

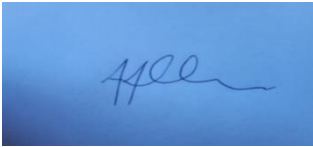
Councillors on this Committee

EX OFFICIO Cllr. C Cheta (Chair of Council), Cllr. J Harris (Vice Chair of Council)
Cllr. Alan Milliner (Chairman of the Committee) Cllr. Chris Collier, Cllr. David Seabrook,
Cllr. Wendy Veck, Cllr. Catherine Gallagher, Cllr. Isobel Sharkey, Cllr Lucy Symonds,

20th May 2020

Members of Peacehaven Town Council's Business Plan & E-Communications Committee are invited to a virtual meeting to be held on-line (Zoom) on Thursday 28th 2020 7.30pm

*Please email the Town Clerk for access to this on-line Zoom meeting
townclerk@peacehaventowncouncil.gov.uk*



**Tony Allen
Town Clerk**

AGENDA

- 1 BPEC037 TO CONSIDER APOLOGIES FOR ABSENCE**
- 2 BPEC038 TO RECEIVE DECLARATIONS OF INTEREST FROM COMMITTEE MEMBERS**
- 3 BPEC039 TO APPROVE AND SIGN THE MINUTES OF THE MEETING HELD ON TUESDAY 10th March 2020**
- 4 BPEC040 PUBLIC QUESTION TIME**
- 5 BPEC041 TO AGREE ON OUR VISION & AIM FOR THE BUSINESS PLAN**
- 6 BPEC042 TO AGREE THE CONTENT AND LAYOUT OF THE BUSINESS PLAN**
- 7 BPEC043 TO REVIEW THE TOWN COUNCIL WEB SITE AND OTHER COMMUNICATIONS OUTLINE WHAT NEEDS TO BE DEVELOPED**
- 8 BPEC044 DATE OF THE NEXT MEETING – TO BE AGREED**

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TOWN CLERK
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TOWN COUNCIL OFFICE
MERIDIAN CENTRE
MERIDIAN WAY
PEACEHAVEN

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

2 BPEC026 TO RECEIVE DECLARATIONS OF INTEREST FROM COMMITTEE MEMBERS

No declarations were made.

3 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.

4 BPEC028 PUBLIC QUESTION TIME

There were no public questions.

5 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.

9 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.

10 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.

11 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.

12 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.

13 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.

14 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.

15 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

Agenda Items: BPEC041 & BPEC042
Committee: Business Plan & E-Communications
Date: 22/1/2020
Report Author's: Cathy Gallagher & Matt Gunn

PEACEHAVEN TOWN COUNCIL BUSINESS 2020/2021

BACKGROUND

In 2019 Peacehaven Town Council did not have a Business Plan elections took place in May 2019 and an appointment of a new Town Clerk meant that a clear and focussed Business Plan was needed to ensure that all stakeholders-were clear about the direction and priorities the Council needed to follow.

Peacehaven Town Council does not operate in isolation; responsibility for Planning, Refuse and other services lies with Lewes District Council. East Sussex County Council have responsibility for Highways, Education, Health and Social Services.

With this in mind, the proposed plan concentrates on the areas Peacehaven Town Council can control and have direct impact on the quality of life for the people of Peacehaven Town and neighbours.

PROCESS

The Committee have met several times and reviewed previous internal plans from Peacehaven Town Council and other Councils.

With the ever-changing circumstances in the wider locality and the issues surrounding The Meridian Centre the committee have decided to "Keep it Simple" and be as direct and focussed as possible.

The number one priority for Peacehaven Town Council for 2020/21 is to establish the Council's financial position on a firm basis, operating within our budget and rebuilding the reserves which are the Council's safety net.

The Plan should exclude parts of Officer's normal duties listed in their specific job descriptions and the regular responsibilities of the associated Committees.

The Business Plan should set out the main direction and then the development and structure in more detail by the Committee or person who will own the **ACTIONS**

THE STRATEGIC BUSINESS PLAN

It is proposed that the Plan is set out around the 5 key strands.

Financial

Environment

Place

Community

Business

Tables for of these 5 **Strategic Strands** have been prepared and need to be finalised and agreed by this Committee so that they can be agreed by full Council.

Financial Example:

Objective	Project	Responsibility	Activity Required	Current Position	Deadline	Objective Achieved
FINANCIAL	<p>To ensure all Committee Chairs are provided with relevant and up to date financial reports.</p> <p>All Committees involved in management of budget</p>	RFO Town Clerk Committee Chairs	Reports produced to be included in Committee Meeting Reports at an agreed intervals	Not started	2021	
FINANCIAL	Rebuild Reserves to 50% of Precept	RFO Town Clerk Committee Chairs	<i>Management of Budgets proactively</i>	Not started	2021	

Agenda Items: BPEC043

Committee: Business Plan & E-Communications

Title: TO REVIEW THE TOWN COUNCIL WEB SITE AND OTHER COMMUNICATIONS OUTLINE WHAT NEEDS TO BE DEVELOPED

Date: 22/1/2020

Report Author's: Cathy Gallagher & Matt Gunn

Summary of recommended actions-

To Discuss what could be improved with the town council's website and other communication tools such as social media, E-news and printed materials.

Introduction- The town Council's website and social media accounts are updated and edited daily by the marketing assistant and civic and marketing officer.

The screenshot shows the top navigation bar of the East Sussex Town Council website. It includes the council's logo, contact information (01273 585493), and a search bar. Below the navigation bar, the main heading reads "OFFICIAL NOTICE Coronavirus update". A "See More" link is positioned below the heading. The page is divided into two columns: "Latest News" and "Events".

Latest News

- Virtual Councillor Surgery**
Saturday 16th May from 10am-11am
Click read more for more information
- Have your say on East Sussex Fire & Rescue Service Plan**
Have your say

Events

- Quiz and all other events - Postponed**
3rd April 2020
All of our events have been postponed. Including the quiz on the 3rd of April.
- VE Day Celebrations - Postponed**
8th May 2020
All of our events have been postponed. Including the VE Day event on the 8th May.