

**Minutes of the meeting of the Business Development & E-communications Committee, held virtually via ZOOM, at 6.00PM on Tuesday 22<sup>nd</sup> September**

**Present** –Cllr Alan Milliner (Chair), Cllr Catherine Gallagher (Vice- Chair ) Cllr Wendy Veck, Cllr Ron White, Cllr Isobel Sharkey, Cllr Dawn Paul (Substitute), Cllr Chris Collier

**Officers**; Town Clerk- Tony Allen; Civic & Marketing Officer- Deborah Donovan; Matt GunnMarketing & Communications Assistant; Michelle Edser- Senior Projects Officer

**1. BPEC052 TO CONSIDER APOLOGIES FOR ABSENCE**

Cllr. Lucy Symonds- Apology Accepted and Cllr Dawn Paul Substituted

**2. BPEC053 TO RECEIVE DECLARATIONS OF INTEREST FROM COMMITTEE MEMBERS**

No Declarations

**3. BPEC054 TO APPROVE AND SIGN THE MINUTES OF THE MEETING HELD ON TUESDAY 16th July 2020**

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

Cllr. Sharkey Proposed

Cllr White Seconded

All in Favour

**4. BPEC048 PUBLIC QUESTION TIME**

No Public Questions

**5. BPEC056 BRIEFING AND DISCUSSION OF THE INTERNAL BUSINESS PLAN**

Cllr Gallagher introduced this item and outlined that in the weeks since the Internal Business Plan (IPB) was adopted there has been a time of annual holidays and fewer Committee meetings so implementation and use of the IBP has only just started in September.

Cllr Isobel Sharkey confirmed that the IBP was discussed at the Planning & Highways committee and the committee would like to add Road Safety issues into the plan as the Town Council are trying to encourage people to cycle and walk.

Cllr White also stated that it is important that we continue to work closely with the other local Councils and bodies in the area to make sure we provide the best service for residents. This could be included in the review of the IBP

All agreed this is a dynamic plan which will be subject to change. A Local Plan to be created with public consultation. Peacehaven and Telscombe Neighbourhood Plan is hoped to be completed in 2021. All 3 plans should work together.

**ACTIONS**

1. List to be created of Items to be considered at 6 month review (MG)
2. IBP to be included as standard item on Committee Agendas. (Admin Support Officers)
3. Officers and teams to use IBP and use it as part of Action and Review processes
4. Review at each meeting of this Committee, changes to be made Jan 2021.

## **6 BPEC057 IMPROVING ACTIVE TRAVEL AND PUBLIC TRANSPORT AVAILABILITY IN PEACEHAVEN.**

Cllr Gallagher introduced this item and outlined that 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. Cllr Gallagher noted that Peacehaven Town is internally badly served by public transport and is car dependent and residents complain regularly and often about the services offered by Brighton and Hove Buses.

Cllr White confirmed that there are also initiatives looking at connecting paths for walking and cycling through Peacehaven, Telscombe and East Saltdean, which will help support active transport around the town.

Cllr Symonds had sent in her review of transport in the town prior to the meeting and had noted that recently North Ward residents had become increasingly frustrated due to the poor public bus services when having to use the 14 and 14c bus.

Cllr Alan Milliner stated how Brighton and Hove Buses had previously trialed buses using the Arundel Road as alternative route, but the trial was not successful due to tight turns. Cllr Milliner suggested that the council should ask the Big lemon or other bus companies including CTLA if they would be able to provide an internal service which connects North and East Peacehaven and Newhaven.

Cllr White said it would be a good idea to create a survey for residents to find out where they are travelling to regularly particularly in rush hour.

Cllr Collier suggested an online survey should be created .

The committee were in favour of creating a survey and that CG should contact B&H Bus Co, following up on meeting held before lock down.

### **ACTIONS**

1. Online survey to be set up on travel/bus needs. (DD and MG)
2. Meeting with B&HCC Buses to be arranged (CG)

## **7 BPEC058 REVIEW OF THE PTC WEBSITE INCLUDING CONTENT, COLOUR THEME & THE IDEA OF SETTING UP A FOCUS GROUP**

The Marketing Assistant stated that since the last Business Development & E-Communication meeting he had met via Zoom with the Director of Madison's as well as the Head of Madison's Design Team to discuss changes to the colour of the website as well as other improvements. The Civic & Marketing Officer and some Councillors also attended a meeting.

The Marketing assistant ran through some of the changes which have now been made to the website which include:

- Improvement made to Home Page Banner- When using Mobile/ Tablet.
- Added 'Menu' next to Burger icon to make website easier to use for some residents.
- Replaced Events on the front page with upcoming meetings.
- Working on new Banners for website Home Page to make the website more visually appealing.
- Purchased and installed a one year license of the Browsealoud plugin to meet Accessibility website legislation which comes into play on the 23rd September

The committee then reviewed the six Colour options which were created by the Madisons Solutions Design team.

The Committee agreed to use the Dark green option (option 1).

The Costs of the work were discussed and the Committee were reassured that the support package from Madisons included several free hours . So no costs at present.

Establishing a User Focus Group was suggested by Madisons, the Committee agreed that this was a good idea. Members to be recruited to use website regularly and provide feedback to MG. Cllrs Paul, Mills, Gallagher and Seabrook have started to do this, more people needed.

#### ACTIONS

1. Meeting to be arranged with Madisons as follow up and to include Neighbourhood Development Plan website connections (MG. CG)
2. Recruit more members for User Focus Group ( All)

### **8 BPEC059 DISCUSSION AND AGREEMENT ON FUTURE PROJECTS FOR THIS COMMITTEE.**

The Committee agreed that in the short term the IBP should be the focus of this committee Officers should be given a chance to work on the projects identified in the IBP

The Website improvements and Active Travel projects are within the IBP.

Cllrs Veck and Paul suggested that it would be a good idea to invite the Peacehaven Chamber of Commerce to suggest through and Agenda item how PTC can support Local Business. The Civic and Marketing Officer spoke in favour of this and the Committee agreed they should be approached.

#### ACTIONS

1. Chamber of Commerce to be contacted as above (DD)

### **9 BPEC060 DATE OF THE NEXT MEETING – TO BE AGREED**

The next Business Development & E-Communications meeting will take place on Tuesday 1<sup>st</sup> December.

*\*The meeting ended at 19:00\**

### **Summary of recommended actions**

To note the items added to the internal plan from the Civic & Community Events Committee

### **Introduction**

Opportunities for the Civic and events community projects internal plan were discussed at the last Civic & Community Events meeting which took place on the 20<sup>th</sup> October.

### **Background**

The Civic & Community Events Committee resolved to put the below suggestions to the Business Development Committee.

### **Suggestions**

- To improve the communication with the wider community in Peacehaven – suggestions included Enews/general advertising on social media/banner boards/ updating the website.
- Peacehaven Town Council's website has recently been improved; colours changed, format, easier to navigate, introduced BrowseAloud to meet the highest standards for web site accessibility.
- To work with our local schools/local groups and organisations/to work with our own chamber of commerce, we need to encourage local businesses to be working with us and hold a good relationship with the Council. To reinstate the Youth Mayor when it is safe to do so.
- Connecting again with our residents when things are back to normal/coffee mornings and events.
- Filming in the Town, since the Website has been refurbished, we have been able to entice more filming to the Town, we have had a few applications through from independent film makers and the BBC.
- To review and improve our hiring charges to introduce maybe a discount, to encourage people to come back to us.
- Review the charges for the Big park
- 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.
- To utilise the existing boards in the town for private advertising.
- Increase sponsorship from local businesses, to gain income.

**Agenda Item: BPEC066**

**Committee: Business Development & E-communications**

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

**Report Author: Matt Gunn**

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### **Summary of recommended actions**

To receive an update on the Public Transport Survey

### **Background**

At the last Business Development & E-communications committee meeting on 22<sup>nd</sup> September it was agreed for the Marketing Assistant to create a public transport survey for Peacehaven Residents to complete.

### **Analysis**

The Marketing Assistant has created a suitable Survey using the Survey Monkey platform with the help of the SPO. The Survey can be made public to residents at any time.

However, the SPO & Marketing Assistant do not feel releasing the survey now would be the most suitable option due to the following:

- The potential for confusion / survey fatigue (with the Neighbourhood Plan survey going out shortly)
- The lack of engagement we're experiencing with B&H buses at the moment, un-likelihood of any new services in this time of uncertainty by any operator
- The potential for skewed results due to Covid / lockdown fears and behaviours now and in the immediate future

### **Background**

The Marketing Assistant and SPO have been looking at many Town Council Plans, to gauge an idea of how best to produce a commercial business plan which is suitable to go out to the public.

Below there are three good examples of what other town Councils have produced recently. One of them is from Bridport Town Council which is a similar size to Peacehaven with 18 Councillors and being a coastal town looks almost a perfect fit.

The big difference between what we have done and the proposals being put forward at the moment are that it contains Objectives or Priorities as they call them and then under each Objective is detailed the information about individual projects and actions.

<https://www.bridport-tc.gov.uk/wp-content/uploads/2019/11/Town-5-yr-Plan-2019-2024-v.5-AGREED-for-consultation.pdf>

<https://www.felixstowe.gov.uk/wp-content/uploads/2020/01/Felixstowe-Business-Plan-2020-2024-draft.pdf>

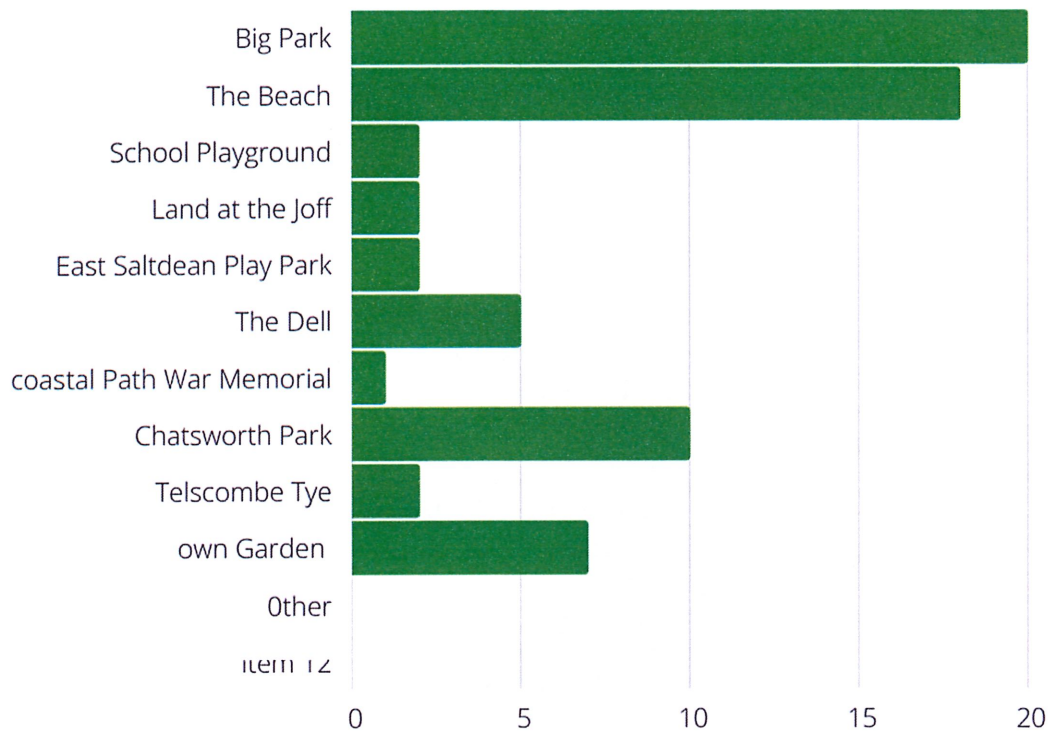
<https://2yhfm3psm0f3oogbm3pmsyc-wpengine.netdna-ssl.com/wp-content/uploads/2019/05/HPC-Business-Plan-Leaflet-2018-website.pdf>

### **Analysis**

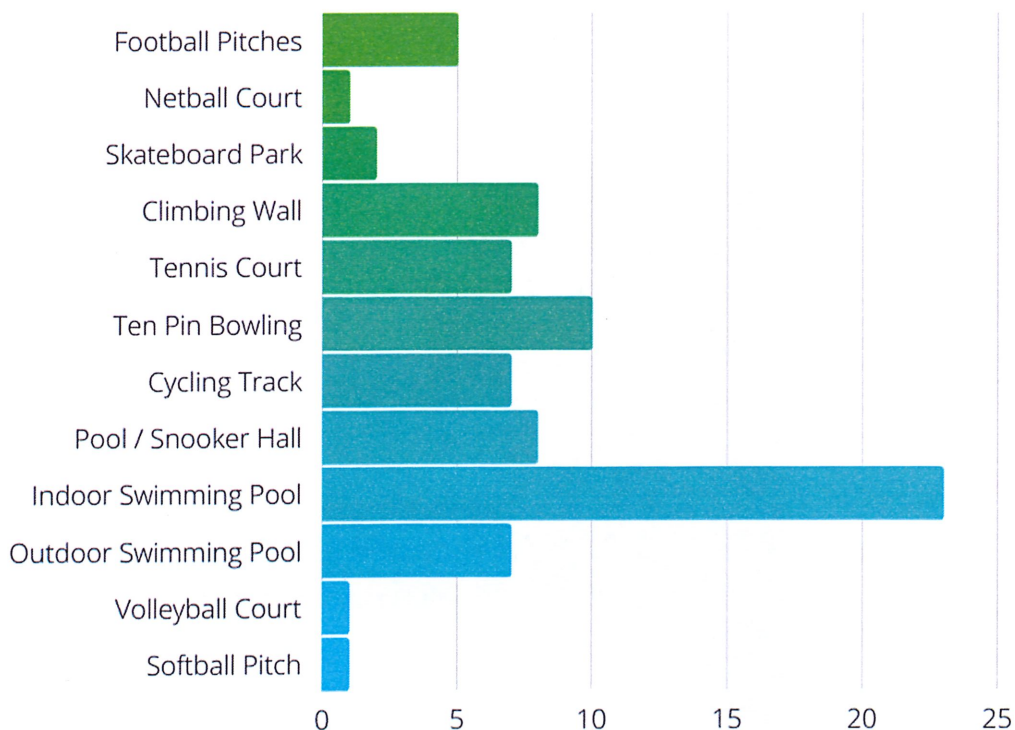
The SPO & Marketing Assistant will look to produce a short, easy to read commercial plan ready for the next business development meeting.

## Junior Survey- Neighbourhood Plan Results

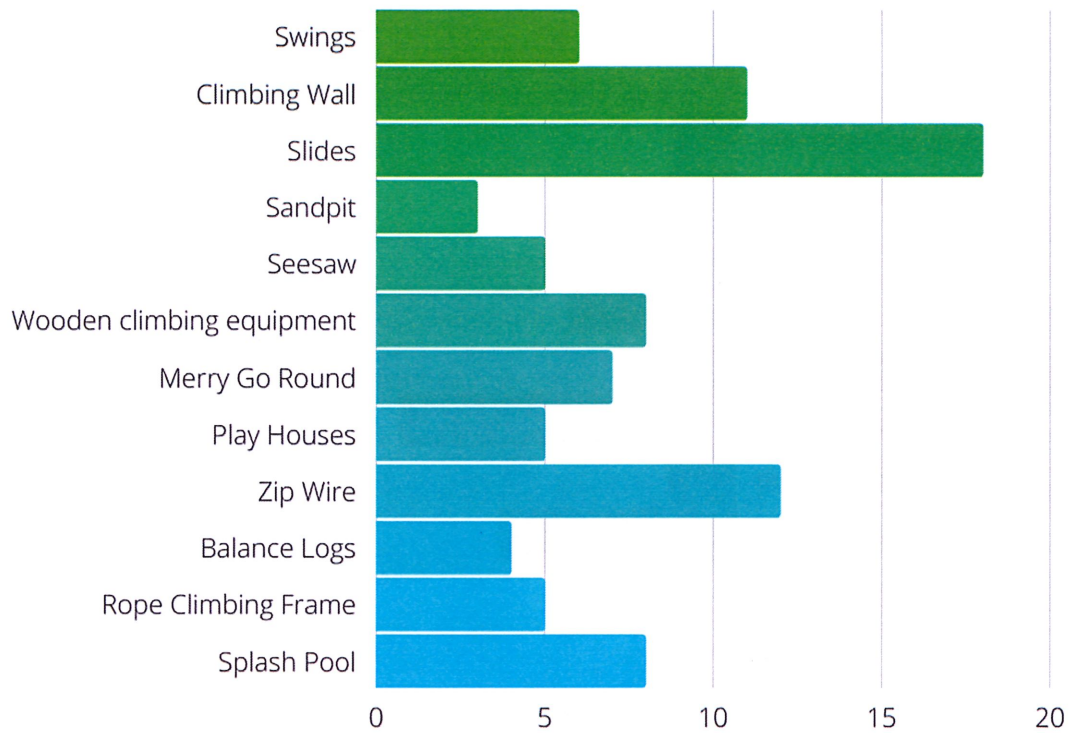
### 1. What outdoor area or space do you use most often?



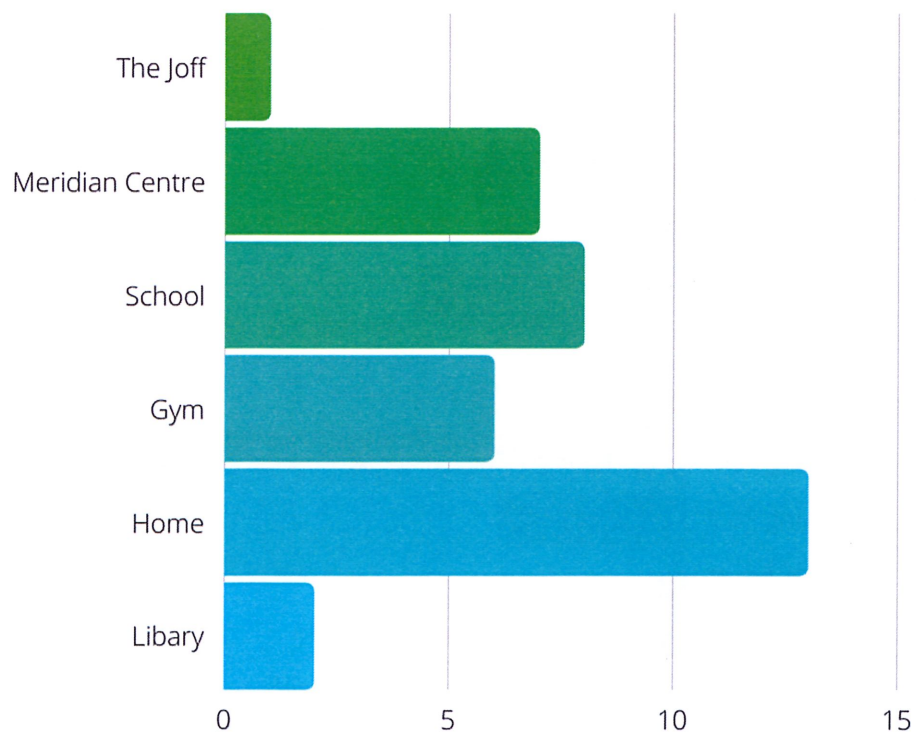
### 2. What sport area's would you like to have in Peacehaven, Telscombe and East Saltdean?



### 3. In parks what play items would you like to see (up to 3 answers)

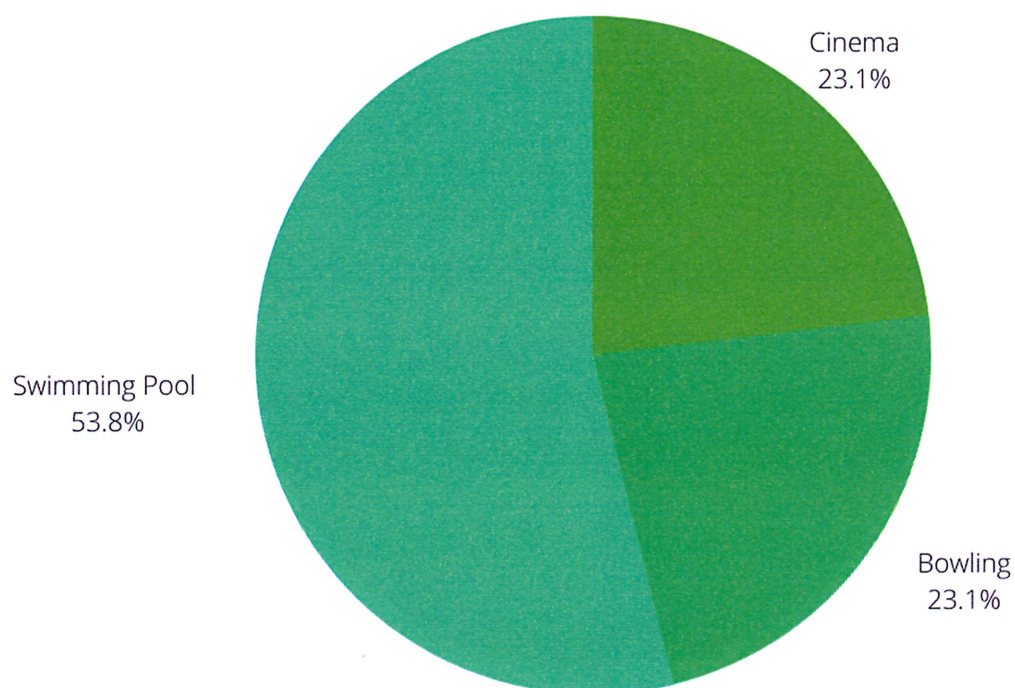


### 4. Which indoor places do you use to hang out with friends?

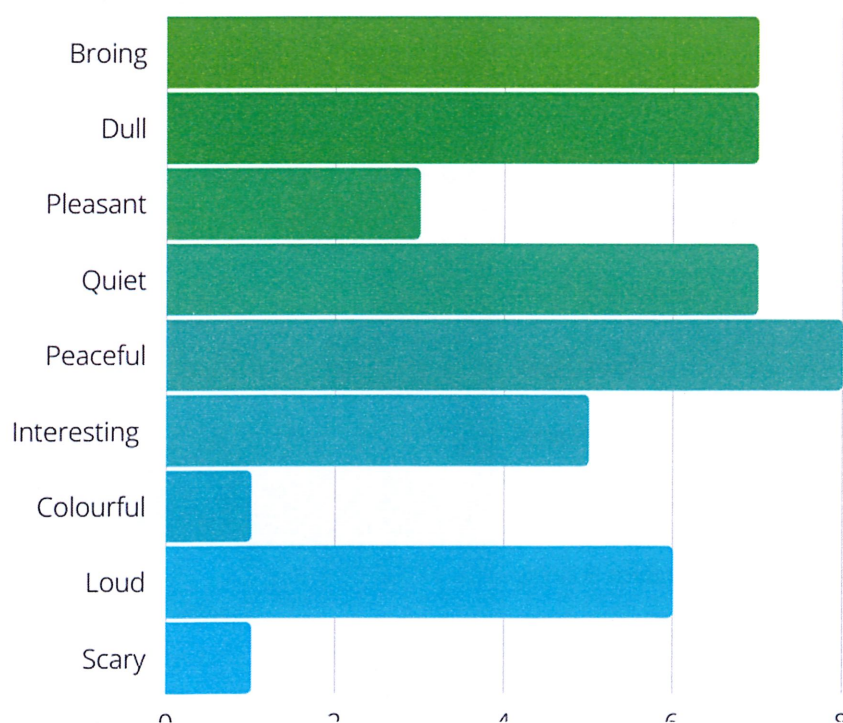




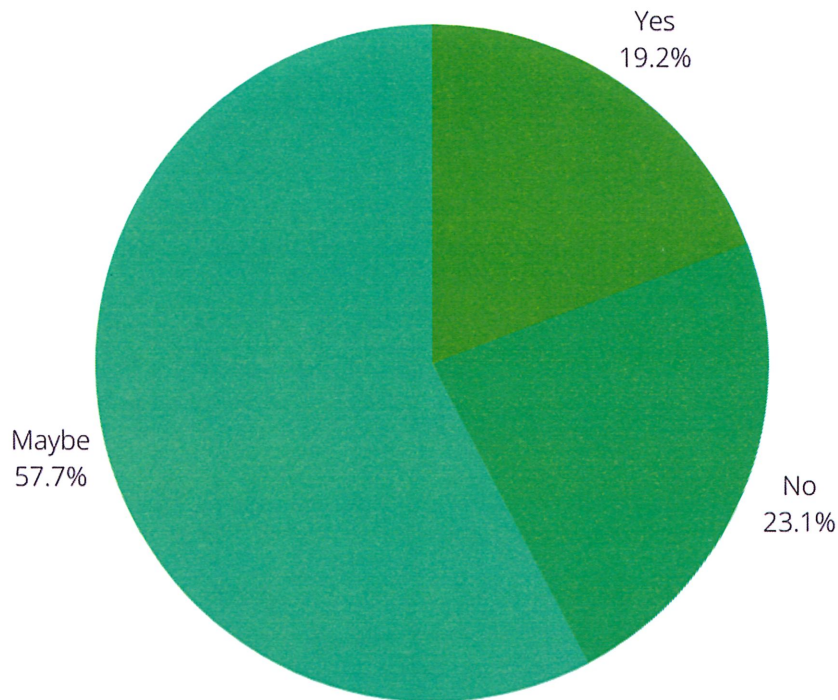
5. What sort of leisure indoor area or space do you think children in Peacehaven, Telscombe and East Saltdean want?



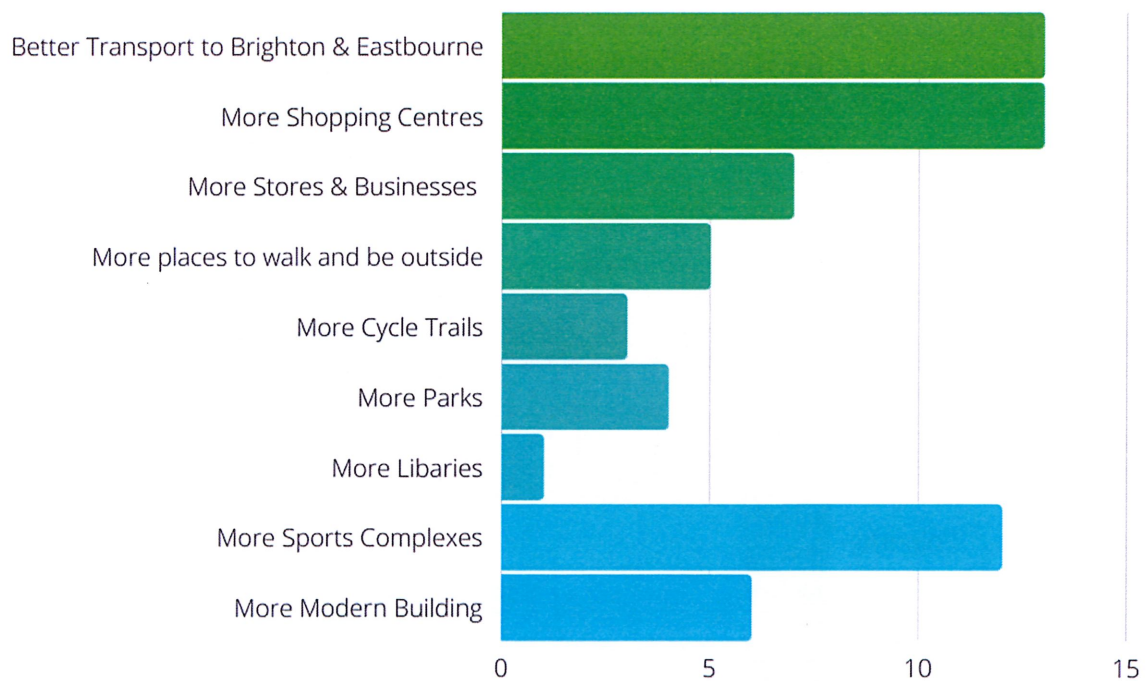
6. If you had to describe Peacehaven, Telscombe and East Saltdean in one word what would it be?



**7. Do you think you will still live in Peacehaven, Telscombe or Saltdean when an adult?**

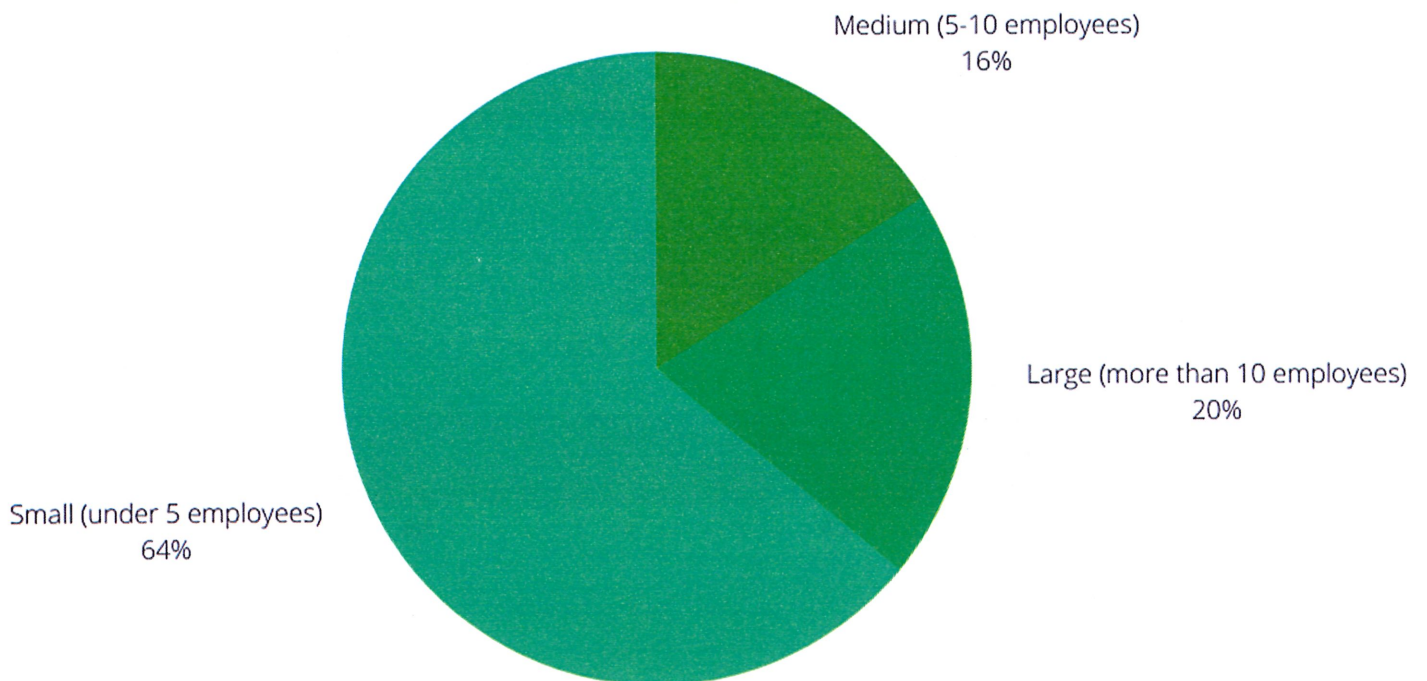


**8. What do you think Peacehaven, Telscombe and East Saltdean will need in the next 10-15 years?**

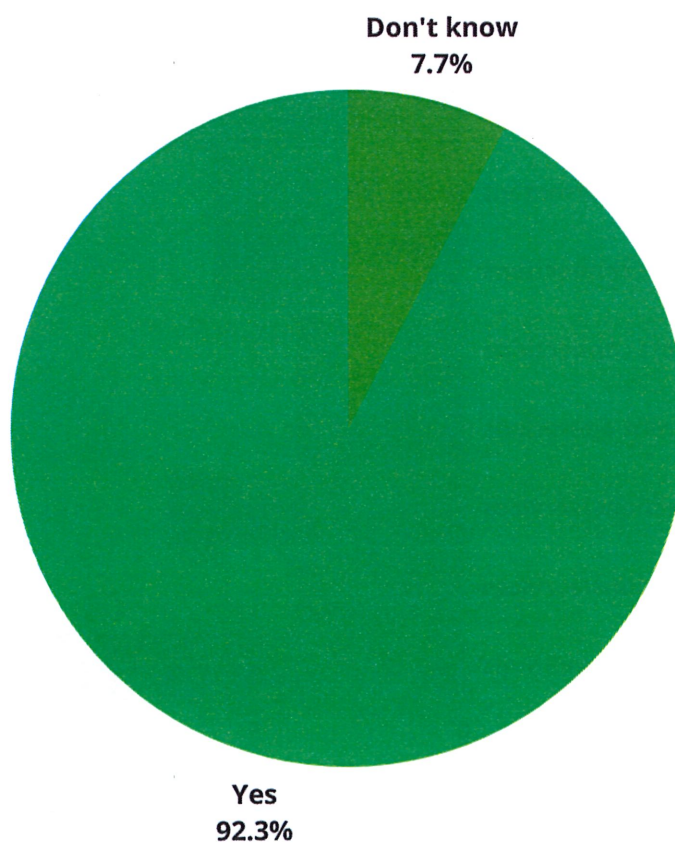


## Business Survey- Neighbourhood Plan Results

### 1. How would you describe your business?

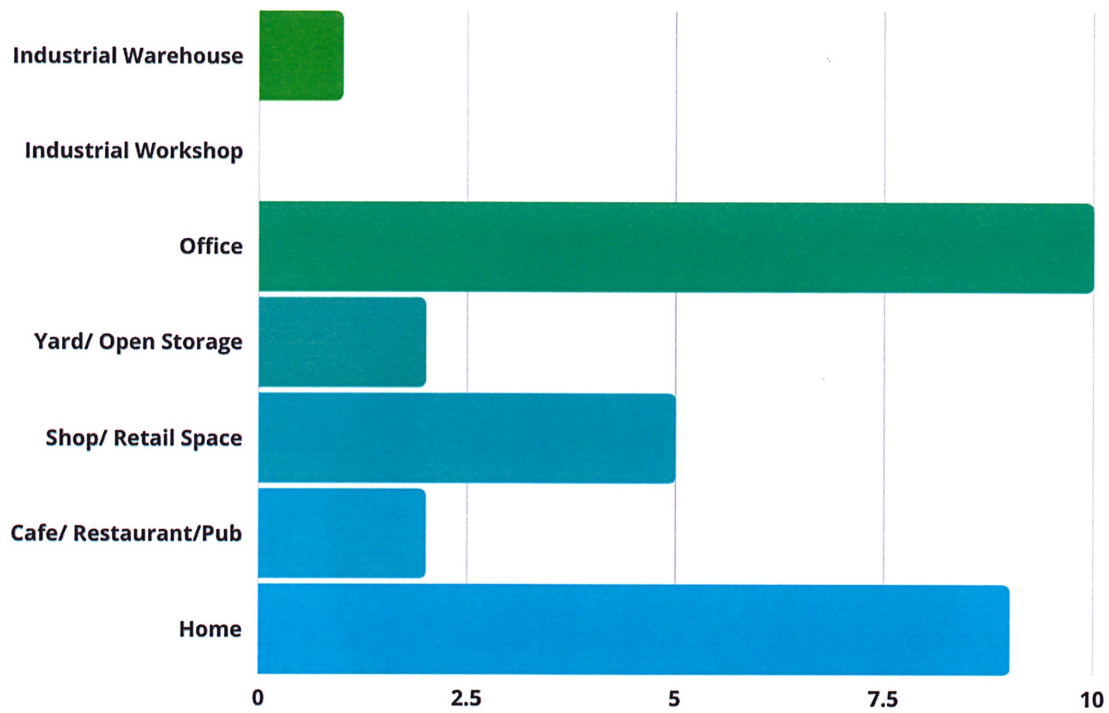


### 2. Do you expect your business to grow within the next 5 years?

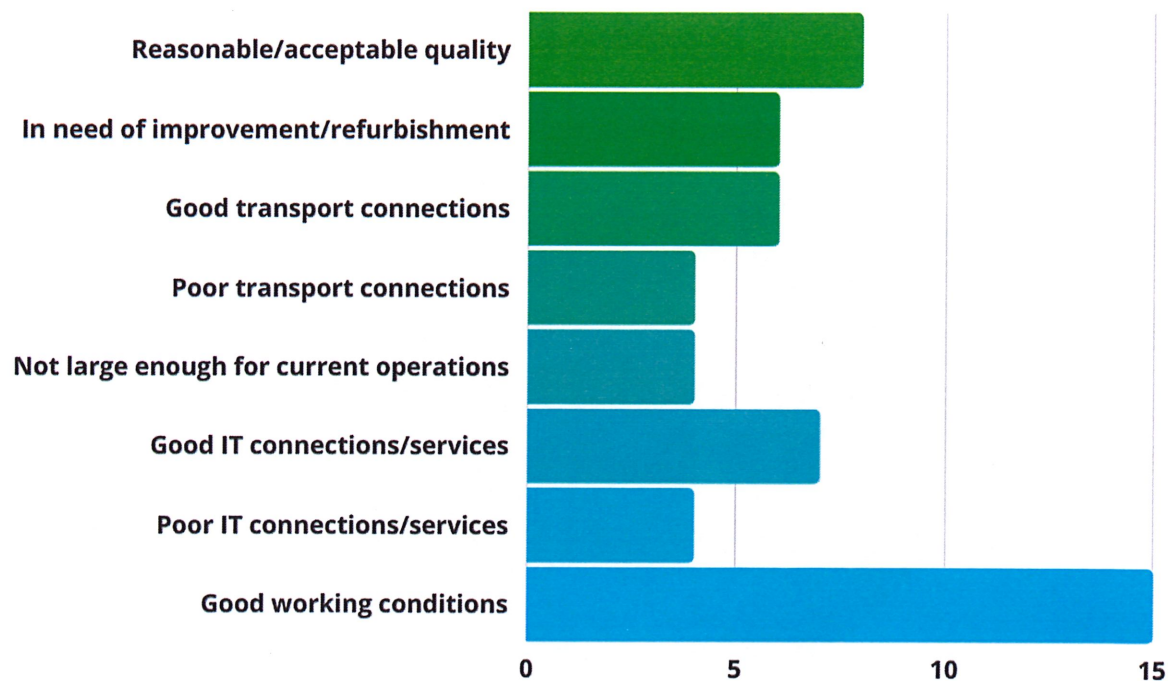




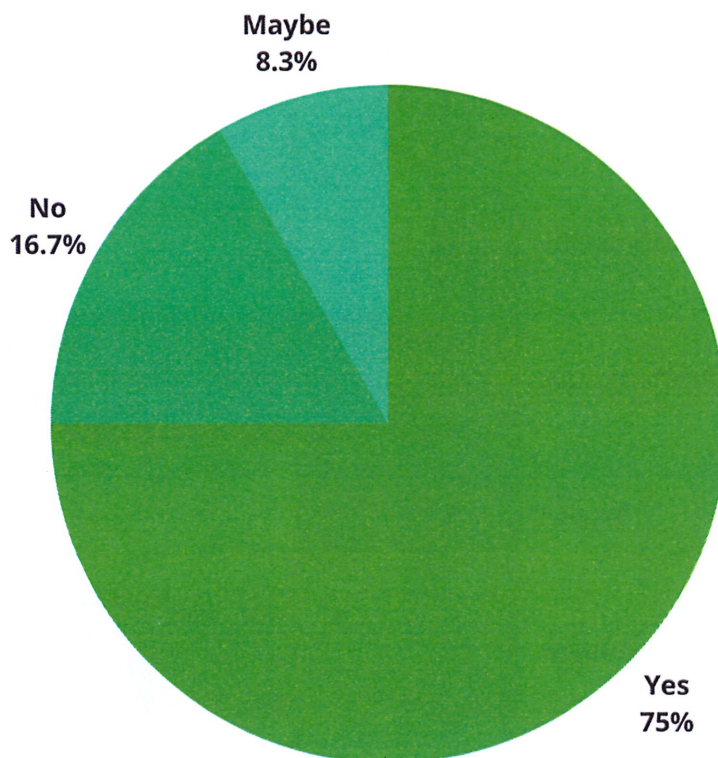
### 3. What Type of premises does your business currently occupy



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



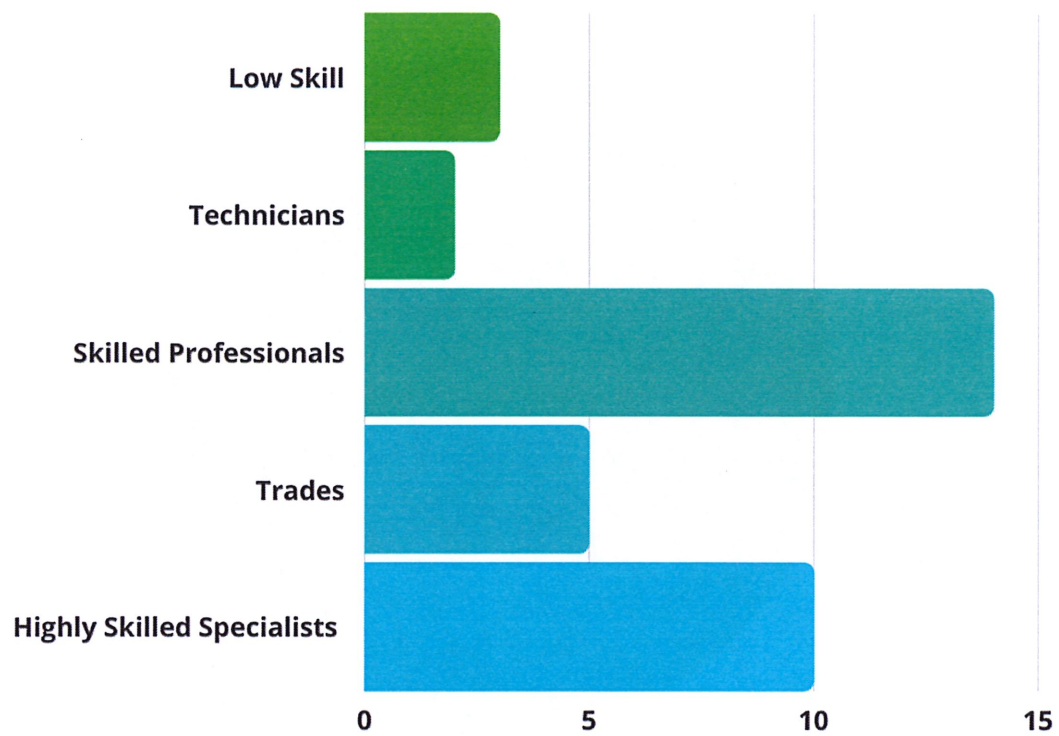
5. Do you consider your current business premises to be affordable three)



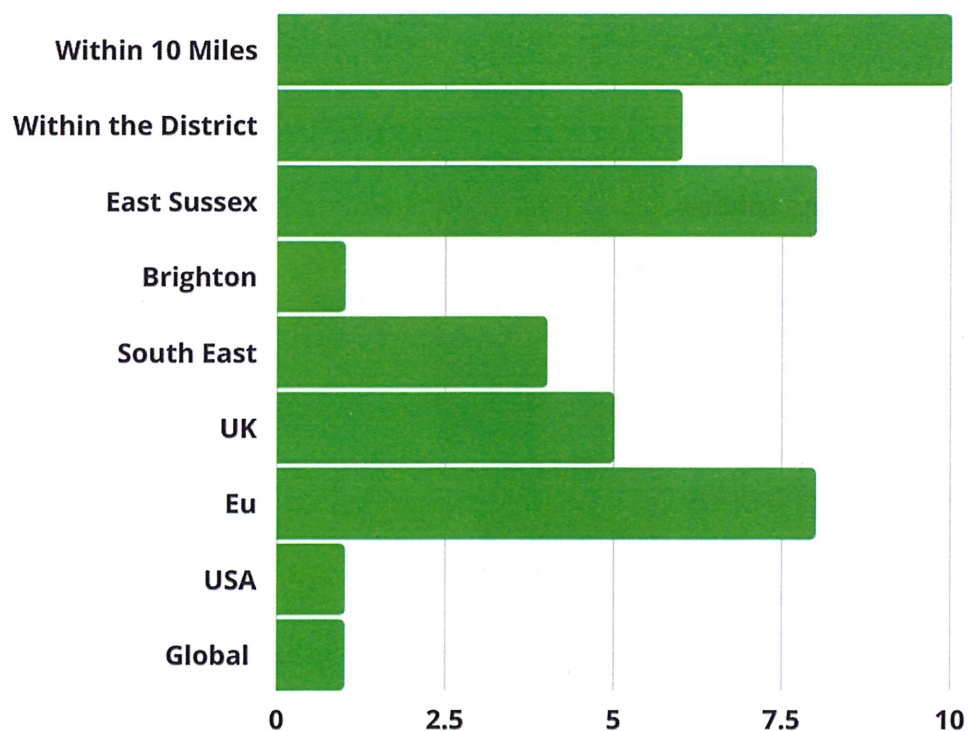
7. Are there things that could be provided in the local area which would help improve your business environment? (up to three)



8. What sort of skills level is employed at your business?



9. Where would you describe your main geographic market?





Agenda Item: BPEC071

Committee: Business Development & E-communications

Title: REVIEW OF THE PTC WEBSITE & OTHER COMMS

Report Author: Matt Gunn

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### Summary of recommended actions

To receive an update on Progress of the PTC website and E-News magazine

### UPDATES:

#### Website-

- New E-News pop up now appears if you spend longer than 20 seconds on our website encouraging you to sign up.
- We are now Advertising the next two upcoming council meetings on the front page of the website
- New permanent dark green colour scheme on the Website- Lots of positive feedback
- Sign up for E-News button added to top menu of website
- Sign up for E-News button added when reading a latest news post on our website

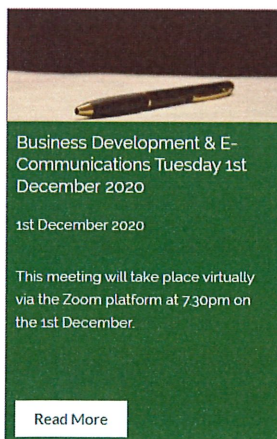
#### E-News-

- 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 list rental fee is maximum £239\* + VAT
- The new pop ups on our website have gained us 60 new E-News Subscribers in the last 26 days so far.



The image shows a green sign-up form for E-NEWS by Peacehaven Town Council. At the top, it says 'E-NEWS' in large white letters, with 'Peacehaven Town Council' below it and the council's logo to the right. There are three input fields for 'First name\*', 'Last name\*', and 'Email address\*'. Below these is a checkbox for 'By submitting this form I agree to the terms & conditions -'. At the bottom, there is a reCAPTCHA 'I'm not a robot' checkbox and a 'Sign up' button.

#### Upcoming Council Meetings



The image shows a meeting card for 'Business Development & E-Communications Tuesday 1st December 2020'. It features a photo of a pen on a desk. The text states the meeting is on the 1st December 2020 and will take place virtually via Zoom at 7:30pm. A 'Read More' button is at the bottom.



The image shows a meeting card for 'Planning & Highways Tuesday 8th December 2020'. It features a photo of a 'FINANCE' sign with icons for 'spending', 'savings', and 'budget'. The text states the meeting is on the 8th December 2020 and will take place virtually via Zoom at 7:30pm. A 'Read More' button is at the bottom.

[View Council Schedule Calendar](#)

