

Minutes of the meeting of the Business Development & E-Communications Committee, held virtually via ZOOM, at 7.30PM on Tuesday 1st 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 22nd 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 16th February 2020.

The meeting ended at 21:09

Agenda Item: BPEC076

Committee Business Development & E communications

Date: 16^h February 2021

Title: Update and review of Internal Business Plan (IBP) 2020/21

Report Authors: Cllr. Cathy Gallagher

Purpose of Report: To review the progress on IBP and consider 2021/22 IBP

INTRODUCTION

The Internal Business Plan is a live document, and this Committee undertakes 6 monthly reviews and updates

“The purpose of this plan is to set out a clear common purpose for Officers and Councillors for 12 months”.

The IBP is designed to be used to set individual tasks for Officers which can be used to monitor performance at appraisal.

Priorities can be set out and allow budget allocations to be identified.

BACKGROUND

Peacehaven Town Council adopted the 2020/21 IBP in July 2020 at Council.

Previous to that the last plan had been adopted in 2016.

The **Goal and Vision statement** for Peacehaven

“To create a sustainable future for Peacehaven Town, protecting and enhancing the natural and historic environment, encouraging and supporting businesses ensuring Peacehaven is a healthy and thriving community for residents and visitors alike”

The tasks/projects are set around 5 Strands and Objectives

Financial – To achieve financial stability

Environment – To seek to improve Air Quality and take measures to create a “Green Town”

Place – To create a sustainable and visually attractive Town

Community- To create an inclusive, healthy and vibrant community.

Business- To make Peacehaven Town the first choice for locating a business.

ANALYSIS

The IBP has been underpinning the Councils direction for 8 months and the Committee needs to review and agree the changes to format, acknowledge progress to date and set actions which are needed to complete actions.

CONCLUSIONS

Consideration needs to be given to the 21/22 IBP and how best to engage all stakeholders in establishing a new plan.

Recommendations

1. Committee agrees format and progress to date
2. Cllr Gallagher, SPO and Marketing Assistant continue to lead on the Internal Business Plan

Approved by Full Council 28th July 2020-Review in 6 months

Peacehaven Town Council

Internal Business Plan 2020/2021



Internal Plan Introduction: *'The purpose of this Plan is to set out a clear common purpose for Officers and Councillors for 12 months'*

KEY:

- **GREEN- OBJECTIVE/PROJECT ACHIEVED**
- **AMBER- OBJECTIVE/PROJECT STARTED BUT NEEDS REVIEWING**
- **RED- OBJECTIVE/PROJECT INCOMPLETE**

Goal and Vision Statement: *"To create a sustainable future for Peacehaven Town, protecting and enhancing the natural and historic environment, encouraging and supporting businesses ensuring Peacehaven is a healthy and thriving community for residents and visitors alike."*

Key Strands and Objectives:

Financial - To establish financial stability

Environment - To seek to improve Air Quality and take measures to create a "Green Town"

Place - To create a sustainable and visually attractive Town

Community - To build an inclusive, healthy and vibrant community

Business -To make Peacehaven Town the first choice for locating a business

GLOSSARY OF TERMS

Committees

P & F	Policy & Finance
LA&E	Leisure, Amenity and Environment
P & H	Planning and Highways
B D & EComms	Business Development & E Communications
C & C E	Civic & Community Events
SGNDP	Steering Group Neighbourhood Development Plan

Officers

SPO	Senior Projects Officer (Planning & Business Development)
RFO	Registered Financial Officer
FO	Financial Officer
SC	Senior Caretaker
PO	Parks Officer

POLICY AND FINANCE COMMITTEE

Project	Responsibility	Activity Required	Current Position	Deadline	Objective Achieved
To ensure all Committee Chairs are provided with relevant and up to date financial reports. All Committees to take responsibility for the management of their budget.	RFO Town Clerk Committee Chairs Reporting to P & F	Financial data to be included in Committee Meeting Reports	Started TBA	ongoing	
To rebuild General Reserve ratio to 50% of Precept	RFO Town Clerk Reporting to P & F	Pro-active Management of Budgets Active forward planning	Started TBA	Reporting To P&F Committee Sept 2020 ongoing	
Increase income streams	Town Clerk/RFO Officers and Councillors Reporting to P&F	All ideas to be encouraged from Committee Chairs and Officers Report to be compiled 6-monthly by RFO/ FO	TBA	TBA/ Ongoing	
Reduce costs and make efficiency savings					
Monitor and allocate Section 106 and PTC CIL	Senior Project Manager RFO/ FO	Identify projects	Meetings held with CIL Officer and CIL WP reports prepared	July 2020	

Prepare Project bids for LDC CIL	Reporting to P & F	Maintain a financial spreadsheet Liaise with LDC CIL Officer	May 2020, June 2020	Quarterly Thereafter	
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LEISURE, AMENITY AND ENVIRONMENT

Project	Responsibility	Activity Required	Current Position	Deadline	Objective Achieved
Within Peacehaven Town Take steps to increase Carbon Capture To examine ways to reduce the effects of Global warming in Peacehaven To monitor and improve air quality	Senior Project Officer Climate Emergency WG LA & Environment	Environmental Audit Including Air Quality	Climate Emergency Group Formed	April 2021 Ongoing	
LDC recycling policies to be implemented in full. i.e. plastic, cardboard, paper, food, green waste etc	Reporting to LA & Environment Senior Caretaker Parks Officer	Report to be produced Setting out policies with actions and outcomes required	Plastic Policy produced	Report to LA & E By October 2020 Ongoing	
To produce a Management Plan of Green Spaces to identify the current status and to increase the cover of wildflowers, planter flowers, trees and bushes throughout the Town	Parks Officer Steering Group NDP L.A & Environment	Management Plan started May 2020 Trees Survey commissioned	Started Report NOV 2020	Report to LA& E Committee Completion April 2021	
Carry out regular inspections for risk and health and safety of open spaces	SPPO Parks Officer LA & E Committee	Audit sheet/Format Set up and audit carried out	Grounds team do daily inspections New reporting system needed.	Initial report April 2021	

To improve the health and recreation facilities in Peacehaven Town	SPPO Marketing Assistant Civic and Marketing Officer Leisure & A	Audit of current facilities Plan for what else is needed	Plan to be started	Report Progress Sept 2020	To improve the health and recreation facilities in Peacehaven Town
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PLANNING AND HIGHWAYS

Project	Responsibility	Activity Required	Current Position	Deadline	Objective Achieved
To Complete the Peacehaven and Telscombe Neighbourhood Development Plan To Implement the NDP after examination.	Town Clerk SPO (Planning & Bus Dev) Steering Group All Councillors and Officers	All possible means to gather Public Participation to be explored Appoint Senior Project Manager	Steering Group teams working to gather evidence. Allocation of Sites and Meridian Development now active	Ongoing	
Work with ESCC/stakeholders to create walkways and cycle paths through Peacehaven, linking to surrounding areas	SPO (Planning and Bus Dev) P&H Steering Group	Planters throughout town to be planted Litter and debris cleared Fencing repaired/painted	Plan to be devised	Ongoing	
Improve and upgrade the Public Realm	SPO (Planning & Bus Dev) Planning and Highways Steering Group	Review Quality and quantity of all signs, railings, notices, benches, bins etc	Audit for street furniture etc Plan for future	First report April 2021	
Developer Liaison Group	SPO (Planning & Bus. Dev.)	Establish which Developments to be followed	SPO Cllrs from P&H And Chair of NDP	Ongoing	

	Planning & Highways Committee	Information to be obtained from LDC Planning	Steering Group	Terms of Reference Agreed	
Identify car free areas, work with ESCC/developers etc to install electric charging points	SPO P & H Committee	Report to be prepared. Identify the way ahead	Started by Steering Group	Initial report 2020	
Identify road safety issues using a hierarchy of needs with priority to vulnerable users	SPO P & H Committee	Report to be prepared. Identify the way ahead	Plan for future, potential audit		
Protecting and Enhancing the landscape	LA & E Committee	Protecting and Enhancing the landscape	LA & E Committee		

BUSINESS DEVELOPMENT (& E-COMMUNICATIONS)

To Complete the Peacehaven and Telscombe Neighbourhood Development Plan To Implement the NDP after examination.	Town Clerk SPO (Planning & Bus Dev) Steering Group All Councillors and Officers	All possible means to gather Public Participation to be explored Appoint Senior Project Manager	Steering Group teams working to gather evidence. Allocation of Sites and Meridian Development now active	Draft Report Dec 2020 April 2021	
Long Term Future for The HUB, Community House	SPO (Planning & Bus Dev) Bus. Dev & E Comms Committee	Produce a Business Plan including options and financial implications	WP from LA&E reviewing Short term needs	April 2021	
Develop a strategy for advertising and promoting Peacehaven town as a place to do Business	SPO (Planning and Business Dev.) Marketing Assistant Civic and Marketing Officer Bus Dev & E Comms	Report/ Plan To be prepared	To be commenced	April 2021	
Review and consider the Business Facilities available within Peacehaven town identifying needs and solutions	SPO (Planning and Business Dev) Marketing Assistant Civic & Marketing Officer B D & E Comms	Complete a report with SWOT Analysis	Commenced by Steering Group	April 2021	

Strengthen Relationship with Chamber of Commerce and other business networks in Peacehaven To work closely with local universities and the greater Brighton business partnership	SPO (Planning and Business Dev.) Marketing Assistant Civic and Marketing Officer Bus Dev & E Comms	Plan to be prepared identifying groups and Setting programme of contact dates and methods	Working closely with chamber including Town clerk doing presentation at recent meeting.	April 2021	
Community Energy Scheme	Senior Projects Officer	Community Energy Scheme	Senior Projects Officer	April 2021	
Assess futureproofing of infrastructure Consider devolution of car parks / parks from LDC Consider other sites for ACV status	Senior Projects Officer P&H		To be commenced	April 2021	

STEERING GROUP – NEIGHBOURHOOD DEVELOPMENT PLAN

Project	Responsibility	Activity Required	Current Position	Deadline	Objective Achieved
To Complete the Peacehaven and Telscombe Neighbourhood Development Plan To Implement the NDP after examination.	Town Clerk SPO (Planning & Bus Dev) Steering Group All Councillors and Officers	All possible means to gather Public Participation to be explored Appoint Senior Project Manager	SPO Appointed August 2020 TBA	Draft Report May 2021 Completed Dec 2021	
Protecting and Enhancing the landscape	LA & E Committee P&H Committee Steering Group SPO (Planning & Bus. Dev)	Clear views to sea and SDNP Re-assess Volunteers involved	Policies and management Plan to be devised In Progress	Initial Report Ongoing Reports to LAE Committee	
To produce a Management Plan of Green Spaces to identify the current status and to increase the cover of wildflowers, planter flowers, trees and bushes throughout the Town	Parks Officer Steering Group NDP L.A & Environment	Management Plan started May 2020 Trees Survey commissioned	See above	Report to LA& E Committee Completion May 2021	

CIVIC & COMMUNITY EVENTS

Project	Responsibility	Activity Required	Current Position	Deadline	Objective Achieved
To improve the communication with the wider community in Peacehaven – suggestions included Enews/general advertising on social media/banner boards/ updating the website.	Marketing Assistant			Ongoing	
Improve PTC Website	Marketing Assistant	Improve UX	Recently changed colours and front-page format, Made some pages easier to navigate, Introduced BrowseAloud to meet the highest standards for web site accessibility.	Ongoing	
To utilise the existing boards in the town for private advertising.	Marketing Assistant	Promote the advertising space amongst the business community	First Six-week Rental booked from 21 st Dec.	Ongoing	

Filming in the Town	Marketing Assistant	Improve website to encourage more local film producers to use our town as a location for filming	Filming page has been updated on our website. New form created for potential customers. A few enquires already.	Ongoing	
Peacehaven Town Council logo would benefit from being sharpened up and it has been agreed to contact the original designer to see if the design could be enhanced.	Marketing Assistant	Contact original designer	MA spoken to original artist and a graphic designer from Madisons. Logo can't be sharpened.		
To review and improve our hiring charges to introduce maybe a discount, to encourage people to come back to us.	CMO INFORMATION OFFICER	Advertise discounted rate online. Contact all previous hirers.			
To reinstate the Youth Mayor when it is safe to do so.	CMO MA	Contact PCS Again			
Creation of coffee mornings and events once Covid restrictions permit	CMO MA Information Officer	Organise events to encourage residents to return to CH.			

Promote Peacehaven town Identify unique features to promote	Civic and Marketing Officer Marketing Assistant	Revisit logo and brand. colours, text etc	Refresh Website Colours/branding.	Report Sept 2020	
To build an inclusive Society To build and establish the Youth Project Started in 2019	Civic and Marketing Committee Civic and Community Events	Review existing arrangements/set a plan to support youth	Budget allocated for session at the Joff. Link with ESCC Youth Services	Report Progress Sept 2020	
Bringing Sussex Police into the heart of the Community	Admin Officer Marketing Assist Reporting to? Civic & Community Events Committee	Encourage police to use base in Community House. Encourage closer links between PCSO and PCS	Difficulties contacting PCS	Report Progress by Sept 20	
Develop a schedule of events to include all sectors of the demographic	Marketing Assistant Civic and Marketing Officer Civic and Community Events Committee	Plan to be drawn up to include all sections of society	Full 12-month plan produced but all events postponed or cancelled due to covid-19	Report Progress Sept 2020	

Agenda Items: BPEC077

Committee: Business Development & E-Comms

Title: **IMPROVING ACTIVE TRAVEL AND PUBLIC TRANSPORT AVAILABILITY IN PEACEHAVEN.**

Date: 16/2/2021

Report Author's: Town Clerk & Marketing Assistant

Recommended Actions

- To receive an update on current progression
- To Discuss how we can move forward with improving active travel and public transport availability in Peacehaven.

Introduction

There is a national programme to move away from vehicles to "Active Travel" and public transport to reduce greenhouse gases and become Carbon Neutral by 2050.

Peacehaven Town Council has set it's own target to become carbon neutral by 2030.

Background

Peacehaven Town is internally badly served by public transport and is car dependant.

Residents complain regularly and often about the services offered by Brighton and Hove Buses.

A dialogue was started with Officials at B&H Bus company prior to Lock down in March 2020. This included the S106 allocations through the Chalkers Rise Development of 450 homes.

There are also through the NDP and LDC initiatives looking at connecting paths for walking and cycling through Peacehaven, Telscombe and East Saltdean.

Without improvements to the travel offer in Peacehaven residents will continue to have difficult, growth will not happen, and carbon targets will not be met.

The Peacehaven Focus Group have also been in discussions with the SPO & Town Clerk about how badly served the community is.

Previously the SPO and Marketing Assistant created an active travel survey. The publishing of the survey was postponed due to the fear of skewed results due to covid-19.

Analysis

The Business Development committee should draw up a strategic document with actions and policy recommendations.

Implications

Environment- major implications.

Climate positive outcomes on air quality and global warming.

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

<u>Financial</u>	No direct financial implications
<u>Legal</u>	No direct legal impacts
<u>Environmental and sustainability</u>	Positive implications on reducing Co2 levels in the town and making improvements to air quality. Helping to reduce towns carbon foot print
<u>Crime and disorder</u>	Could reduce vehicle related crime

CONSIDERATIONS & ISSUES RELATING TO PUBLIC TRANSPORT IN PEACEHAVEN

DEVELOPING & PROGRESSING

- Most issues are known and are being considered by PTC through its:-
 - Business Plan,
 - Developer Liaison Working Party,
 - Planning and Highways Committee,
 - CIL Working Party,
 - Neighbourhood Development Plan

ISSUES

- Overlaps in approaching this matter by various groups.
- Bus passes can only be used on scheduled services.

CURRENT APPROACHES

- PTC initial discussions internally, led by the Business Development Committee.
 - We have been making contacts with operators and trying to understand existing commitments and future aspirations.
 - We agreed that we needed an evidence base so have drafted a travel survey. This was paused due to the NDP Masterplan consultation and also because bus use is down at the moment. We would need to demonstrate there is a need and then go to any potential operators to see if they might be interested in providing a service.

PARTNERS

- The PFG feedback might be useful to PTC.
- B&H Buses.
- LDC.
- ESCC.
- CTLA.

LIMITATIONS

- Direct instigation of new services is beyond the Town Council's remit, but we will push hard from our angle in order to get something to happen.
- Current and ongoing Covid restriction effect.
- Adequate demand.

EXPERIENCES

- No 14 bus to Newhaven prior to Lockdown - very few people used the service, rarely more than 5 or 6 passengers on the bus and frequently by the time it gets to Sainsburys just one or two. When the service was reinstated for a few weeks last autumn, the number of passengers was even less as one might expect.

DEMAND

- Before we talk to bus companies and ESCC and anyone else involved, we need to be sure that there is a need for this service and that people will actually use it.

FUNDING

- PTC already gives around £11,000 a year to CTLA to run services.
- CIL monies.
 - Chalkers Rise unused CIL money – change of use from planned B&H Buses 3 x No. 12X DD buses (£750K).
- Running a bus services is expensive and subsidising a route for the benefit of just a few residents is not necessarily a good use of the Town's precept.

ROUTES

- Most of the day the No 12 (as opposed to the 12A and 12X) only goes as far as Seaford. A suggestion is that these 12's are re-routed around the North of Peacehaven but if this happened, the 14 might disappear altogether resulting in no direct services to Brighton Hospital.

CLIMATE & HEALTH

- We may have to hope that a regular bus service will encourage people out of their cars, but it won't happen for a weekly family shop.

ADDITIONAL SERVICES/REQUIREMENTS/IMPROVEMENTS

- Morning & evening commuters.
- Early buses from N&E Peacehaven & Telscombe.
- Improved service to Newhaven rails station.
 - Improved rail services to London & Brighton.
- Meridian Centre redevelopment
 - Engage with HDD to influence the Travel Plan for its planning application.
- E Peacehaven service improvements.
 - Viability of B&H Buses No.14 service?
- Improved services for N & E Peacehaven.
- Improved services to Newhaven generally.
- Non-stop shopping bus from Peacehaven to Newhaven (hourly?).

OTHER INITIATIVES

- CPRE buses petition.
- A PTC survey will be done, but there is no point in this until things return to near normal, hopefully in the Summer.
- PFG poll.
- Use of other transport providers.
 - Compass.
 - Big Lemon.

COMMUNICATIONS

- PTC – PFG
- Public awareness – what's being done?

LICENCING

- Traffic Commissioner [Traffic Commissioners for Great Britain - GOV.UK \(www.gov.uk\)](https://www.gov.uk)
- Compiled by Peacehaven Town Clerk – February 2021.

Recent Studies by University of Brighton show

Towns have 6.8 ha Industrial Land & 11.4 ha of

Retail on South Coast Road spread over large area so doesn't attract "shoppers"

Meridian Centre high level of vacant shop units.

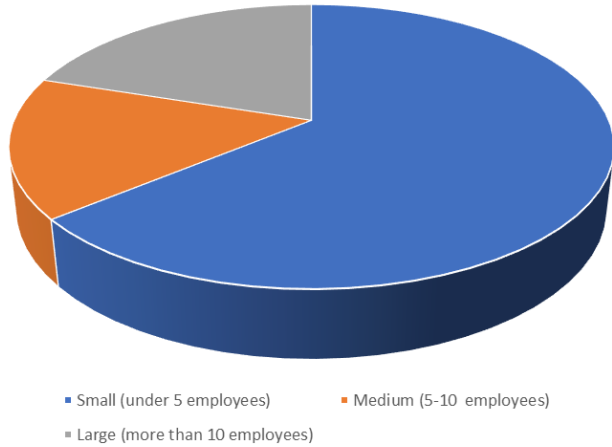
Lack of night time economy

Lack of office/meeting room space

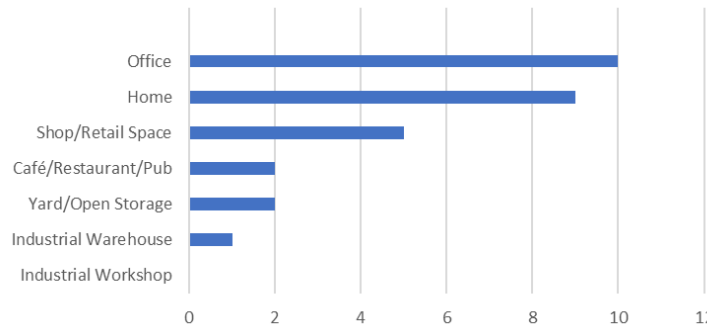
Rural economy and tourist economy ignored

Poor access links to employment spaces.

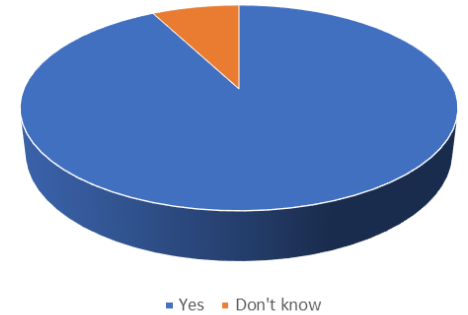
1. How would you describe your business?



3. What type of premises does your business currently occupy?

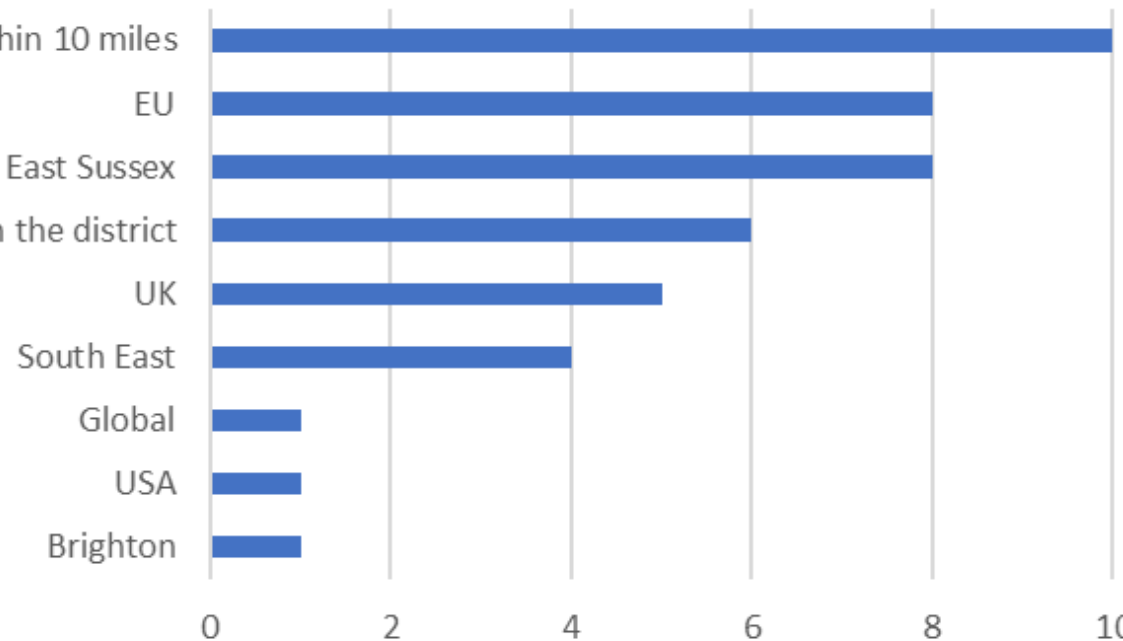


2. Do you expect your business to grow within the next 5 years?

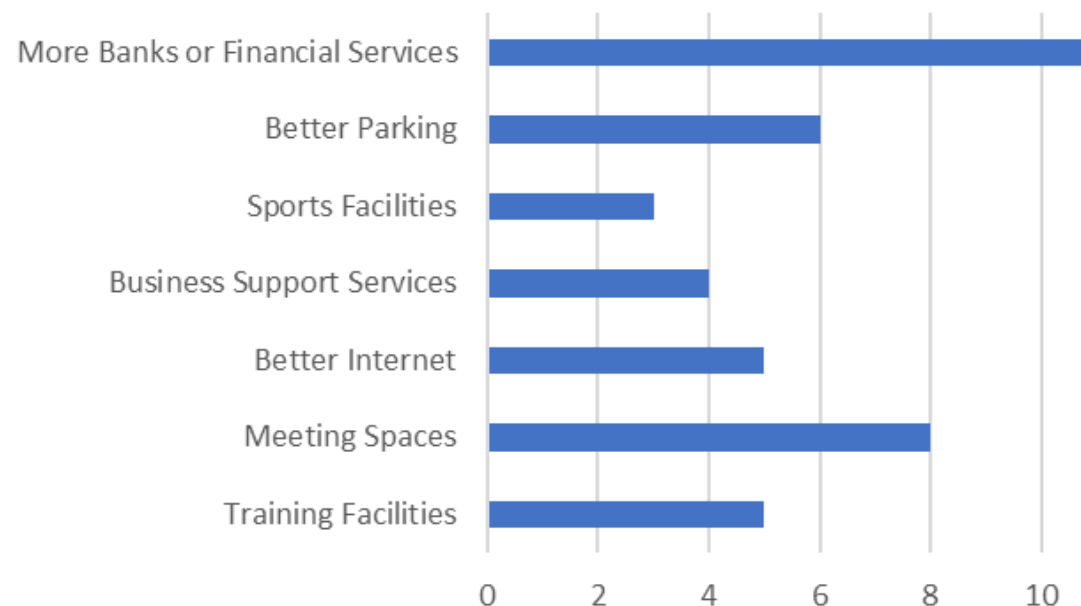


Neighbourhood Plan Business Survey

8. Where would you describe your main geographic market?



6. Are there things that could be provided in your local area which would help improve your business environment (up to 3)



Business Survey Continued



Developing policies to ...

- ✦ Develop a more varied retail provision (independent units)
- ✦ More market type activities promoting local products
- ✦ Create start up and enterprise units
- ✦ Flexible office space/virtual office meeting areas
- ✦ Improve digital infrastructure
- ✦ Improve links and access routes
- ✦ Development of tourism, rural and night-time economy

- ✦ New Housing to encourage younger people and families to area
- ✦ Integrate industrial estate to the Meridian Site to bring more jobs to the area
- ✦ Improve community spaces and services.

Improving the local economy

Neighbourhood Plan

Integrated Town Centre and Industrial Estate

The sketch in Figure 52. shows how the industrial estate could be integrated into the town centre development. In order to retain and bring more jobs to the area, one option for the industrial estate is to become an employment hub. The sketch indicates that a mix of office space and larger units should be used. This will encourage a variety of businesses to set up here, as well as being able to retain some industry.

The purple lines indicate some of the key pedestrian routes through the new town centre and industrial estate. These routes will be well utilised at certain times of day by school children coming from all directions to the nearby school.

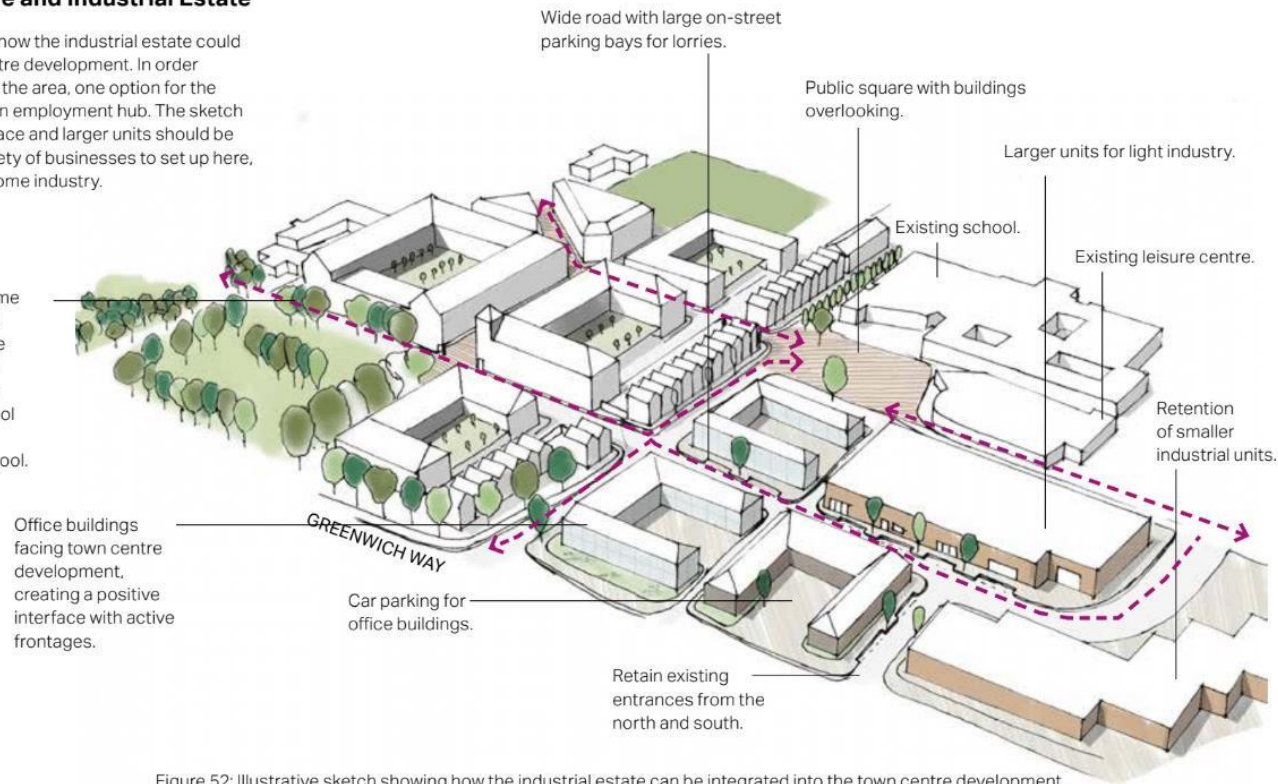


Figure 52: Illustrative sketch showing how the industrial estate can be integrated into the town centre development.

Improving Access

Improving access from West to East and North to South

Working with ESCC, Sustrans & National Park to look at setting out dedicated cycle routes (white)

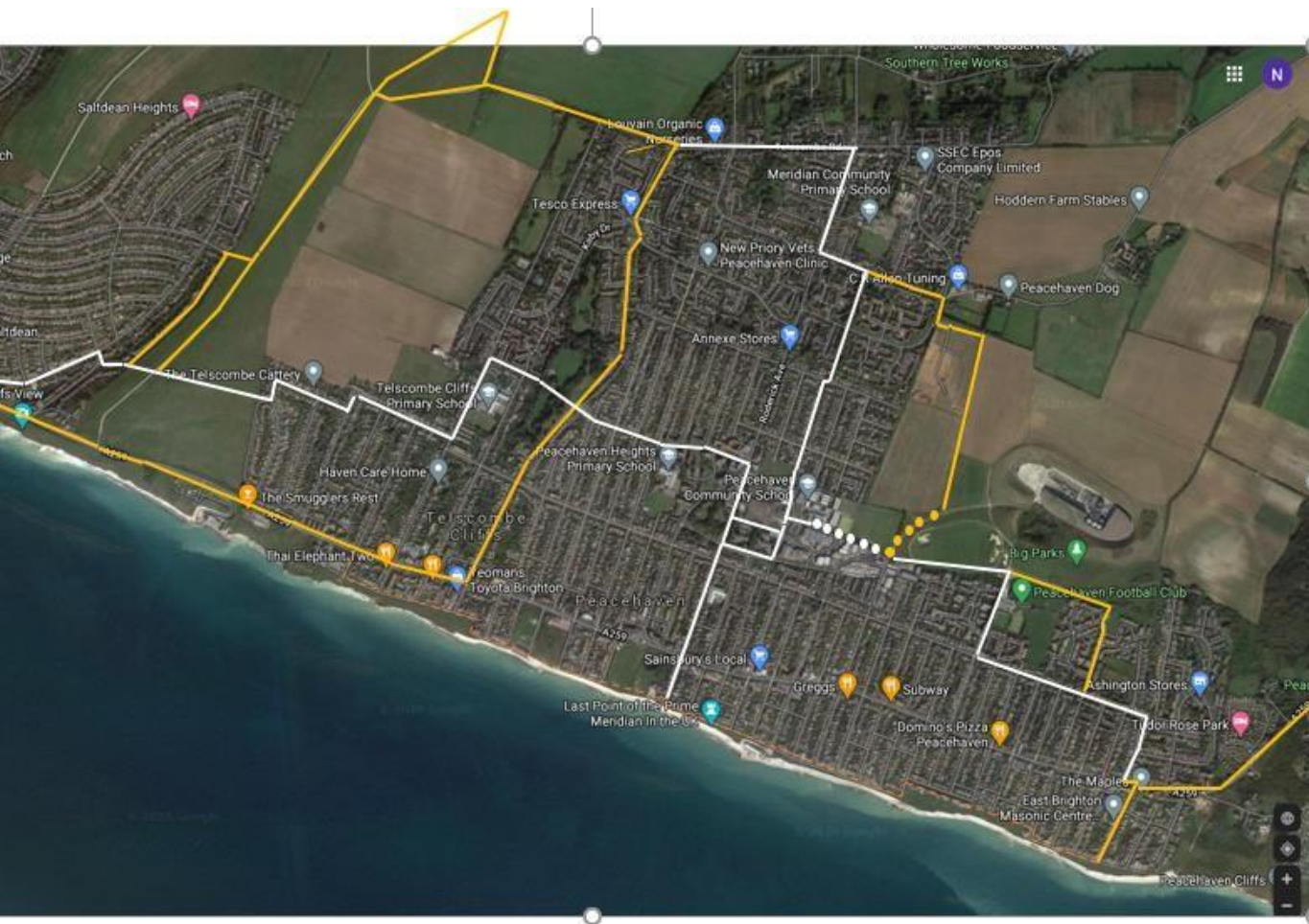
Improve access to National Park

Improved walking routes with green corridors (yellow)

Improved localized bus services

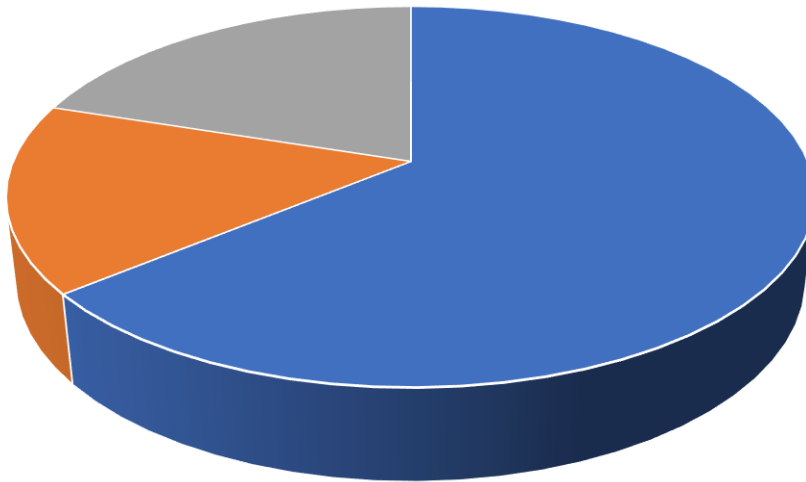
Improved links to employment areas.

Create pocket parks along A259 & Longridge Avenue to improve retail experience.



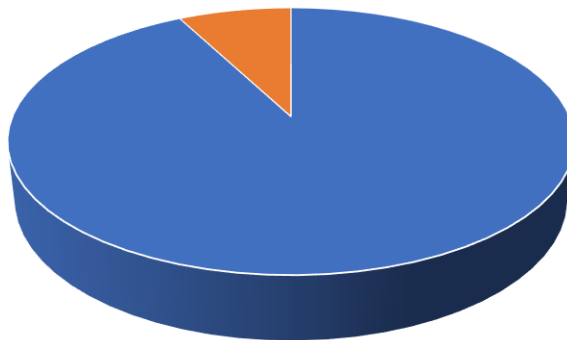
BUSINESS SURVEY – NEIGHBOURHOOD PLAN RESULTS

1. How would you describe your business?



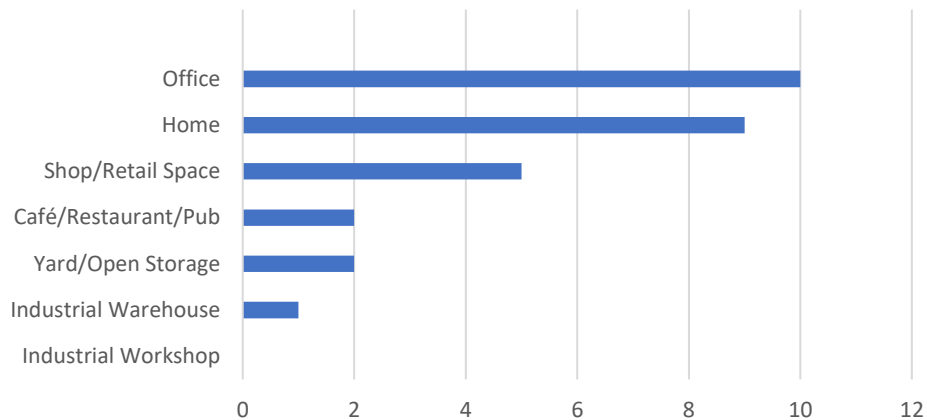
■ Small (under 5 employees) ■ Medium (5-10 employees)
■ Large (more than 10 employees)

2. Do you expect your business to grow within the next 5 years?

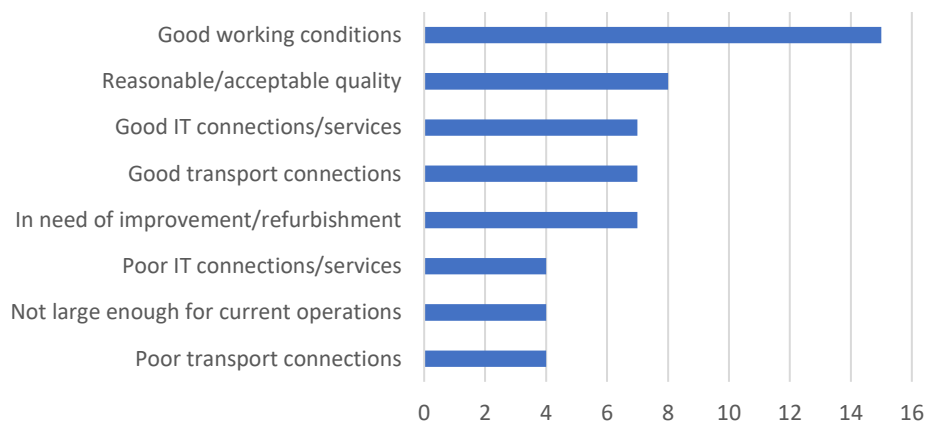


■ Yes ■ Don't know

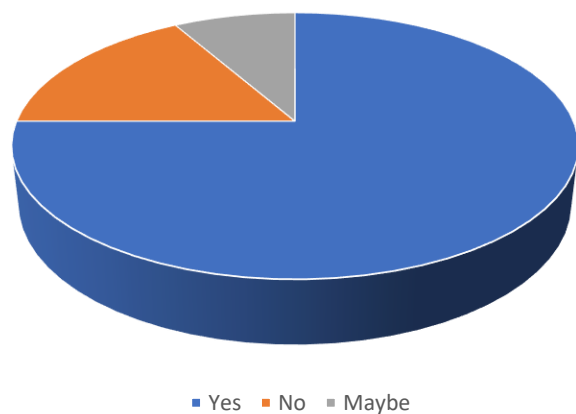
3. What type of premises does your business currently occupy?



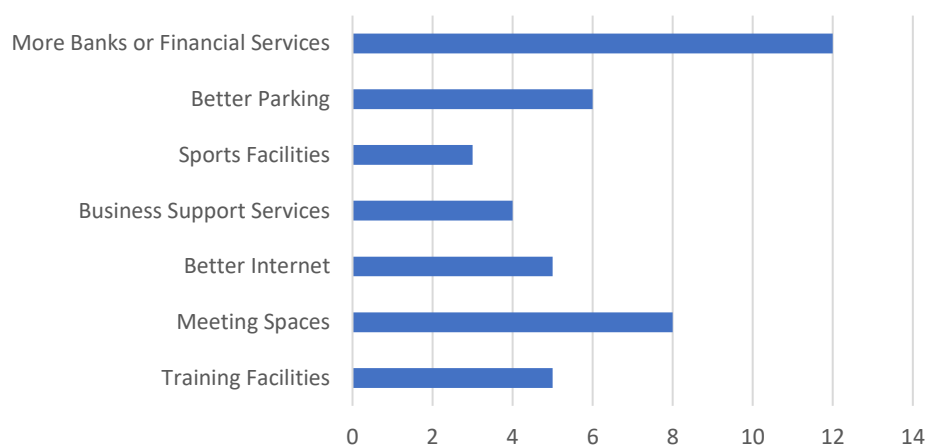
4. How would you best describe your current business premises?

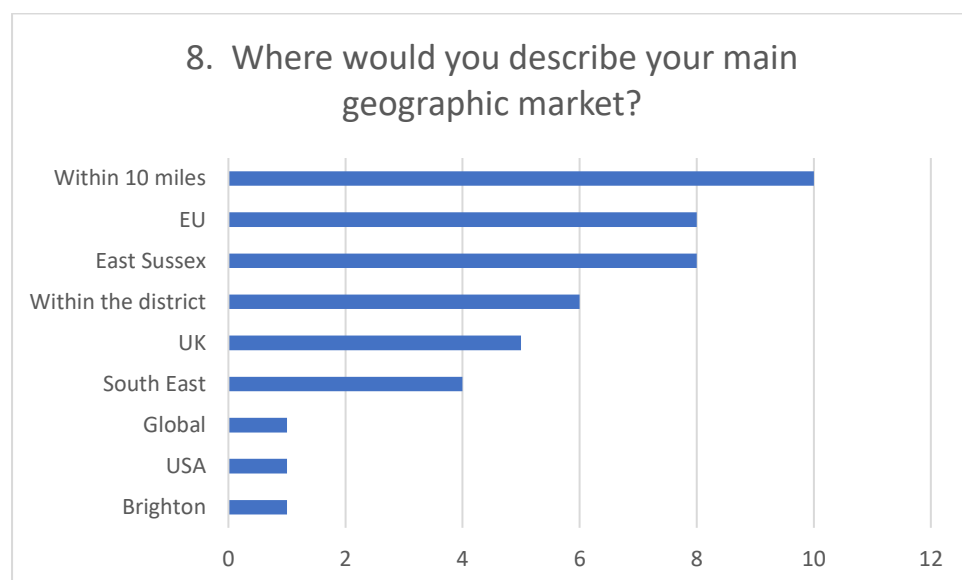


5. Do you consider your current business premises to be affordable?



6. Are there things that could be provided in the local area which would help improve your business environment (up to 3)





Agenda Item: BPEC079

Committee: Business Development & E-Communications

Date: 16/2/2021

Title: COMMUNITY WEALTH BUILDING IN PEACEHAVEN-

Report Authors: Matt Gunn- Marketing Assistant

Introduction

Community Wealth Building is about ensuring that workers are paid a Living Wage, that employers invest in skills and training, that financial institutions invest in the productive economy rather than financial speculation and it is about exploring alternative methods of economic organisation and economic governance.

Background

At the previous Business Development & E-Communications committee meeting held on the 1st December 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.

Analysis

Since the last meeting the Marketing Assistant has conducted thorough research into the Preston model of Community Wealth building. The Marketing Assistant has unfortunately not received a response to his initial email enquiry to officers at Preston City Council. Following the failure of an economic development plan based on attracting inward investment, Preston City Council saw the need for a new approach to address the growing needs of the city and its people. In 2013, they enlisted CLES to help make it happen. Since 2013, over £70 million has been redirected back into the Preston economy; £200 million invested into the Lancashire economy; spending behaviour within public bodies has been transformed; and, new tools for a fairer economy have been developed. The Preston Model has received national attention from press, government and towns and cities up and down the country, and it is shaping the narrative around what a new post-Brexit, devolved economy can look like.

Conclusions

As an Anchor Institution Peacehaven Town Council has the ability to make significant changes to its procurement and spending to attempt to keep wealth in the town and local area.

Recommendations

i. TO REVIEW THE PRESTON MODEL

ii. TO DISCUSS WHAT CAN BE DONE IN PEACHAVEN TO BUILD COMMUNITY WEALTH

Implications

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

Financial <ul style="list-style-type: none">• Use of capital?• Replacement of asset?• Reduced expenditure?• Increased income?• Budget provision?	
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<u>Legal</u> <ul style="list-style-type: none"> • UK Law? • Council Powers/Duties? • Lease/landlord responsibilities? 	
<u>Health & Safety</u> <ul style="list-style-type: none"> • Accessibility? • Equalities? 	
<u>Planning</u> <ul style="list-style-type: none"> • LDC permission? • Planning Law? • Highways? 	
<u>Environmental and sustainability</u> <ul style="list-style-type: none"> • AONB/SSSI/SDNPA? • Green spaces? • Walking/cycling? 	
<u>Crime and disorder</u> <ul style="list-style-type: none"> • ASB? • Public safety? • Road safety? 	
<u>Social value</u> <ul style="list-style-type: none"> • Charities/voluntary orgs? • Support for those in need? • Area improvements? • Community benefits? 	
<u>Climate</u> <ul style="list-style-type: none"> • Carbon footprint? • Materials? • Recycling? 	

Appendices/Background papers

Supporting documents :

<https://www.preston.gov.uk/article/1335/What-is-Community-Wealth-Building->

<https://www.theguardian.com/cities/2017/apr/11/preston-cleveland-model-lessons-recovery-rust-belt>

<https://citymonitor.ai/politics/could-preston-provide-new-economic-model-britain-s-cities-3243>

<https://www.preston.gov.uk/media/818/Community-Wealth-Building-through-Anchor-Institutions/pdf/Community-Wealth-Building-through-Anchor-Institutions-01-02-17.pdf?m=636934398536430000>

Agenda Item: BPEC080

Committee: Business Development & E-Communications

Date: 16th February 2021

Title: Community Energy Scheme

Report Authors: Senior Projects Officer & Councillor Gallagher

Purpose of Report: To provide an update re: actions taken and next steps

Introduction

As previously agreed, the community energy scheme is an active project currently being worked on.

Background

See previous reports. This scheme is a source of potential income generation, cost saving and also accords with climate change policies and aspirations in terms of sustainable and renewable energy.

Analysis

A socially distanced / outdoor meeting was held with Dr Mark Earthey (ME), PTC's Parks Officer, Senior Projects Officer and Councillor Gallagher on 15th December 2020. Options and considerations were discussed and a site visit carried out in order to identify potential sites for energy storage focussing within Centenary Park and immediate surroundings. Potentially more than one site could be used in order to maximise income.

Regarding selection criteria for land the following principles were highlighted:

1. A brownfield site is always preferable particularly contaminated sites that would otherwise be difficult and expensive to utilise.
2. Sites with archaeological investigation or biodiversity requirements are best avoided.
3. A contoured site can be advantageous in terms of screening.
4. Proximity to housing or public areas are protected by a separate body of regulations.
5. A process of accelerated planning permission may be an option, advice will be taken from Lewes District Council.

A zero-cost detailed site survey will now be undertaken by a potential future operator. This may demonstrate that site/s could support several different battery technologies. The pros and cons of each will be reported on and PTC does not have to opt for Lithium. If this proves to be the most lucrative option however, we will need to justify why we would choose not to support it.

A review of existing utilities and solar panels is also being undertaken for both PTC and TTC. Many councils have been through this process of assessing their energy sustainability profile, including solar, wind, and battery storage options.

Notes / Conclusions

1. PTC and TTC could in future consider joint purchase of electricity and solar panels
2. If both Councils join the community energy scheme under Ofgem's current model the same supplier would result by default.
3. Unidentified meters are a common issue particularly in shared premises. Electricity suppliers should be able to state the exact location of all meters.

4. A meter audit of Council's property should be undertaken which identifies types by:
 - a) Non-Half Hourly (NHH)
 - b) Half-Hourly (HH)
 - c) Smart (HH SNET2)
 - d) Smart (HH SNET2)

ME can generally do this from Electricity bills alternatively the supplier can be asked for a definitive list.

5. Councils need to move to HH SNET2 meters asap, these are supplied free for charge, improved pricing and tariff structures can then be obtained.
6. Using HH meters provides data to monitor consumption and look for areas of saving. Detecting areas of wastage by allowing attributing usage by time of day, location and to appliance ie lighting or heating
7. Gas boilers are being phased out. They can be used until they cannot be maintained and then a switch can be made to a new sustainable boiler technology
8. New cheap technologies based on artificial intelligence are being introduced to detect imminent failure of gas pipes, pumps and valves.
9. Water metering is essential.

Recommendations

To note the contents of this report.

Implications

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

<u>Financial</u>	<ul style="list-style-type: none"> • Use of capital / budget provision • Replacement of asset • Reduced expenditure • Increased income
<u>Legal</u>	<ul style="list-style-type: none"> • Council duties • Lease/landlord responsibilities
<u>Health & Safety</u>	<ul style="list-style-type: none"> • UK legislation
<u>Planning</u>	<ul style="list-style-type: none"> • LDC planning advice
<u>Environmental and sustainability</u>	<ul style="list-style-type: none"> • Sustainable energy
<u>Crime and disorder</u>	<ul style="list-style-type: none"> • Public safety legislation
<u>Social value</u>	<ul style="list-style-type: none"> • Income with potential use for community benefit
<u>Climate</u>	<ul style="list-style-type: none"> • Carbon footprint • Climate emergency

Appendices/Background papers- N/A

Agenda Item: BPEC083 TO REVIEW THE COMMITTEE'S TERMS OF REFERENCE

Committee: Business Development & E-Communications

Date: 16/2/2021

Title: TO REVIEW THE COMMITTEE'S TERMS OF REFERENCE

Report Authors: Matt Gunn- Marketing Assistant

Introduction

Committees such as the Business Development & E-Communications Committee have delegated authority to make decisions on items within their terms of reference, apart from where specifically restricted by either Standing Orders (SO) or Financial Regulations (FR). The acts and proceedings of a committee shall be deemed to be the acts and proceedings of the council.

Background

The Terms of Reference for the Business Development & E-Communications Committee have not been updated since the committee was formed.

The latest version of this committee's 'Terms of Reference' was agreed on the 26/11/19.

Analysis

This Committee has moved on significantly since inception and particularly since the appointment of an SPO.

Conclusions

The Terms of Reference for this committee need to be updated inline with the current work and vision of the committee.

Recommendations

To discuss changes to the terms of reference

Implications

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

Appendices/Background papers

Current Terms of Reference document for this document

PEACEHAVEN TOWN COUNCIL

BUSINESS DEVELOPMENT (& E-COMMS) COMMITTEE TERMS OF REFERENCE

GENERAL

Committees have delegated authority to make decisions on items within their terms of reference, apart from where specifically restricted by either Standing Orders (SO) or Financial Regulations (FR). The acts and proceedings of a committee shall be deemed to be the acts and proceedings of the council.

The council is not empowered to delegate certain specified decisions. The following will be matters for Full Council only (FR 1.13):

- Setting the final budget or the precept (council tax requirement)
- Approving the Annual Governance Statement
- Approving the Annual Accounting Statements
- Borrowing
- Writing off bad debts
- Declaring eligibility for the General Power of Competence
- Addressing recommendations in any report from the internal or external auditors

Additionally, the council must (FR 1.14):

- Determine and keep under regular review the bank mandate for all council bank accounts
- Approve any single grant or a single commitment in excess of £30,000
- In respect of annual salary for any employee, have regard to recommendations made by the relevant committee in accordance with its terms of reference

Unless council determines otherwise, a committee may appoint a sub-committee whose terms of reference and membership shall be determined by the committee. (SO 4a)

The members of a committee may include non-councillors unless it is a committee which regulates and controls the finances of the council. (SO 4b)

The council shall determine the terms of reference of standing committees (SO 4d (i)), the number and time of the ordinary meetings of the committee (SO 4d (ii)), appoint the members of the committee (SO 4d (iv)) and appoint the chairman of the committee (SO 4d (vi)).

The chairman of a committee may convene an extraordinary meeting of the committee at any time (SO 6c). If the chairman of a committee does not call an extraordinary meeting

within 7 days of having been requested to do so by 2 members of the committee, any 2 members of the committee may convene an extraordinary meeting of the committee. (SO 6d)

The quorum for each committee shall be one-third of the membership (with a minimum of three).

The Mayor and Deputy Mayor are ex-officio members of every committee.

BUSINESS DEVELOPMENT (& E-COMMS) COMMITTEE TERMS OF REFERENCE

The Business Development (& E-Comm's) Committee shall operate within the general guidance provided within these terms of reference, and shall in particular:

All Committees will feed into the Business Plan Committee, whose objective is to produce an overarching Business Plan and strategy for Council.

The Business Development (& E-Comm's) Committee shall be responsible for the strategic development of the Council and the supervision of projects aimed at the enhancement of the Town, excluding work on the Neighbourhood Plan up to adoption (which will be by full Council). The Committee's responsibilities will include:-

1. To investigate and develop projects to enhance the Town:-
 - a. The future of the Meridian Centre and Community House.
 - b. Redeveloping the Hub – to be progressed by the Working Party set up by the Leisure, Amenities & Environment Committee, which will then feed into the Business Plan Committee.
2. To search out new business opportunities:-
 - a. To consider the employment of a Business Development Officer
3. To investigate and develop projects to improve the image of the Town
4. To apply for external funding towards projects to enhance the Town
5. To investigate the acquisition of land for environmental and amenity uses
6. To investigate the provision of new built facilities for the local community
7. To produce and monitor the implementation of the Council's Business Plan and make recommendations to full Council for revisions as required
8. To recommend projects to full Council that funded projects are delegated to another committee as appropriate

Membership- Elected at Annual Council

Meetings- Quarterly as a minimum.