



# PEACEHAVEN TOWN COUNCIL

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Minutes of the meeting of the Business Development & E-Communications Committee, held virtually via ZOOM, at 7.30PM on Tuesday 1<sup>st</sup> December 2020

**Present:** Cllr Gallagher, Cllr Milliner, Cllr Collier, Cllr Sharkey, Cllr Symonds, Cllr White. Town Clerk, A Allen, Civic & Marketing Officer D Donovan, Senior Projects Officer M Edser, Marketing Assistant M Gunn.

## **1 BPEC061 TO CONSIDER APOLOGIES FOR ABSENCE**

It was resolved to accept apologies from Cllr Veck.

## **2 BPEC062 TO RECEIVE DECLARATIONS OF INTEREST FROM COMMITTEE MEMBERS**

Cllr White declared an interest in Havens Health as he owns shares in the surgery.

## **3 BPEC063 TO APPROVE AND SIGN THE MINUTES OF THE MEETING HELD ON TUESDAY 22<sup>nd</sup> SEPTEMBER 2020**

It was resolved to adopt the minutes as a true and accurate record.

Cllr Sharkey Proposed  
Cllr Gallagher Seconded  
All in Favour

## **4 BPEC064 PUBLIC QUESTION TIME**

No Public Questions

## **5 BPEC065 BRIEFING AND DISCUSSION OF THE INTERNAL BUSINESS PLAN**

Cllr Gallagher introduced this item and gave an update on how the document has progressed so far.

The Senior Projects Officer then informed the committee that herself and the Marketing Assistant have been working on the document and provisional updates have now been added, with many columns now being marked as amber or green.

Cllr Sharkey confirmed that she likes the current format of the document and she thinks it works well as a document which can be taken to each committee to be worked on. She stated that she has found this to be especially useful as the chair of the Planning Committee.

Cllr Gallagher confirmed that the Policy and Finance Committee page and the Neighbourhood Development Plan page also need updating.

ACTION - The Committee agreed that the Senior Projects Officer, Marketing Assistant and Cllr Gallagher should have a meeting to try and progress the document further and bring forward permanent amendments for agreement at the next committee. The document will be sent out to each Committee for review and updating.

## **6 BPEC066 IMPROVING ACTIVE TRAVEL AND PUBLIC TRANSPORT AVAILABILITY IN PEACEHAVEN**

The Marketing Assistant Introduced this item and informed the committee that he has created a suitable Survey using the Survey Monkey platform with the help of the Senior Projects Officer. The Survey can be made public to residents at any time. The Marketing Assistant also went onto say that himself and the Senior Projects Officer had decided not to publish the survey because of the potential for skewed results due to Covid-19 / lockdown restrictions and activities and to avoid clashing with the imminent NDP Master Plan survey. ACTION - Marketing Assistant to circulate the draft survey to Committee members for comment.

Cllr White suggested that we should contact Brighton & Hove Buses to see if they would help to endorse or promote the survey.

Cllr Gallagher confirmed that she and the Senior Projects Officer had made good contacts with Brighton and Hove Buses, with the intention of securing improved services, particularly in the north of the Town. ACTION - A meeting will be arranged by the SPO for the New Year.

The Town Clerk spoke at length confirming that an active travel report will be on the next Planning Agenda which is in the form of a letter being addressed to East Sussex County Council, in response to its LCWIP survey.

## **7 BPEC067 TO REVIEW BUSINESS PLANS COMPLETED BY OTHER TOWN AND PARISH COUNCILS**

Cllr Gallagher introduced this item and confirmed that the committee had already looked at a few business plans created by other councils; she went on to suggest that the council should produce a Town plan rather than a business plan.

Cllr Collier confirmed that he had been a key part in creating the corporate plan created by Lewes District Council. He suggested that producing a document to go out to the public would be very important.

Cllr White stated that we could learn from the Bridport Town Council business plan as they are a similar sized council who are very ambitious. ACTION - Cllr White went on to propose that an Officer from Peacehaven Town Council contacts Bridport Council.

## **8 BPEC068 WORKING WITH THE PEACEHAVEN CHAMBER OF COMMERCE**

The Town Clerk confirmed that he had given a presentation to the Peacehaven Chamber of Commerce two weeks ago, discussing various things including the business plan and he spoke about what the council can do to support the local business in the area.

ACTION - Cllr White suggested that PTC and our chamber of commerce should contact the Preston chamber of commerce as they have been very successful in keeping wealth in the Preston area with many businesses supporting each other.

## **9. BPEC069 COMMUNITY ENERGY SCHEME- VERBAL UPDATE & DISCUSSION ON NEXT STEPS**

Cllr Gallagher introduced this item and spoke at length about the Community Energy Scheme.

Cllr Collier stated that a paper needs to be produced by Dr Earthy to be reviewed at Full Council by every Councillor before the Council makes any decision on the Community Energy Scheme to better understand the meaning of "Community" in this context

ACTION - It was agreed that Dr Earthy should meet with the Senior Projects Officer and the Parks Officer to review sites for the energy storage unit (Battery).

It was noted that this method of energy production also needs to be understood in comparison to the offshore wind farm solution.

## **10 BPEC070 BUSINESS AND STUDENT SURVEYS- VERBAL UPDATE & REPORT**

Cllr Gallagher introduced this item and talked the committee through the results from the Business and Student Surveys, respectively.

It was noted that more surveys are needed, to identify such things as the number of local people employed in the Town, training and apprenticeship opportunities.

## **11 BPEC071 REVIEW OF THE PTC WEBSITE & OTHER COMMS**

The Marketing Assistant spoke about a variety of updates which have been made to the website to improve the growth of the E-news magazine as well as to improve the overall user experience of the website.

The updates included:

- A new E-News pop up now appears, if you spend longer than 20 seconds on our website, the pop up will encourage you to sign up.
- We are now Advertising the next two upcoming Council meetings on the front page of the website.

- A new permanent dark green colour scheme on the Website.
- A new sign up for the E-News button has been added to the top of the menu of website.
- A new sign up for the E-News button has been added, when reading a latest news post on our website
- Hiring of a BUSINESS RENTAL LIST: BN10 + 2 mile radius have generated 572\* business emails, on a multi-use license, so we can simply rent the data and start to mail the file with the Monthly E-News – once they engage (i.e click the link) they are our emails to keep on our mailing list, so they move from the rental list to our permanent sub list.
- The new pop ups on our website have gained us 60 new organic E-News Subscribers in the last 26 days so far.

The Marketing Assistant also went onto confirm that we have already received several enquiries from various businesses to advertise in our E-News magazine.

## **12 BPEC072 DISCUSSION AND AGREEMENT ON FUTURE PROJECTS / ACTIONS FOR THIS COMMITTEE.**

Cllr Sharkey would like to see a planter sponsorship package added to this committee as a future project.

Cllr Gallagher suggested that the library joint working party should feedback to this committee.

The Town Clerk suggested that looking at income generating projects needs to take place sooner rather than later.

## **13 BPEC073 DATE OF THE NEXT MEETING – TO BE AGREED**

The date of the next meeting is Tuesday 16<sup>th</sup> February 2020.

*\*The meeting ended at 21:09\**