots
- Allocated to Alsager residents vs. others
- Vacant plots
- Residents on the waiting list
- Allotment care standards (Inspections)
- Complaints received
- Risks and issues log

1. Tenancy Data – As of the 31st of March 2026

At the end of December 2025, which is traditionally when tenants vacate their plots, 25 tenants vacated equalling a total of 37 quarter plot and 2 Raised Beds. Most of these plots have now been reallocated.

SITE	TOTAL PLOTS	TOTAL RAISED BEDS	No of TENANTS	No of CoWorkers	OUT OF AREA TENANTS	VACANT PLOTS	Waiting List
	Expressed in 1/4					Express ed as 1/4	
CEDAR AVE	159	5	91	81	13	9	0
CORONATION AVE	23	1	17	10	4	1	1
LAWTON RD	41	4	21	10	7	0	0
TALKE ROAD	65	2	39	27	8	0	0
TOTALS	288	12	168	128	32	10	1

2. Tenancy Agreements

A signed tenancy agreement is now held for all tenants and is stored in Scribe with an established ongoing process to ensure that a signed tenancy agreement is received before plot take up. Scribe now contains all tenant data and inspection notifications.

3. Standard of Allotment Care

In the last quarter of 2025 inspections resulted in the issuance of over 11 improvement notices, and 2 termination notices were issued, addressing the most unsatisfactory plots.

The site manager previously handled inspections, but to aid volunteer recruitment, the role was split into key tasks, and an allotment inspection team was created. This promotes consistent standards across all sites.

Inspections occur three times yearly— April, August, and October—depending on weather. Tenants are notified beforehand; those with issues receive written notices from the Scribe System, outlining the concerns and a set timeframe for corrections.

4. Tenancy Period

Starting in 2026, tenancy agreements will span the 12 months from October 1st until September 30th. Tenants have been given the legally required twelve months' notice about this change. The adjustment aims to simplify tracking tenant departures. This proved difficult during the quiet winter months, a period of low activity, when some plots would remain unused for long stretches and tenants not providing any notification of leaving.

5. Complaint management

- a) One complaint regarding plot termination as the plot had fallen into disrepair. The plot holder had failed to notify us of a change of details
- b) Many verbal compliments and several compliments received by email

6. Number of GDPR issues – None

7. Risks and Issues

The drainage issue at Cedar Avenue remains a risk due to increased wet weather making some plots unmanageable for long periods. Lawton Road site has also now reported drainage issues resulting in longer waiting times to commence plot cultivation.

The ongoing shortage of volunteers remains a considerable challenge. Existing mitigation strategies continue to be implemented, and, in early March, a comprehensive recruitment campaign was launched. Roles have been subdivided to allocate responsibilities across a larger pool of volunteers, resulting in greater member engagement. However, there are still few individuals willing to assume leadership positions in specific areas, which presents a notable risk. This matter will be reviewed following an assessment of the long-term commitment exhibited by our volunteers.

The risk of associated with GDPR and storage of tenant's data has now been mitigated by the use of the scribe system which saves all data to the cloud removing the need to locally stored data on personal devices.

8. Health and Safety Issues

Most of the issues highlighted in the September 2025 ATC Facilities Manager report have been resolved.

New concerns have recently emerged from the site managers and where appropriate these have been reported to the ATC Facilities Manager.

- Concern about potential falling branches near the car parking area on Lawton Road. Volunteers have cut the lower hanging branches and reported several are rotten. The higher branches are of a concern.
- Trees at Cedars overhanging plots railway and stream boundary, conifer and monkey puzzle tree near bungalow boundary fence.
- Cedar Ave – Metal entrance gate has fallen again; a brick is in place holding it up.
- One plot on Coronation Avenue is temporarily out of use because the resident is pollarding tall boundary trees presenting a risk of debris falling onto the plot/ plot holder. The work to the trees has been halted but the resident aims to recommence work on the trees at the end of the bird nesting period.

9. Invoices and Deposits

Invoices are now generated from Scribe with electronic payment

Started in December 2025, new tenants are required to pay a £25 deposit which is held in a separate account. This deposit is refunded when they leave, provided that the standards for vacating the plot are met. This amount is to be reviewed in 2026.

10. Further Development of the Website

The AGA website serves as the main contact point for all allotment and membership applications. Applicants can fill out an online application that goes straight to the membership secretary, which not only speeds up the process but also improves data accuracy by eliminating errors from misinterpreted handwritten forms.

11. Promotion

The AGA proposes to hold 2 major events this year.

- a) The annual open day to be held on Sunday 17th May 2026 at the Cedar Avenue site from 10.30am until 1pm
- b) Our annual Flower, Vegetable and Homecraft Show to be held on Saturday 5th September 2026 at Alsager Civic, open to the public from 2pm.

All councillors are invited to attend so please put these dates in your diary!

ALSAGER TOWN COUNCIL

Report to: Alsager Civic and Asset Committee

Meeting date: 9 June 2026

Agenda item: 6

Prepared by: Finance Lead

Subject: Budget Monitoring Report – Quarter 4 (March 2026) 2025-26

1. Purpose of the Report

To update members on the year-end financial position of Civic and Assets budgets and delivery against the Civic's key performance measures as at Quarter 4 (to March 2026).

2. Civic and Assets – Budget and Performance

Delivery to date against the Civic's key performance measures are as follows:

2.1 Meet or exceed budget targets

Excluding income from the Banking Hub, the deficit for the year after transfers to reserves of £137,194 is slightly better than budget (£143,856 deficit).

With the banking hub included, the deficit is £114,994 is £28,862 better than the budget. For FY2026/27, it is noted that we have secured income until October 2026 at an extra profit of £5,950 in comparison to the budget. There is high confidence in being able to rent to an alternative hirer beyond October 2026 too.

Income in the year (excluding the Banking Hub) was £195,686 compared to £210,464 in the prior year.

2.2 Maximise usage

Full year occupancy is down on previous years with the main hall at 40% (previous year 49%), meeting room at 28% (previous year 31%) and bar at 29% (previous year 43% and 55% in 23/24). This was compensated for by holding our own events, with the same approach continuing into with the provision for example of the Daytime Disco and Michael Jackson tribute act.

2.3 Civic Events deliver positive returns

Events made a net profit of £16,875 (budget £12,888).

It should be noted that there were 3 events delivered in FY2526 which were Community events which made a non-financial return (2 events during the school summer holiday & the dog show in September) .

2.4 Events: March 2026

Three events were held in March (Replicators, Tina Turner & Comedy Night). The Town Clerk utilised the remaining marketing budget to deliver an advertisement leaflet to every household to promote these events and encourage increase revenue on bar sales & ticket sales.

3. Current Civic and Assets Budget Monitoring

For Services operated by the Council (public toilets & allotments), the year-end income and expenditure after use of reserves is in line with the budget.

The allotments includes unbudgeted expenditure on software of £1,374 and on tree surveys of £864, approved to be financed from town council administration contingency budget and general reserves respectively.

Public Toilets includes favourable variances to budget on cleaning, utilities and other costs.

For the Civic, income from bar sales is £26,549 lower than budgeted and commercial room hire is £16,869 lower than budget. Reflecting this, direct costs are lower than budget. Year to date indirect staffing costs are lower than budget due to a General Assistant ('GA') post being held vacant. Profit from events was £4,200 favourable to budget.

Income in the year (excluding the Banking Hub) was £195,686 compared to £210,464 in the prior year.

Approved earmarked reserves cover the unbudgeted expense in supplies and premises costs which relate to IT costs and replacement fire doors. Supplies and services costs includes approved expenditure on external cleaning contractor costs which are covered by savings in indirect staffing costs and unbudgeted expenditure on legionella remedial works which has been approved to be financed from general reserves.

Civic premises costs are £4,125 overspent to budget after the use of earmarked reserves and contingency budgets due to an overspend on unplanned repairs & maintenance, and water usage/surface water highways charges as a result of significant price increase of 25% & 31% respectively.

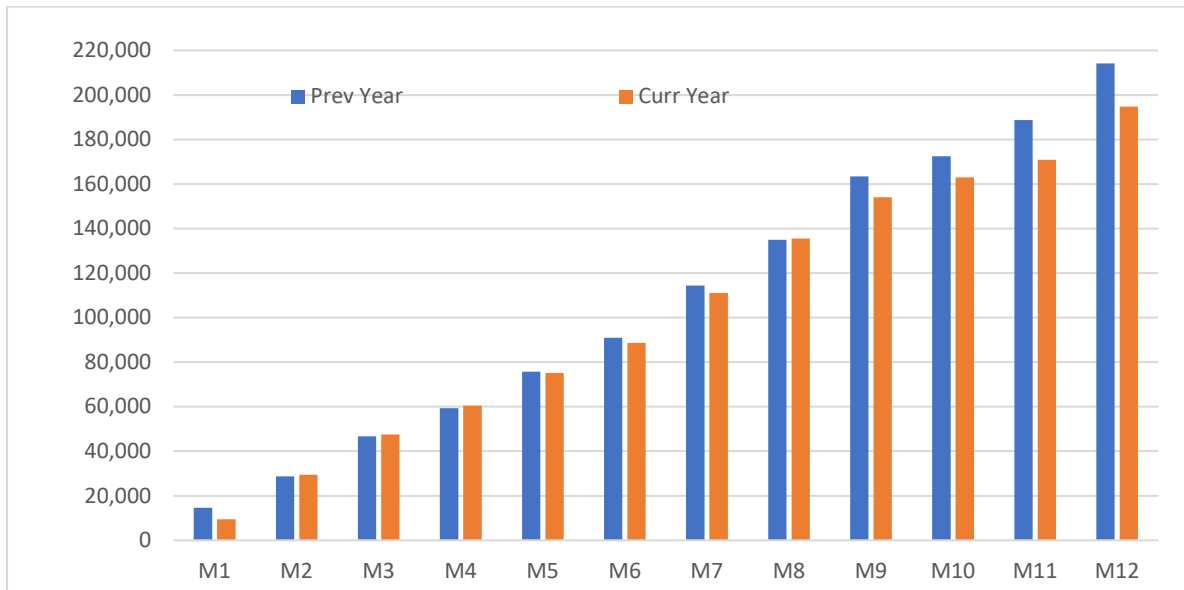
Civic capital equipment overspend relates to the pop up bar and fridge which Committee agreed should be funded from the Civic's contingency budget (ACA25/12).

Taking in to account the Banking Hub income (£22,200), the deficit is £114,994 is £28,862 better than the budget.

Appendix 1 shows the current and forecast position for the Civic and Asset budgets.

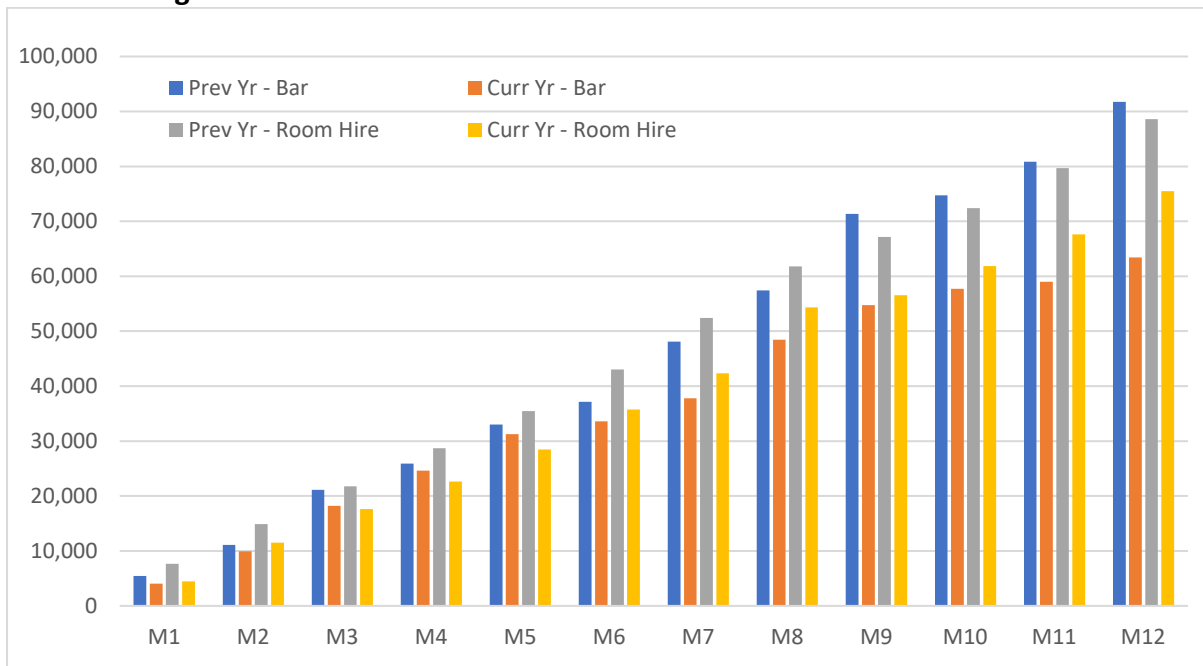
Charts 1 and 2 below show the Civic's performance compared with the previous year.

Chart 1. Alsager Civic – Overall Income (excluding Banking Hub)



Income	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12
Prev Year	14,635	28,666	46,715	59,394	75,752	91,030	114,349	134,966	163,394	172,410	188,755	214,163
Curr Year	9,508	29,477	47,485	60,499	75,134	88,601	111,042	135,493	154,035	162,964	170,948	194,734

Chart 2. Alsager Civic – Bar and Room Hire Income



Income	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12
Prev Yr - Bar	5,468	11,119	21,131	25,926	33,031	37,142	48,085	57,443	71,354	74,754	80,874	91,743
Curr Yr - Bar	4,068	9,905	18,212	24,638	31,274	33,593	37,797	48,461	54,754	57,717	58,995	63,452
Prev Yr - Room Hire	7,657	14,863	21,746	28,682	35,452	43,038	52,420	61,816	67,178	72,417	79,666	88,602
Curr Yr - Room Hire	4,431	11,494	17,621	22,608	28,465	35,734	42,343	54,363	56,532	61,876	67,614	75,459

4. Civic Usage

Full year occupancy averages are as follows:

- Main Hall 40% (Previous year 49%) (average availability 12hrs/day)
- Meeting Room 28% (Previous year 31%) (average availability 12hrs/day)
- Bar 29% (Previous year 43%) (average availability 4hrs/day)

Chart 3 captures Q3 usage in 2025/26 and Chart 4 compares this with previous years.

Chart 3. Alsager Civic – Usage in 2025/26 (percentages)

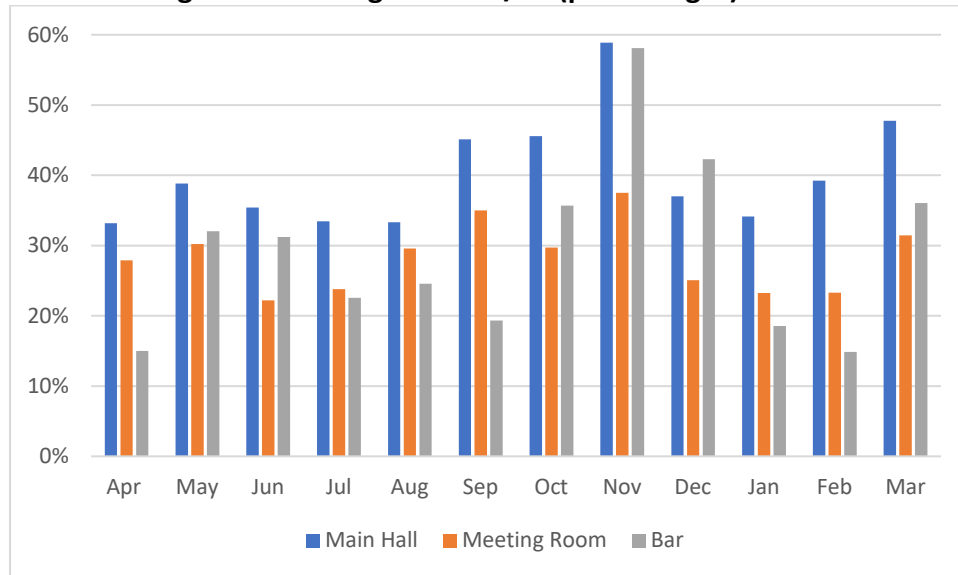
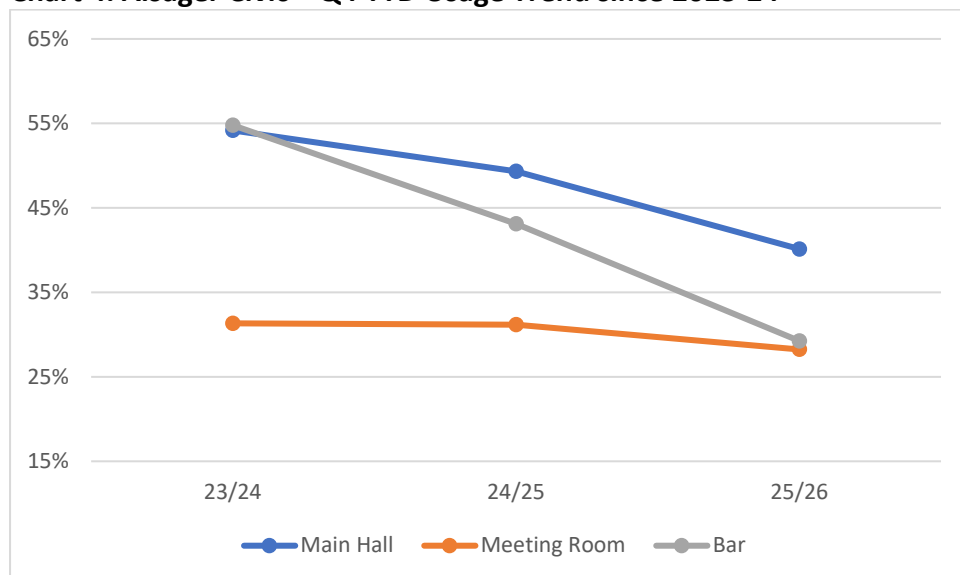


Chart 4. Alsager Civic – Usage in 2025/26 compared to prior years (percentages)

2025/26	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Full Year Avg
Main Hall	33%	39%	35%	33%	33%	45%	46%	59%	37%	34%	39%	48%	40%
Meeting Room	28%	30%	22%	24%	30%	35%	30%	37%	25%	23%	23%	31%	28%
Bar	15%	32%	31%	23%	25%	19%	36%	58%	42%	19%	15%	36%	29%
2024/25	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Full Year Avg
Main Hall	59%	57%	51%	46%	43%	46%	53%	61%	40%	39%	48%	50%	49%
Meeting Room	27%	34%	31%	24%	27%	35%	33%	43%	26%	30%	31%	34%	31%
Bar	40%	41%	58%	30%	43%	41%	52%	56%	50%	26%	39%	43%	43%
2023/24	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Full Year Avg
Main Hall	59%	48%	52%	51%	49%	47%	69%	72%	52%	44%	49%	57%	54%
Meeting Room	33%	28%	30%	32%	35%	28%	43%	40%	26%	26%	23%	32%	31%
Bar	55%	54%	67%	60%	58%	48%	72%	74%	57%	25%	33%	53%	55%

Please see **appendix 2** for the occupancy figures for FY2026/27 for Alsager Civic taken from the bookings system as at 21.05.2026.

Chart 4. Alsager Civic – Q4 YTD Usage Trend since 2023-24



Full Year Occupancy	23/24	24/25	25/26
Main Hall	54%	49%	40%
Meeting Room	31%	31%	28%
Bar	55%	43%	29%

5. Civic Events

Table 1 below shows the finances for the Civic events in the year. Overall, these events were profitable, more than covering all the associated pay and non-pay costs (direct and indirect). The Outdoor Carnival was cancelled.

Table 1. Alsager Civic – Event finances (commercial and non-profit)

Civic Events	Outturn £	Budget £	Variance £
Income: Tickets	19,557	16,295	3,262
Income: Bar	22,955	19,442	3,513
Income: Catering	1,296	1,616	-320
Income: total	43,808	37,353	6,455
Expense: Staffing	-6,272	-6,154	-118
Expense: Bar	-6,594	-6,804	210
Expense: Catering	-694	-980	286
Expense: Other	-13,730	-11,176	-2,554
Expense: total	-27,290	-25,114	-2,176
Profit	16,518	12,239	4,279

6. Earmarked Reserves

Ref	Earmarked Reserve	Balance at 31/03/26	Comments
323	Energy Efficiency Scheme	£35,000	Approved by Council 17/03/2026
323	Civic project work	£1,791	Consultancy fees relating to the project, approved 17/03/2026
324	Civic R&M / equipment	£9,612	Approved by Council 17/03/2026
325	Civic extension/roof repairs	£100,000	Approved by Council 17/03/2026
326	Market in the Town	£3,400	Approved by Council 24/02/2026
352	Public Toilets R&M	£1,000	Shortfall in Budget 26-27 required to cover legionella inspections & replacement TMVs. Council to approve 19/05/2026
374	Civic training	£885	Approved by Council 17/03/2026
375	Civic Community Events	£109	No approval requirement: statutory requirement not to profit from raffles

7. Resolution Required

That the report on Civic and Asset finances at the end of Quarter 4 (to March 2026) be received, including the summary of balances on earmarked reserves at year end that are applicable to this committee.

Budget Monitoring Report: Alsager Civic

Period: Apr25 to Mar26

Date: 20/04/26

	Full Year				Prev Year
	Actual	Budget	Reserves	Variance	Full Year
<u>Income</u>					
Bar Sales (excl Events)	63,451	90,000	0	-26,549	74,755
Room Hire - commercial	29,983	46,852	0	-16,869	42,524
Room Hire - community	45,477	39,799	0	5,678	49,333
Market	5,591	3,265	0	2,326	3,643
Cafe	5,201	4,288	0	913	4,031
Events & other	45,983	39,722	0	6,261	36,178
Total Income	195,686	223,926	0	-28,240	210,464
<u>Direct Costs</u>					
Bar (excl Events)	-20,391	-30,500	0	10,109	-23,602
Catering	-2,351	-1,972	0	-379	-2,388
Events & other (incl staffing)	-29,108	-26,834	-215	-2,059	-17,265
Security	-4,663	-6,540	650	1,227	-5,546
Total Direct Non-staff Costs	-56,513	-65,846	435	8,898	-48,801
Gross Profit	139,173	158,080	435	-19,342	161,663
<u>Indirect Costs</u>					
Staffing	-151,737	-184,595	0	32,858	-143,514
Other staff related	-2,841	-4,123	385	897	-3,382
Supplies and services	-36,284	-32,146	-3,330	-808	-32,132
Premise costs	-51,522	-44,675	-2,722	-4,125	-38,061
Capital equipment	-7,786	-9,378	4,521	-2,928	-3,463
Capital maintenance	0	0	0	0	-3,688
Capital developments	-3,209	-12,500	9,291	0	-2,975
Public Works Loan	-14,409	-14,519	0	110	-14,411
Total Indirect Costs	-267,788	-301,936	8,144	26,004	-241,626
Total Operating Deficit	-128,615	-143,856	8,579	6,662	-79,963
Banking Hub	22,200	0	0	22,200	3,700
From earmarked reserves	N/A	N/A	N/A	N/A	3,814
Deficit after Banking Hub income	-106,415	-143,856	8,579	28,862	-72,449

Budget Monitoring Report: Services**Period: Apr25 to Mar26****Date: 20/04/26**

	Full Year				Prev Year
	Actual	Budget	Reserves	Variance	Full Year
<u>Public Toilets</u>					
Toilets: Cleaning	-8,349	-8,918	0	569	-12,625
Toilets: Repairs, maintenance and equipment	-2,914	-3,060	58	88	-875
Toilets: Electricity and water	-2,184	-2,924	0	740	-2,352
Toilets: Other costs	-2,567	-3,651	0	1,084	-876
Toilets: Capital developments	0	0	0	0	-2,680
Total Net Expense - Public Toilets	-16,015	-18,553	58	2,480	-19,409
<u>Allotments</u>					
Allotments: Income	3,879	3,879	0	0	3,812
Allotments: Capital developments	-2,500	0	-2,500	0	-254
Allotments: Repairs and other costs	-3,306	-300	-650	-2,356	-1,579
Total Net Expense - Allotments	-1,927	3,579	-3,150	-2,356	1,979
Totals for Alsager Town Council Services	-17,942	-14,974	-3,092	124	-17,429

Appendix 2 – Alsager Civic Occupancy FY2026/27

2026/27	Apr	May	Jun	Jul	Aug	Sep	H1 Avg
Main Hall	35%	32%	37%	43%	41%	46%	39%
Meeting Room	21%	21%	32%	35%	30%	30%	28%
Bar	23%	23%	26%	37%	44%	18%	29%

Reports printed at 21.05.2026 so May to September are not yet finalised and subject to increase with further bookings.

ALSAGER TOWN COUNCIL

Report to: Alsager Civic and Assets Committee

Meeting date: 9 June 2026

Agenda item: 7

Prepared by: Alsager Civic and Institute Operations Manager

Subject: Alsager Civic Manager's Report

Purpose of the Report

To provide an operational update report for Alsager Civic including current focus on community and commercial events.

Events and Venue Update – Alsager Civic 2026/27

Events for the 2026/27 programme at Alsager Civic have started very positively. Our recent Disney Sing-Along event for children was a great success, with 52 tickets sold. This was followed by our first Daytime Disco event, which exceeded expectations with 96 tickets sold and received excellent feedback from attendees.

Due to the strong attendance and positive response, we have already scheduled two additional Daytime Disco events later this year, including Halloween and Christmas specials.

At present we are running seventeen of our own events over 26/27.

Plans for the children's summer holiday programme are now fully booked in, and we are also working closely with local market traders to deliver a series of free Wednesday events throughout the summer holidays. These activities are designed to help increase Market footfall, support local businesses, and encourage greater community engagement within Alsager.

We are also working alongside JDL and the Town Council to help deliver a major community event within the town. As part of this event, Alsager Civic will be providing an outdoor bar, food stalls, and entertainment. There will also be a variety of stalls inside the Civic, alongside the Alsager Art Group, who will be showcasing their work in the Lawton Suite, helping us showcase our building.

We are also sorry to be losing another valued member of staff, and we would like to wish them every success and happiness in her new adventure. Recruitment is currently ongoing for the General Assistant and the Admin Vacancies.

The Lawton Suite has now been fully redecorated, and promotion will be increased across social media platforms to help raise awareness and increase venue hire bookings. In addition, we are pleased to welcome a new yoga instructor who will begin running classes in the Lawton Suite from 10 June.

Resolution Requested

To note the Civic and Institute Operations Manager Report.



Invoice

Samantha Thorley
Alsager Town Council
3 Lawton Road, Alsager
Stoke-On-Trent
ST7 2AE

Licence Account	01740425
Account Description	Civic Centre
Customer Account	CUS-01354912
Customer Account Details	Alsager Town Council 3 Lawton Road, Alsager Stoke-on-Trent Cheshire ST7 2AE
Invoice	SIN3357100
Invoice Issue Date	20/05/2026
Invoice Due Date	17/06/2026

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	£2,464.56	£492.91	£2,957.47

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PPL	£731.15	£146.23

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Total Due

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ALSAGER TOWN COUNCIL

Report to: Alsager Civic and Assets Committee

Meeting date: 9 June 2026

Agenda item: 13

Prepared by: Cllr W Whittaker-Large

Subject: Use of Town Council Offices for Councillor Meetings

Background Information

Alsager Town Council currently rents its offices from Cheshire East Council under a lease arrangement for seven days a week, including evenings. Despite this, the offices are not presently available for use by councillors when Town Council employees are not on site — typically on Fridays and outside normal office hours.

When councillors require a meeting space on these occasions, the Civic Hall is hired at additional administrative cost to the council.

Issue

This arrangement represents poor value for public money. The Town Council is paying rent for continuous access to the offices but is not utilising that access fully. Separately hiring the Civic for meetings that could take place in already-rented premises creates an unnecessary duplication of expenditure.

Proposal

That the Civic and Assets Committee considers and approves a policy to permit councillors to use the Town Council offices for meetings at times when officers are not present, subject to:

1. A simple booking/sign-in system to log use of the premises.
2. A clear protocol covering opening and locking up responsibilities and training regarding health and safety requirements.
3. Confirmation of insurance coverage for unsupervised councillor use.
4. Any requirements set out in the lease with Cheshire East Council.

Financial Implications

Adoption of this proposal would reduce or eliminate the need to hire the Civic Hall for meetings that could be held in the existing rented offices, resulting in a saving to the council budget. The exact saving will depend on frequency of use but should be quantified once the policy is in operation.

Recommendation

That the committee approves in principle the use of TC offices by councillors outside officer hours, and delegates to the Town Clerk the task of producing a draft protocol for approval at a future meeting.

ALSAGER TOWN COUNCIL

Report to: Alsager Civic and Assets Committee

Meeting date: 9 June 2026

Agenda item: 14

Prepared by: Councillor J Buckley

Subject: Alsager Civic Social Media

Purpose of the Report

This was an action emerging from the Civic and Assets Committee held on 14 April 2026.

This short, informal report sets out observations about Alsager Civic's current social media presence (primarily Facebook and Instagram), summarises feedback gathered from local groups and a social media content provider, and identifies practical actions to improve reach and support the wider objectives such as event promotion and room hire.

Background

The Civic staff have been consistently helpful and approachable in recent years. The posters outside provide useful event information and are widely used. However, social media remains a weak spot; despite having 4,000 Facebook followers, actual engagement is unclear, and it's unclear if anyone monitors Facebook or Instagram statistics.

I have undertaken a review, and these are my observations drawn from my own knowledge of social media, and from asking various groups on WhatsApp (including members of business networking groups) the following question:

"Do you see social media posts from Alsager Civic?" Meaning Facebook and Instagram pages.

Key Findings

I asked 12 What's App groups, from which half of the respondents are either business people, or work for organisations who would be interested in the of hire rooms for events etc.

The responses were

- 10 responses indicated they **had** seen posts from the Civic recently.
- 43 responses indicated they had **not** seen posts.

Some said they would look at the Civic's Facebook page to see if there were events they wanted to attend, but none of the respondents said that they looked in order to get information about room hire.

I also asked the opinion of a social media content provider in relation to the Civic's social media.

The social media content provider responded that the content needs improvement and that Civic's social media could be enhanced and that help is needed if the Civic's social media is going to live up to the hard work and professionalism of the staff

Currently, the Civic's social media content does not highlight room rental opportunities. This is concerning, given that room rental fees have been significantly reduced to enhance the Civic's turnover.

A dedicated campaign could communicate: "Alsager Civic—In these challenging times, has lowered its room and venue rental prices to support the community."

Upon reviewing the Civic's website, there is no indication of price reductions. Social media posts primarily focus on upcoming events, without promoting the availability of rooms for rental. The Lawton Suite, which offers an excellent space for small parties, meetings, or fitness classes, is also not featured separately.

Over the past few weeks, I have informed several businesses/individuals about the reduced rental fees at the Civic, and none was aware of this development. The lack of promotion regarding the new pricing structure represents a missed opportunity.

Additionally, there are no clear mentions of the kitchen facilities, which can accommodate large parties, nor is it emphasised that the Civic's main hall boasts one of the largest capacities in the area, making it an ideal venue for conferences or large-scale events.

Website

I reviewed the Civic website, and these are my findings

- It required several navigational steps to locate the room rental pricing information .
- There was no indication that these prices were recently updated or reduced to support the community during current financial challenges.
- The Town Council website has a tab to link to The Civic which is good. However, when you arrive at the Civic page it appears that the "Civic Logo" should provide a link back to the Town Council. This link does not appear to be working.
- There are hyperlinks to the minutes of the Civic and Services meetings which is good.

Instagram

There are some suggested improvements in relation to the Instagram Account.

1. Update the account name from "Alsager Civic" to "Events & Venue at Alsager Civic." This adjustment is intended to enhance visibility on Instagram; by placing "Events" first, the account is more likely to appear among top search results when individuals look for venues in Cheshire.
2. Consider updating the profile picture (the circle in the above screenshot) to the Civic Logo for clearer brand identification during searches.
3. Focus on the use of reels. A grid feed has been mocked up to show how focusing on reels is advisable, as they generally achieve higher engagement than image posts; It is noted that images showcasing past classes or events are also effective.
4. Use behind-the-scenes content such as setting up for a wedding followed by the finished setup. This type of content can provide valuable insights into the offering and better engage the audience.

Summary

In summary, this report supports the view that Alsager Civic's social media presence is not currently maximising awareness of what the Civic offers despite an apparent strong follower count.

1. Current social media content largely promotes events, with little or no proactive promotion of room/venue hire.
2. Reduced room hire prices and value propositions (e.g., specific spaces such as the Lawton Suite, kitchen/catering capability, and large hall capacity) are not being communicated clearly via social media and are not prominent on the website.
3. A social media content provider's view is that the content is not currently strong but could be improved with targeted support.
4. Instagram – Changes can be made to improve reach and engagement.

Recommendations

1. Run an awareness campaign (immediate). Promote the reduced room-hire pricing and the Civic's key value propositions (Lawton Suite, kitchen/catering capability, large hall capacity) across Facebook and Instagram, with clear calls to action for enquiries and bookings.

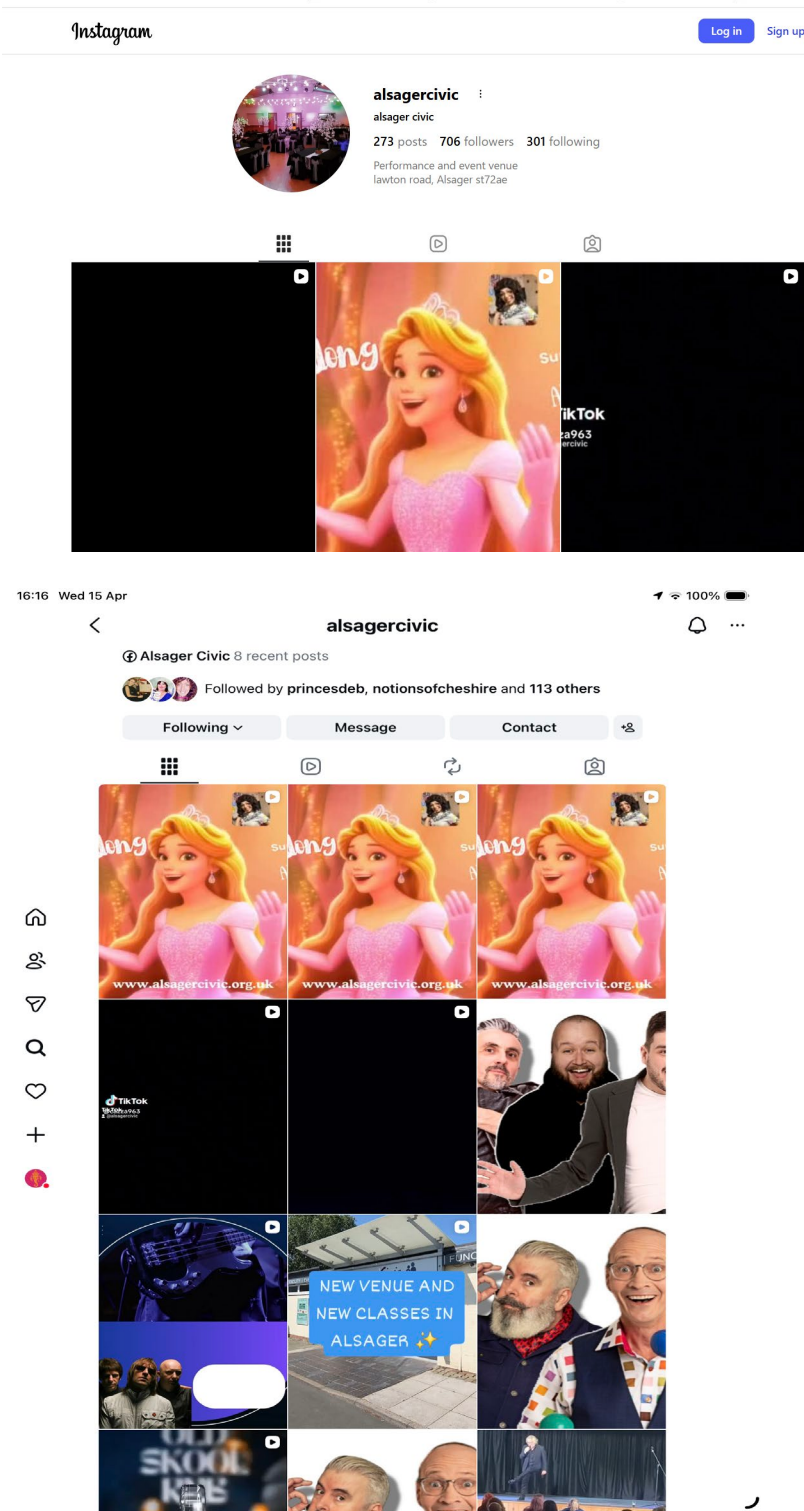
2. Improve Instagram discoverability (short term). Implement the report's suggested changes: update the account name to "Events & Venue at Alsager Civic", refresh the profile image to the Civic logo, and prioritise reels for higher engagement.
3. Shift content mix to showcase 'what you can hire' (short term). Balance event listings with regular venue/room features, including behind-the-scenes setup/teardown and "finished room" shots to demonstrate suitability for weddings, meetings, classes, and conferences.
4. Make website room-hire information easier to find (short term). Reduce the number of clicks to reach pricing and add clear messaging that prices have been reduced; ensure any cross-linking between the Town Council site and the Civic page works as expected.
5. Commission an independent social media review (short term). Ask a social media content provider to review current channels, content effectiveness, and reach/engagement metrics, and to recommend a practical content plan aligned to events promotion and room hire objectives.
6. Choose an operating model for delivery (medium term). Following the commissioned review, decide between: (a) engaging a content provider for ~6 months to overhaul channels and establish an ongoing content plan; or (b) commissioning targeted staff training and templates to build in-house capability.

Resolution Requested

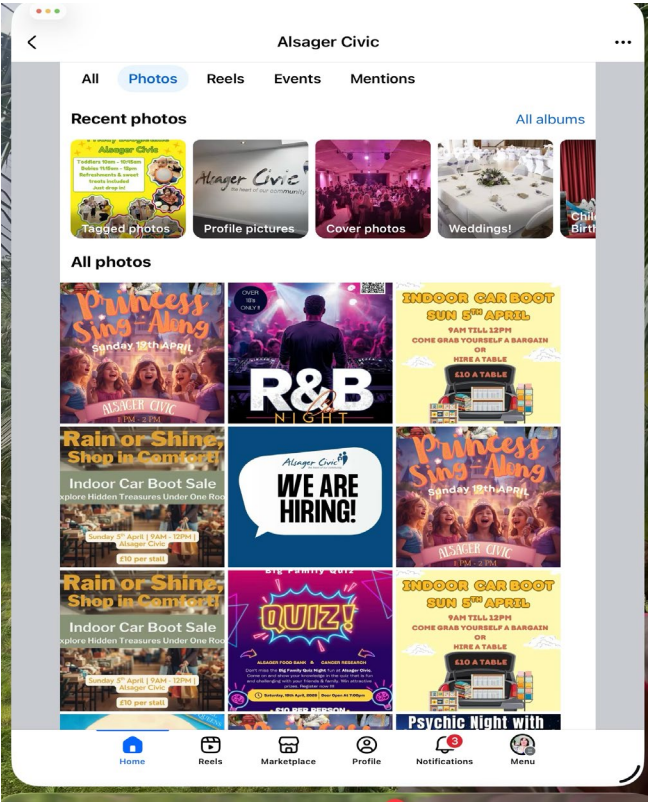
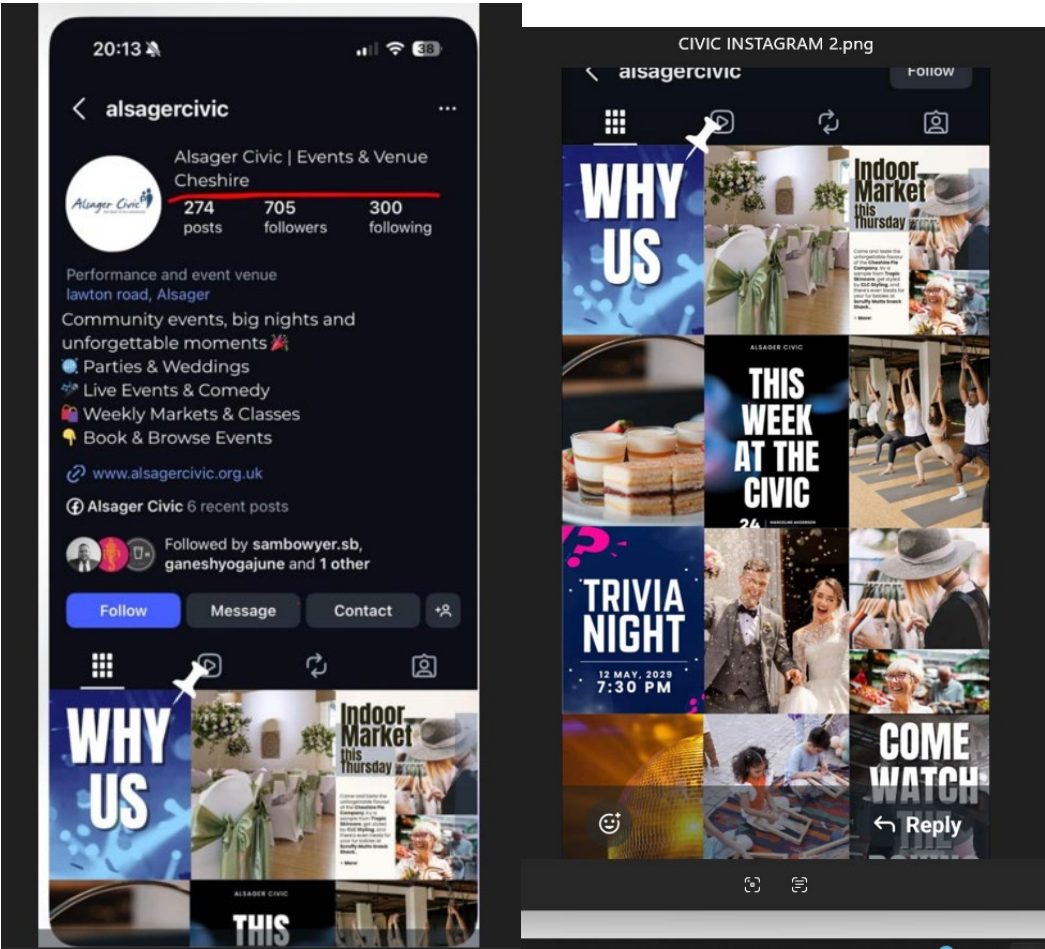
1. Undertake a strong campaign regarding the Civic Room Hire Pricing reduction and the added value of hiring the Civic.
2. Implemented the suggested improvements to Instagram and the website
3. Commission a social media content provider to carry out a review of Alsager Civic's current social media provision (including reach/engagement metrics and content effectiveness).
4. Based on the review in 3, report back to committee and consider the following options:
 - Hire a social media content provider for at least 6 months to overhaul Alsager Civic's social media and establish an ongoing content plan (including dedicated promotion of room/venue hire and reduced prices).
 - Arrange targeted training from a social media content provider so staff are supported to expand Alsager Civic's brand, increase engagement, and promote events and room hire more effectively

APPENDIX A
Screenshots of Alsager Civic Account

1. Account Name and Logo



2. Account Name and Content



ALSAGER TOWN COUNCIL

Report to: Alsager Civic and Assets Committee

Meeting date: 9 June 2026

Agenda item: 14

Prepared by: Alsager Civic and Institute Operations Manager

Subject: Social Media

Purpose of the Report

This report provides a response to recent feedback regarding Alsager Civic's social media activity.

Response Report: Social Media Performance

Introduction

While some areas for development are acknowledged, it is important to highlight that current social media performance is effective in delivering key organisational objectives, particularly in event promotion and audience engagement.

We agree that we do not spend as much time on Instagram or TikTok as we do on Facebook. It is important to consider not just reach, but how effectively each platform supports the Civic's objective—promoting events and driving attendance.

Facebook remains the more effective platform for engaging with audiences in relation to local events. This is largely due to user behaviour:

- Users actively go to Facebook to search for local events and “what’s on” information
- Facebook attracts a broader age demographic, including those more likely to attend community events and organise group bookings
- Community groups and sharing features significantly extend the reach of event posts

Instagram and ticktock are more passive, with users typically browsing content rather than actively searching for event information

Current Social Media Performance

Alsager Civic's social media channels are performing well in their primary function: promoting events and driving attendance, with a current following of 4.4k, In February we had 37.5k views on the content we published and 51.5k in March.

Key strengths include:

- **Strong Event Visibility**
social media consistently communicates upcoming events, ensuring the community is informed and engaged.
- **Audience Engagement**
Posts generate interaction through likes, shares, and comments, indicating that content is reaching the intended audience.
- **Clear Brand Presence**
Alsager Civic maintains an active and recognisable online presence, supporting its role as a central hub for community activity.
- **Consistent Content Output**
We post on a weekly basis to make sure we regularly posting ensures continued visibility and relevance within local audiences.

Current Strategy

Evidence shows that respondents actively use social media to check events and Alsager Civic Social media platforms are successfully positioned as a source of what's on information.

The current social media approach has been intentionally focused on event promotion, as this is a high revenue and a primary expectation of the Civic's audience.

Social media activity is delivered alongside my other operational responsibilities, whilst now also only having myself to do this daily task, I still engage with our followers etc on social media on a daily basis. I also do a lot of social media after my working day, due to using Meta and understanding when the best days and times are to catch our targeted audience.

Following Full Council's approval of the Civic Administrator position, I recommend that both the new Civic Admin and I undertake in-house training in marketing and social media management.

This approach would provide a more cost-effective solution than engaging an external marketing company. Following discussions with a marketing provider, indicative costs were quoted from £750 per month. Given the ongoing nature of this expenditure, developing in-house would be better value for money.

It should also be noted that concerns regarding the social media presence have been raised by a single individual and may not necessarily reflect the views of the wider community. Before considering an external marketing provider, it would be sensible to assess whether additional in-house training and support can achieve the improvements needed.

Room Hire Promotion

It is acknowledged that room hire is not heavily promoted via social media at the moment.

When the new pricing was approved by the Council, it was also the same time the Civic had three of our own events to push in the last quarter, whilst we may not have been pushing the new prices on social media, work was being done in the background to promote this.

Resolution Requested

To note the Civic and Institute Operations Report.