**Minutes of the meeting of the Business Planning & E-communications Committee, held in the Anzac Room, Community House, Meridian Centre, at 6.30pm on Tuesday 10th March 2020**

**Present** –, Cllr Isobel Sharkey, Cllr David Seabrook, Cllr Chris Collier, Cllr Catherine Gallagher, Cllr Wendy Veck,

**Officers;** Civic & Marketing Officer, Deborah Donovan; Matt Gunn Marketing & Communications Assistant

1. **BPEC025 TO CONSIDER APOLOGIES FOR ABSENCE**

Cllr Duhigg- Bad Back

Cllr Harris- Unwell

Cllr Milliner- Unwell

Cllr Symonds- Work Commitments

Town Clerk- Unwell

1. **BPEC026 TO RECEIVE DECLARATIONS OF INTEREST FROM COMMITTEE MEMBERS**

No declarations were made.

1. **BPEC027 TO APPROVE AND SIGN THE MINUTES OF THE MEETING HELD ON TUESDAY 28th January 2020**

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

1. **BPEC028 PUBLIC QUESTION TIME**

There were no public questions.

1. **BPEC029** **TO DECIDE ON OUR VISION & AIM FOR THE BUSINESS PLAN**

Cllr Gallagher felt the vision & aim provided in the paper lacked two important elements Environment & Sustainability. Cllr Gallagher then presented her examples to the committee;

* To achieve a sustainable future, protecting and enhancing the natural and historic environment
* Encouraging and supporting business to create local employment
* Supporting a healthy and happy community
* Maximising our assets and keeping costs to residents at a reasonable level.

Cllr Seabrook also said he has ten possible vision statements which he will share with the committee members via email after the meeting to review.

Cllr Veck stated how she would like to encourage more businesses to start up in the town to increase employment. Also she said it is important to bring some sustainable tourism to the town.

Cllr Sharkey proposed that we need to try to get people invested in the town so there are businesses, leisure and good education.

Cllr Collier stated that we need to focus on community wealth building as a priority.

It was agreed that all ideas should be sent to the marketing assistant to collate all of the ideas into one document.

1. **BPEC030 TO DISCUSS/REVIEW THE INTERNAL REVIEW OF THE COUNCILS SERVICE DELIVERY PLAN FROM 2011/12**

Cllr Gallagher introduced the internal review to the committee and explained how herself, Cllr Milliner, Cllr Seabrook, The Town Clerk and The Marketing Assistant had looked through the document and removed everything that is no longer relevant and outlined what has been achieved.

1. **BPEC031 TO DISCUSS THE LOCALITY BUSINESS PLAN TEMPLATE & GUIDE**

Cllr Seabrook confirmed that the Locality guide is a good guide to help us build our plan.

1. **BPEC032 TO RECEIVE AN UPDATE FROM THE HUB BUILDING WORKING PARTY**

Cllr Seabrook confirmed that the short-term works planned in the Hub will take place hopefully in the Easter Holidays.

Cllr Seabrook also confirmed that the Hub working party will be asking stakeholders for their thoughts on how the hub could be improved further.

1. **BPEC033 TO DISCUSS WAYS TO MAXIMISE REVENUE FROM CURRENT ASSETS**

Cllr Collier suggested that each committee could come up with suggestions of how we can increase revenue in each area.

Cllr Seabrook suggested that the eleven bus shelters should be used for advertising as well as the planters in the town.

Cllr Wendy Veck Suggested that we could use the lampposts for advertising, with ‘flag advertising’ similar to what they have on Brighton beach. Cllr Veck also suggested the back of community house could be used to advertise events.

1. **BPEC034 TO DISCUSS THE FUTURE OF THE E NEWS AND PRINTED COMMUNICATIONS.**

Cllr Gallagher outlined her concerns on the amount of time it takes the marketing assistant to produce and Edit the E-news on a monthly basis, she suggested that a quarterly publication may be more beneficial.

Cllr Wendy Veck outlined the importance of keeping the E-News as a monthly magazine as it is good to keep people up to date with what the council is doing and it she also stated that the E-news Sustains itself through advertisement so does not cost the council.

Cllr Collier Said that it is important that councillors allow the officers to have full control of the E-News with no interference.

The committee agreed for the marketing assistant to ask for samples of a high quality printed copy from Tansleys Printers.

1. **BPEC035 TO DISCUSS AND ADD ITEMS TO THE INTERNAL PLAN 2020/2021**

Cllr Collier proposed that each committee should feed their own ideas into the 2020/2021 plan and report back to the business plan committee.

1. **BPEC036 DATE OF THE NEXT MEETING –**

The next meeting will take place on Tuesday 14th April at 7.30pm.

*\*The Meeting Closed at 19:17\**