PEACEHAVEN TOWN COUNCIL

Tony Allen
TOWN CLERK
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TOWN COUNCIL OFFICE
MERIDIAN CENTRE
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PEACEHAVEN

Summary Minutes of the meeting of the Business Plan & E-communications Working Party held in the Charles Neville Room, Community House, Meridian Centre at 11.30am on Tuesday 17th September 2019.

Present- Cllr Chris Collier, Cllr David Seabrook, Cllr Lynda Duhigg, Cllr Isobel Sharkey, Cllr Alan Milliner
Tony Allen- Town Clerk
Matt Gunn- Marketing & Communications Assistant

TO CONSIDER APOLOGIES FOR ABSENCE
Apologies were approved from Cllr Gallagher, Cllr Symonds and Cllr Veck

TO RECEIVE DECLARATIONS OF INTEREST FROM WP MEMBERS
There were no declarations of interests.

TO REVIEW COUNCIL'S FINANCIAL FRAMEWORK & MONITORING
Since the last business plan & E-communications meeting, the finance officer had provided the committee with sufficient information so the group can continue to build a financial framework.
It was also noted that a short term business plan should be drawn up as soon as possible to help the town clerk build the Budget for next year.

TO DEVELOP MARKETING STRATEGY & IMPLEMENTATION
The Marketing Assistant discussed with the committee of how he aims to build a better online presence when advertising the facilities to compete better with other businesses hiring room hire facilities in Brighton and Eastbourne.

- Improving Search engine Ranking using SEO
- improve image of Facilities on the website

It was also noted that we need to do more work to promote our outside facilities to try and gain more Revenue from The Big Park and the Dell for example.

The committee agreed the need for a digital marketing budget to be created for next financial year.

TO DEVELOP IMPROVED COMMUNITY ENGAGEMENT METHODS

The marketing Assistant will look at the cost of printing and distributing the E-news to every household in peacehaven.

TO DISCUSS THE PUBLIC DISTRIBUTION OF MEETING PAPERS

This item will be discussed at the next Full Council meeting on Tuesday 24th September.

TO DEVELOP AN IMPROVED WEB SITE PRESENCE

It was noted that there was a need to improve the section of the website that advertises our facilities that film crews use in the town. Cllr Collier will look into how we can improve this part of the website and attract more filming crews to the town.

9BPEC009 TO DEVELOP THE COUNCIL'S BUSINESS PLAN:-

9.1 COMMITTEES

It was agreed it would be more suitable for the Neighbourhood development plan to report to Full Council. It was also agreed that the NDP meeting's should be more formalised with Agendas and Minutes, the Town Manager agreed to help Cllr Gallagher with this.

9.2 BUSINESS

It was noted by the Committee that the town needs better shops and Entertainment facilities and events across the town as well as in the Meridian Centre. This would stop people from venturing into Brighton or Eastbourne, which would decrease traffic across the A259

The meeting ended at 13:05

Agenda Item: **BPEC015**

Committee: **Business Plan & E-Communications**

Date: **6/11/19**

Title: **CONSIDER THE PRODUCTION AND DISTRUBTION OF A PAPER VERSION OF THE E-NEWS**

Report Author: Matt Gunn

Summary of recommended actions

CONSIDER THE PRODUCTION AND DISTRUBTION OF A PAPER VERSION OF THE E-NEWS

a- to have physical copies distributed to every household in peacehaven
b- to have physical copies in important location in the town i.e. Doctors, Dentists , Library
c- to have physical copies just in PTC office

Introduction

The E-news is a monthly magazine which is realised on the 1st of every month on the peacehaven council website. The purpose of the E-news is to inform Residents of Peacehaven about what is happening in our town.

Background

Currently the E-News Magazine is designed, edited and produced in house by the marketing assistant every month and is released on our website and sent out to a mailing list of just under a thousand people.

The E-news Magazine currently Costs £0 to produce and is starting to make a profit via advertising.

Analysis

It has been felt that the E-news is currently not reaching its maximum potential and it may be beneficial to our residents if a physical copy of the E-news is produced and distributed.

Almost 20% of British people are not using the internet, a survey from the BBC suggests. The detailed in-home survey of almost 2,000 Britons found that 18% described themselves as non-users. It is possible a higher percentage of Peacehaven Residents do not have access to the internet currently.

Implications

The Town Council has a duty to consider the following implications:

Financial	The Financial implications to the Council are dependent on the amount of physical copies produced and how the magazine would be disrupted. I have attached a quote from Tansleys printers for the cost of production of 100, 500, 1000, 7000 Also I have attached a statement from Telescombe Town Council Payments from Jan-March 2019 which shows the printing and distribution Costs of 3,300 magazines
Legal	GDPR Law applies (ONLINE ONLY)
Environmental and sustainability	Use of Paper
Crime and disorder	N/A
Climate	• Use of paper when printing • Delivery of the magazine- in car / van

Marketing Assistant

From: Josh Tansley <josh@tansleysprinters.co.uk>
Sent: 11 October 2019 12:21
To: Marketing Assistant
Subject: Newsletter

Hi Matt,

Apologies for the delay in contacting you, it's been a busy week. I've put prices below for the newsletter specification we spoke about last week, please let me know if you have any feedback on them.

Artwork
Artwork is charged at two rates, depending on our brief. If we are to artwork from scratch with just pictures and text supplied to us along with clear guidance for layout, it is £30 per page. If we are supplied most of the files ready to be printed and we just have to tidy up some of the copy then it is £15 per page.

Print
12pp A4 Newsletter
Printed 4 colour process throughout
130gsm Silk
Fold, Stitch, Trim and deliver to Peacehaven Town Council

100	£183
500	£565
1000	£695
7000	£1680

If you've got any questions please feel free to contact me.

Have a great weekend.

Kind Regards
Josh Tansley
Director

TANSLEYS PRINTERS LIMITED

FSB

High quality lithographic and digital printers

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E: josh@tansleysprinters.co.uk
M: 07595 711383
www.tansleysprinters.co.uk

19 Broad Street
Seaford
East Sussex
BN25 1LS

Please note my working hours have altered. I am now in Monday and Wednesday from 11:30 until 20:30, Tuesday and Thursday 9:00 until 18:00, and Friday 9:00 until 17:00.

21/02/2019	Languard Alarm Co Ltd	New control panel & parts	Equipment Maintenance	440.00	88.00	528.00
21/02/2019	Languard Alarm Co Ltd	Fit new PIR to Ex. Area	Equipment	96.00	19.20	115.20
21/02/2019	Westview Electrical	Replacement entrance lights	General Repairs	175.00	0.00	175.00
21/02/2019	J Gallagher	Newsletter delivery	Newsletter & Publicity	210.00	0.00	210.00
21/02/2019	M Evans	Tye checks January & February	Telscombe Tye-General	160.00	0.00	160.00
21/02/2019	M Evans	Grounds maintenance works	Grounds Maintenance	285.00	0.00	285.00
21/02/2019	B Buss	Expenses/mileage claim	Staff Expenses	87.75	0.00	87.75
21/02/2019	SSALC Ltd	Election briefing training	Staff Training/Conferences	65.00	13.00	78.00
21/02/2019	Playsafety Ltd	Playground inspec. training	Staff Training/Conferences	370.00	54.00	424.00
21/02/2019	British Gas	Service contract 2018-19	Gas	83.50	0.00	83.50
21/02/2019	Matta Products	Safety matta swings C'wrth Prk	Playgrounds Spare Parts	1,206.98	241.40	1,448.38
21/02/2019	Lewes District Council	Play area inspections March	Playground Inspections	195.00	39.00	234.00
21/02/2019	RBS Software Solutions	Omega maintenance	Professional Fees	509.00	101.80	610.80
21/02/2019	Satswana ltd	DPO Service	Professional Fees	500.00	100.00	600.00
28/02/2019	Fastnet Internet Services	Broadband February	Telephone, Fax, Internet	55.00	11.00	66.00
28/02/2019	HMRC	Tax & NI contributions	Wages, NI & Pension	1,938.94	0.00	1,938.94
28/02/2019	ESCC	Pension contributions	Wages, NI & Pension	1,981.31	0.00	1,981.31
01/03/2019	Northstar Technology	Email hosting	Telephone, Fax, Internet	108.00	21.60	129.60
01/03/2019	Northstar Technology	IT support	Computer Maintenance	175.00	35.00	210.00
01/03/2019	Lewes District Council	Rates	Rates	1,160.00	0.00	1,160.00
04/03/2019	British Gas	Service contract new 19/20	Gas	71.67	14.33	86.00
14/03/2019	Advo Payroll	Payroll services	Payroll Services	43.00	8.60	51.60
14/03/2019	Purchase Power/Postage-by-Phon	Postage	Postage	308.00	0.00	308.00
20/03/2019	Premier Office	Photocopies	Stationery, Copier etc	62.52	12.50	75.02
20/03/2019	G Burley & Sons Ltd	Grounds maintenance Jan & Feb	Grounds Maintenance	110.32	22.06	132.38
20/03/2019	Sussex Print Services	Print receipt pads x25	Stationery, Copier etc	142.00	28.40	170.40
20/03/2019	Sussex Print Services	Print 3,300 newsletters	Newsletter & Publicity	485.00	0.00	485.00
20/03/2019	Westview Electrical	Various works	General Repairs	325.00	0.00	325.00
20/03/2019	EH Treecare	Emergency work C'wrth Park	Grounds Maintenance	120.00	24.00	144.00
20/03/2019	CTLA	Community bus Jan-Mar '19	Community Bus	375.00	0.00	375.00
20/03/2019	George Rose Office Products	Stationery	Stationery, Copier etc	70.71	14.14	84.85
25/03/2019	County Office Supplies	Stationery	Stationery, Copier etc	62.61	12.52	75.13
25/03/2019	Countrymans Contractors Ltd	Grass verge cut March	Grass Verge Cutting	1,350.00	270.00	1,620.00

Agenda Item: **BPEC016**

Committee: **Business Plan & E-Communications**

Date: **6/11/19**

Title: **TO CONSIDER THE OPTION OF HOLDING A BUSINESS NETWORKING EVENING**

Report Author: Matt Gunn

Introduction

Business networking is the process of establishing a mutually beneficial relationship with other business people and potential clients and/or customers.

The primary purpose of us holding a business networking event is to tell others about your what work the council is currently doing and to meet all of our local business who may be able to help us in the future.

Background

Cllr. Cheta has indicated that he would like to bring our local businesses and organisations together at a net- working event in January.

It's important to enthuse with our businesses to exchange ideas and to promote their business.

The most obvious benefit of networking is to meet potential clients and general referrals and to share knowledge and experience, we could do this by arranging an early evening gathering but to include our local organisations too. Not many of the businesses in the town are aware of what organisations we have and how they can help and support each other.

We would like to invite the Peacehaven and District Chamber of Commerce with our charity organisations, research appropriate speakers and to involve the Youth Mayor & her Deputy.

Analysis

It would be recommended that we use the Chamber of Commerce to help run the event as they have a lot of prior knowledge in running these types of events.

Implications

The Town Council has a duty to consider the following implications:

Financial	• Loss of earnings from using the Hall / Anzac room when it could be used by customers • Cost of staff overtime or toil to run the event • Cost of refreshments for guests
Legal	• PLI • Temporary events licences • Tell Alcohol Licensee about event
Environmental and sustainability	
Crime and disorder	
Climate	

Agenda Item: **BPEC017**

Committee: **Business Plan & E-Communications**

Date: **6/11/19**

Title: **TO CONSIDER THE FUTURE OF THE COMMUNITY CAFÉ**

Report Author: Matt Gunn

Summary of recommended actions

What do we do going forward?

Do we open up the café to non-community groups?

Introduction

The community café runs Monday - Friday 8.30am – 12 by volunteers who are raising funds for their chosen charity and or organisation. They serve small breakfasts and refreshments for the public from the community house kitchen.

Background

The community café has been struggling for a number of years as the Meridian centre its self has become much quieter particularly due to the bank closure in the centre and a number of other units closing also. This therefore has meant that the footfall through the centre has majorly decreased having an adverse effect on the community café.

For the year 2020 Karen is experiencing great difficulty in booking people to run these coffee mornings, particularly on the Monday and Wednesday mornings.

Karen has tried a number of different things to increase the popularity of the community café and make it a more attractive proposition including sending letters and holding a meeting with café hirers, but unfortunately we still do not have the bookings.

The Market manager who hirers the hall does not actively advertise the market therefore decreasing footfall through community house, therefore having a detrimental effect on the café.

I have attached the minutes of the coffee shop development meeting on Wednesday the 21st August 2019 for refrence

Recommendations

1. Cancel Coffee Mornings for 2020
2. PTC Councillors to run the café to make money for a local project or charity
3. Tendering to lease the kitchen on a full time basis
4. Offer the kitchen to charities free of charge(with a significant loss of earnings)

PEACEHAVEN TOWN COUNCIL

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Minutes of the coffee shop development meeting on Wednesday the 21st of August 2019

Present- Cllr Emilia Simmons, Cllr Sue Griffiths, Cllr Wendy Veck, Cllr Lynda Duhigg,

Officers; Debbie Donovan & Karen Bray

1. **The running of the Kitchen/Café in the mornings Tuesday Thursday Fridays and Saturdays**

It was agreed that the kitchen will remain open on these days for the charities to hire and sell their bric a brac.

The coffee morning and mini market letters have now gone out to the regular hirers we have at the moment, it was advised we would look at this once everyone has replied to see if another plan needs to be put in place.

Monday and Wednesday will be open if we can get people to run the café for community games events or repair café or community matters.

It was also suggested a vending machine and a photocopier be placed in the foyer prices will be obtained.

The café will continue to be run by charities rather than looking for tenders from businesses.

Suggestions for promoting the Café, There was a general discussion about this matter and what came out most was ADVERTISING more from Facebook Twitter posters and letters to all charities. A weekly list on the table to notify what is going on in the building .To find out if we can get local groups hiring the foyer i.e. Stamp Clubs Games Club Book Club.

The time for the café to be open was noted at 8-12.30

Terms and conditions and price structure was mentioned and needs to be looked at

2. **Improving the Foyer Suggestions**

Painting the foyer a warm colour . Painting the chairs different colours and new table cloths and local artists paintings to go in the foyer which has been sorced

It was recommended that a cork board put up for members of the public to put up their posters and cards.

Karen Bray to source a chalk board for the Mall to highlight the market and kitchen
Advertise more with what's going on with the plastic holders on the tables

It was suggested that an questionnaire be put out for the general public to voice their opinions on what they would like in the foyer.

Agenda Item: **BPEC019**

Committee: **Business Plan & E-Communications**

Date: **6/11/19**

Title: **FURTHER BANNER BOARD AT THE DELL**

Report Author: Matt Gunn

Summary of recommended actions

a- To Confirm the purchase of a second banner board at the dell
b- To Confirm the location of the banner board

Introduction

Currently we have one banner board at the Dell that fits two large 455cm width X 82.5cm Height banners.

Background

The Banner Board is completely booked for the whole of 2020.

We are receiving extremely high demand from new customers that we currently have to turn away, as we do not have enough space in the diary to have their banners up on the board.

It is also becoming increasingly difficult to fit our own event banners onto the board as the diary is so packed.

An additional banner board would both be a useful and profitable investment

Analysis

I am waiting to receive quotes from a number of different suppliers for an exact replica of the banner board to be positioned the other side of the dell lamppost.

I have attached current pictures and a rough estimate of how the dell would look with two banner boards.

The estimated cost: is around £1000 to £1500

Potential Income based on two banners per: monthly £288 Yearly £3,456

Payback Period:

14 weeks based on banner board costing £1000

21 weeks based on banner board costing £1500

Implications

The Town Council has a duty to consider the following implications:

Financial	Cost of installation of the board
Legal	ESCC would have to be notified
Environmental and sustainability	
Crime and disorder	Vandalism possible but unlikely
Climate	

How The Current Dell Banner Board Looks

A Rough Idea How The Dell Would look with two banner boards

Agenda Item: **BPEC021**

Committee: **Business Plan & E-Communications**

Date: **6/11/19**

Title: **TO CONSIDER THE ACCESABILITY OF OUR WEBSITE**

Report Author: Matt Gunn

Summary of recommended actions

Introduction

New regulations came into force for public sector bodies on 23 September 2018. They say we must make our website more accessible by making it 'perceivable, operable, understandable and robust'.

Existing websites that were published before 23 September 2018 need to comply with the 2018 regulations by 23 September 2020.

Analysis

The Town Clerk has received important information from the Solicitor at the National Association of Local Councils to confirm that we will not need to have a website audit before installing the Plug In.

Implications

The Town Council has a duty to consider the following implications:

Financial	The computer budget for 2019/20 has £6430.00 remaining.
Legal	A one-year Licence will cost £1794 (inc. VAT) and a two-year Licence will cost £3229 (inc. VAT).
Environmental and sustainability	Existing websites that were published before 23 September 2018 need to comply with the 2018 regulations by 23 September 2020.
Crime and disorder	There are no direct environmental or sustainability impacts.
Climate	There are no direct crime and disorder impacts.

Appendices/Background papers – Test Results against WGAC2.1 standards, Email from Solicitors NALC, Front page of Text help quote.

PowerMapper
one click website tools

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Summary | Issues | Pages | https://www.peacehaventowncouncil.gov.uk/

Dashboard | Site Map | What was Tested

Category	Issues	Pages	Benchmark
Overall Quality		7 pages with quality issues	71% have issues, worse than average
Errors		0 pages with broken links or other errors	0% have issues, better than average
Accessibility		7 pages with accessibility problems	71% have issues, worse than average
Compatibility		7 pages with browser specific issues	71% have issues, worse than average
Search		7 pages with search engine issues	71% have issues, worse than average
Standards		7 pages have W3C standards issues	71% have issues, worse than average
Usability		7 pages with usability issues	71% have issues, worse than average
Totals		10 pages and files checked	

The trial version is limited to checking 10 pages and images.

Marketing Assistant

From: Town Clerk
Sent: 29 October 2019 09:09
To: Marketing Assistant
Subject: FW: WEBSITE ACCESSIBILITY - REQUIREMENT FOR AN ACCESSIBILITY AUDIT

From: Gary Barker [mailto:gary.barker@nalc.gov.uk]
Sent: 01 October 2019 14:53
To: Town Clerk
Cc: Jane Moore
Subject: RE: WEBSITE ACCESSIBILITY - REQUIREMENT FOR AN ACCESSIBILITY AUDIT

Dear Tony,

Thanks for your question about audits for websites. The Government requirement relates only to service subdomains of .gov.uk. Peacehaven, and other local councils, are using second level domains rather than subdomains and do not come into this category of service providers for this purpose. The audit requirement is aimed at government departments that are providing services direct to the public such as HMRC or DWP as opposed to internal departments such as the Treasury. The audit requirement does not apply to Parish and Town Councils.

Gary Barker
Solicitor
National Association of Local Councils

t: 020 7290 0310 | e: nalc@nalc.gov.uk | w: www.nalc.gov.uk | a: 109 Great Russell St, London WC1B 3LD

My normal working days are Monday, Tuesday and Wednesday.

From: Town Clerk <townclerk@peacehaventowncouncil.gov.uk>
Sent: 27 September 2019 12:40 PM
To: Legal Team at NALC. <legal@nalc.gov.uk>
Cc: David Seabrook <Cllr.DavidSeabrook@peacehaventowncouncil.gov.uk>; Marketing Assistant <marketingassistant@peacehaventowncouncil.gov.uk>
Subject: WEBSITE ACCESSIBILITY - REQUIREMENT FOR AN ACCESSIBILITY AUDIT

Dear Team,

I spoke to Jane Moore after her address at yesterday's SALC seminar at the Amex in Brighton.

I referred Jane to the attached article which itself refers to a Gov.uk web site at the following link:-
https://www.gov.uk/service-manual/helping-people-to-use-your-service/getting-an-accessibility-audit

It is stated that 'If you're working on a GOV.UK service (that's a service published on a .service.gov.uk subdomain), you must get an audit before your service moves into public beta.' This is expensive and Jane was of the opinion that for Peacehaven Town Council it would not be necessary. Needless to say we would prefer to spend any money on the actual web site improvements.

Please could I be given a definitive position on this?

Best regards,

Tony

Tony Allen
Town Clerk
Tel: 01273 585493

Peacehaven Town Council
Community House
The Meridian Centre
Peacehaven
BN10 8BB

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Email: info@texthelp.com
Web: www.texthelp.com

Texthelp Quotation

Date 8th August 2019
To Daniel Card
Peacehaven Town Council % Madison Solutions

Quotation Option 1: Full assistive technology bundle

Quantity	Product Description	Additional Notes		Subscription Cost
1	Browsealoud for Websites	1 Year Licence		£ 1,495
			Total Unit Cost	£ 1,495
			VAT	£ 299
			Total Cost	£ 1,794

Quotation Option 2: Assistive technology bundle

Quantity	Product Description	Additional Notes		Subscription Cost
1	Browsealoud for Websites	2 Year Licence		£ 2,691
			Total Unit Cost	£ 3229.20
			VAT	£ 538.20
			Total Cost	£ 3229.20