



Tony Allen
TOWN CLERK
TELEPHONE: (01273) 585493 OPTION 6
FAX: 01273 583560
E-MAIL: Townmanager@peacehaventowncouncil.gov.uk

TOWN COUNCIL OFFICE
MERIDIAN CENTRE
MERIDIAN WAY
PEACEHAVEN

PEACEHAVEN TOWN COUNCIL

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,

9th July 2020

Members of Peacehaven Town Council's Business Development & E-Communications Committee are invited to a virtual meeting to be held on-line (Zoom) on Thursday 16th July 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 BPEC045 TO CONSIDER APOLOGIES FOR ABSENCE
- 2 BPEC046 TO RECEIVE DECLARATIONS OF INTEREST FROM COMMITTEE MEMBERS
- 3 BPEC047 TO APPROVE AND SIGN THE MINUTES OF THE MEETING HELD ON TUESDAY 28th May 2020
- 4 BPEC048 PUBLIC QUESTION TIME
- 5 BPEC049 TO REVIEW THE INTERNAL BUSINESS PLAN DOCUMENT
- 6 BPEC050 TO REVIEW THE TOWN COUNCIL WEB SITE AND OTHER COMMUNICATIONS AND OUTLINE WHAT CHANGES AND STEPS NEED TO BE TAKEN TO IMPROVE EFFECTIVE MESSAGING
- 7 BPEC052 DATE OF THE NEXT MEETING – TO BE AGREED

Minutes of the meeting of the Business Planning & E-communications Committee, held virtually via ZOOM, at 7.30pm on Thursday 28th May

Present – Committee Cllr Isobel Sharkey, Cllr David Seabrook, Cllr Chris Collier, Cllr Catherine Gallagher (Vice- Chair) Cllr Wendy Veck, Cllr Lucy Symonds.
Cllr Ron White, Cllr Lynda Duhigg, Cllr Gloria Hill

Officers; Town Clerk- Tony Allen; Civic & Marketing Officer- Deborah Donovan; Matt Gunn- Marketing & Communications Assistant

1 BPEC037 TO CONSIDER APOLOGIES FOR ABSENCE

Cllr Claude Cheta
Cllr Job Harris
Cllr Alan Milliner (Chair)

2 BPEC038 TO RECEIVE DECLARATIONS OF INTEREST FROM COMMITTEE MEMBERS

No declarations were made.

3 BPEC039 TO APPROVE AND SIGN THE MINUTES OF THE MEETING HELD ON TUESDAY 10th March 2020

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

4 BPEC040 PUBLIC QUESTION TIME

There were no public questions.

Before Item 5 Vice-Chair(Cllr Gallagher) updated the committee with the preparatory work from outset and the progress which had been made since the last meeting on March 10th.

5 BPEC041 TO AGREE ON OUR VISION & AIM FOR THE BUSINESS PLAN

Cllr Gallagher introduced this item and referred the committee to the vision which had come out of the last meeting: *‘Creating a sustainable future for Peacehaven Town, protecting and enhancing the natural and historic environment and encouraging and supporting businesses’*.

After a lengthy Discussion between the committee it was resolved to adopt the following Vision:

‘Creating a sustainable future for Peacehaven Town; protecting and enhancing the natural and historic environment and encouraging and supporting businesses, ensuring Peacehaven becomes a healthy and thriving community for residents and visitors alike.’

6 BPEC042 TO AGREE THE CONTENT AND LAYOUT OF THE BUSINESS PLAN

The Vice-Chair introduced the new layout of the Internal business plan to the committee and introduced the 5 key strands and the Objectives leading to them:

Financial

Environment

Place

Community

Business

Each worksheet was displayed and the Committee looked at the document in detail making changes and additions to the five categories and their objectives.

It was agreed that Chairs of Committees should be consulted for a second time . A copy of the updated document to be sent to enable them to add their contributions.

It was suggested that there should be public consultation.

The Vice Chair commented that as this is an Internal Plan it is not usually consulted on . Local Plans and Neighbourhood Plans are publically consulted

Cllr Duhigg questioned the approach and methods being used to develop the Internal Business Plan and expressed her concerns that they were not community orientated. There were many ideas and views put forward

BPEC043 TO REVIEW THE TOWN COUNCIL WEB SITE AND OTHER COMMUNICATIONS, TO OUTLINE WHAT NEEDS TO BE DEVELOPED

This item was deferred to the next committee meeting.

The Meeting ended at 21:51

Agenda Items: BPEC049

Committee: Business Development & E-Comms

Title: **TO REVIEW THE INTERNAL BUSINESS PLAN DOCUMENT**

Date: 8/7/2020

Report Author's: Matt Gunn

Summary of recommended actions

To review the internal plan and make necessary additions and amendments.

Introduction-

The Business Development & E-Comms Committee's prime focus has been on producing an internal Business Plan for Council, to enable Council priorities and budgets to be brought into line.

Peacehaven Town Council represents a Community with a growing population and has an ambition to build a Community which is inclusive, healthy and vibrant so it is important that the ideas in the plan support this vision.

Key Strands and Objectives of the Internal Plan:

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



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

INTRODUCTION

Peacehaven Town Council provides a range of local services and community facilities

The population in 2020 is estimated at 18,000 living to the east, west and north of a central point which is the Meridian Centre . Bordered to the south is the sea and to the north the South Downs National Park. Peacehaven is a growing town between Newhaven, a Port town with links to Europe and the City of Brighton and Hove.

NEIGHBOURHOOD DEVELOPMENT PLAN

In 2013, Peacehaven and Telscombe was designated as an area for a Neighbourhood Development Plan. The Plan is progressing and is expected to be completed in 2021.

INTERNAL BUSINESS PLAN

As a tool to aid Peacehaven Town Council to focus and set priorities including financial ones an Internal Business Plan has been produced.

BACKGROUND INFORMATION

Lewes District Council is the Planning Authority with responsibility for the Town's built environment which provides the housing and recreation facilities protecting the local green spaces and environment.

East Sussex County Council has responsibility for Adult Social Care, Early Years, Educational, Highways and Transport.

Peacehaven Town Council aims to influence ESCC to implement road safety measures to make the town a safer place with improved public transport, green cycle ways and walking routes.

MERIDIAN CENTRE DEVELOPMENT

The centre of Peacehaven Town is the Meridian Centre which is positioned on The Meridian Line. The area has 1960's buildings and has long been in decline. The land owners are Co-op Properties, ESCC and Peacehaven Town Council (Community House).

In May 2020, Henry Davidson Developers were announced as the preferred developers by Co-op Properties.

Peacehaven Town Council will work with the developers and all other stakeholders to influence the realisation of a town centre solution that provides the housing, retail and other facilities NEEDED by the residents, business and visitors .

TOURISM AND EMPLOYMENT

Changing Peacehaven from a drive past Town on the South Coast Road (A259) to destination for tourism, retail and leisure with will provide employment opportunities.

Peacehaven Town Council aims to improve facilities to capitalise on natural assets such as access to the South Downs National Park, Site of Special Scientific Interest (SSSI) Cliffs, Marine Conservation Zone, Unesco Designated Biosphere.

Stunning coastline, rolling countryside, a sunny dry area in South East England with a link to Europe.

PEACEHAVEN TOWN COUNCIL ANNUAL REPORT

An annual report has been produced in May 2020 giving further details of the work of Peacehaven Town Council, it's Committees and People.

Annual Financial information is publicly available on the Town Council website.

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

FINANCIAL: To establish Financial Stability

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	Not started	First September 2020 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	Not started	Reporting To P&F Committee Sept 2020 ongoing	
Increase income streams Reduce costs and efficiency savings	Town Clerk/RFO Officers and Councilors Reporting to P&F	All ideas to be encouraged from Committee Chairs and Officers Report to be compiled 6-monthly by RFO/ FO	Not Started	Initial Reports Submitted and compiled Sept 20 and 6-monthly	
Monitor and allocate Section 106 and PTC CIL Prepare Project bid for LDC CIL	Senior Project Manager RFO/ FO Reporting to P & F	Identify projects Maintain a financial spreadsheet Liaise with LDC CIL Officer	Meetings held with CIL Officer and CIL WP reports prepared May 2020, June 2020	July 2020 Quarterly Thereafter	

ENVIRONMENT: To seek to improve Air Quality and take measures to create a “Green Town “

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	Report to Committee? By Oct 20 Ongoing	
LDC recycling policies to be implemented in full. ie plastic, cardboard, paper, food, greenwaste etc	Reporting to LA & Environment Senior Caretaker Parks Officer	Report to be produced Setting out policies with actions and outcomes required	Not started	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 wild flowers, 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 to LA& E Committee Completion October 20	
Identify car free areas Install electric Charging points Liaising with ESCC	SPPO P & H Committee	Report to be prepared. Identify the way ahead	Started by Steering Group	Initial report 2020	

Increase the use of Sustainable Transport ie buses, cycles and walking cycling routes, walkways. Installation of cycle racks	SPPO Parks Officer Reporting to P&H	Report to be prepared	Steering Group NDP	Initial report Oct 20 Ongoing Quarterly	
Carry out regular inspections for risk and health and safety of open spaces	SPPO Parks Officer L.A.& L Committee	Audit sheet/Format Set up and audit carried out	To be started	Initial report Oct 2020	

PLACE: To create a sustainable and visually attractive town

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	Draft Report Dec 2020 Completed Summer 21	
Create walkways and cycle paths through Peacehaven town Improving the Public Realm	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	Oct 2020	
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	Initial Report Oct 20	
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 Oct 2020	

Long Term Future for The HUB Community House	S.PO (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.	Oct 2020	
Developer Liaison Group	SPO (Planning & Bus. Dev. Planning & Highways Committee	Establish which Developments to be followed Information to be obtained from LDC Planning	SPO Cllrs from P&H And Chair of NDP Steering Group	Oct 2020	
Community Energy Scheme	Senior Projects Officer NDP Steering Group P&H	Identify Sites Arrange Feasibility Assessment	Links with Dr Earthey Established and authorities agreed	Oct 2020	
Infrastructure future-proof Devolution of Car Parks and Parks from LDC	Senior Projects Officer P&H				

COMMUNITY: To build an inclusive, healthy and vibrant community

Promote Peacehaven town Identify unique features to promote	Civic and Marketing Officer Marketing Assistant	Revisit logo and brand. colours, text etc	Not started	Report Sept 2020	
Improve communication with the wider community in Peacehaven	Marketing Assistant Civic and Marketing Officer Business Development and E Comms Committee	Develop a communication strategy Improve accessibility to information by using many channels of delivery	Not started	Report 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	
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	

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	
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	Plan started	Report Progress Sept 2020	

BUSINESS: To make Peacehaven the first choice for locating a business

Project	Responsibility	Activity Required	Current Position	Deadline	Objective Achieved
Review and consider the Business Facilities available within Peacehaven town identifying needs and solutions	SPO (Planning and Business Dev) Marketing Assistant Civic and Marketing Officer Bus Devel & E Comms Committee	Complete a report with SWOT Analysis	Commenced by Steering Group	Oct 20	
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 Devel & E Comms Committee	Report/ Plan To be prepared	To be started	Oct 20 Ongoing	
Strengthen Relationship with Chamber of Commerce and other business networks in Peacehaven town To work closely with local universities and the greater Brighton business partnership	As above	Plan to be prepared identifying groups and Setting programme of contact dates and methods	To be started	Oct.20 Ongoing	

Agenda Items: BPEC050

Committee: Business Plan & E-Communications

Title: **TO REVIEW THE TOWN COUNCIL WEB SITE AND OTHER COMMUNICATIONS AND OUTLINE WHAT CHANGES AND STEPS NEED TO BE TAKEN TO IMPROVE EFFECTIVE MESSAGING**

Date: 8/7/2020

Report Author's: Matt Gunn

Introduction:

A comprehensive review of Peacehaven Town Council Website has not been undertaken for many years.

The website needs to reflect the Councils aims and ambitions as well as providing a reference point for information and services offered to the public by Local Government.

Technology does not stand still and the continuing increase in the use of smart phones as a one device access to the internet continues.

The current Coronavirus pandemic has hastened the move from physical interactions and the use of buildings to virtual information sharing.

A review and upgrade of the website and external communications is required to ensure that our communications reflect this ambition.

Background:

Peacehaven Town Councils website is currently edited by the Marketing Assistant and the Civic & Marketing Officer. The website was created and is hosted by Madisons Solutions, any large/ complex tasks are carried out by Madisons to prevent the website from 'breaking'. Madisons are a Peacehaven based business, who we have built a strong relationship with over many years working with them.

The Peacehaven Town Council Website has now become a 'benchmark' for other Town Councils in Sussex with both Uckfield and Seaford town councils now using an almost identical themed website also created by Madisons.

Currently Peacehaven Town Councils Website meets all the Legal requirements of a town council website including all transparency information.