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# PEACEHAVEN TOWN COUNCIL

TOWN COUNCIL OFFICE

MERIDIAN CENTRE

MERIDIAN WAY

## **Minutes of the meeting of the Business Development & E-communications Committee, held virtually via ZOOM, at 7.30pm on Thursday 16<sup>th</sup> July 2020**

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

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

### **1 BPEC045 TO CONSIDER APOLOGIES FOR ABSENCE**

Cllr. Chris Collier- Apology Accepted

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

### **2 BPEC046 TO RECEIVE DECLARATIONS OF INTEREST FROM COMMITTEE MEMBERS**

No Declarations

### **3 BPEC047 TO APPROVE AND SIGN THE MINUTES OF THE MEETING HELD ON TUESDAY 28<sup>th</sup> May 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 BPEC049 TO REVIEW THE CURRENT INTERNAL PLAN DOCUMENT**

Cllr Gallagher introduced this item and gave some background information into the progress of the plan so far.

Cllr Sharkey informed the Committee that some of the objectives have already started to be worked on and could be changed to amber or green rather than red.

The Committee agreed to keep all items as red (not started) until the document has been reviewed by the Full Council.

Cllr Gallagher informed the Committee of the importance of making sure the Town Councils goals are in synch with both the District and County Council.

Cllr White reiterated the importance that we network with other local Councils and ensure some collaborative work is done to help achieve the goals in the internal plan.

The Committee reviewed the whole internal plan document at length, looking at each section of the plan.

The Committee agreed that the Internal Business Plan Document was ready to be sent to the next full Council meeting for adoption.

Cllr White Proposed  
Cllr Sharkey Seconded

## **6 BPEC050 TO REVIEW THE TOWN COUNCIL WEB SITE AND OTHER COMMUNICATIONS AND OUTLINE WHAT NEEDS TO BE DEVELOPED**

The Marketing Assistant introduced this item and informed the Committee that the Town Council are Currently in a contract with Madison Solutions who are a website development and hosting company who are based on the South Coast Road Peacehaven.

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 Madison's.

The Committee felt that the colour scheme of our website could be more bright and vibrant, it was agreed for the Marketing Assistant to speak with Madison Solutions and to come back to the Committee with some new ideas.

## **7 BPEC052 DATE OF THE NEXT MEETING – TO BE AGREED**

The committee decided to wait until the outcome of the next Full Council Meeting.

*\*The Meeting Ended at 20:52\**

## **INTERNAL BUSINESS PLAN**

Agenda Items: BPEC056

Committee: Business Development & E-Comms

Title: **BRIEFING AND DISCUSSION OF THE INTERNAL BUSINESS PLAN**

Date: 15/9/2020

Report Author's: Cllr Gallagher

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### **Summary of Recommended actions**

To review the progress of Internal Business Plan since adoption on 28<sup>th</sup> July 2020

### **Introduction**

Peacehaven Town Council had not had an Internal Business Plan since 2016

Until the current one was adopted on 28<sup>th</sup> July 2020 for review in 6 months and at this Committee meeting

### **Background**

The IOB was written with a 12-month time frame in mind and then for review with a longer perspective adopted.

The IOB is usually written by Officers in accordance with Council Policies and current needs and priorities of Council and residents.

The 2020 IOB was written at a time of coronavirus 19 global pandemic which brought unprecedented uncertainty and change to all.

In the weeks since adoption and this Committee there has been a time of annual holidays and fewer Committee meetings so implementation and use of the IOB has only just started.

### **Analysis**

By discussion and review familiarity and the ways in which the IOB can be used needs to be discussed.

Committees will be reviewing their roles in the implementation and providing feedback.

Feedback will also come from Officers. Changes to the plan need to be discussed and the timetable for doing these, overall review and return to Full Council is scheduled for 6 months i.e. February 2020.

## **Implications**

Financial Major through budget, cil and S106

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

<b><u>Financial</u></b>	The Council has a duty to the local taxpayer and a duty to make sure all objectives in the Internal plan are financially viable.
<b><u>Legal</u></b>	No objectives should break any Legal requirements.
<b><u>Environmental and sustainability</u></b>	All Objectives should look to consider the impact on the environment.
<b><u>Crime and disorder</u></b>	Some Objectives will consider projects to help reduce crime and disorder in our town.

Agenda Items: BPEC057

Committee: Business Development & E-Comms

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

Date: 15/9/2020

Report Author's: Cllr Gallagher

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### **Summary of Recommended actions**

To discuss the suitability of Active Travel and Public Transport in Peacehaven as a topic/project for this Committee

### **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.

### **Analysis**

This topic should be considered as a Business Development project to 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:

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

Agenda Items: BPEC058

Committee: Business Development & E-Comms

Title: **REVIEW OF THE PTC WEBSITE INCLUDING CONTENT, COLOUR THEME & THE IDEA OF SETTING UP A FOCUS GROUP**

Date: 15/9/2020

Report Author's: Matt Gunn- Marketing Assistant

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### **Summary of Recommended actions**

- To Discuss new content ideas for website
- To Decide on a new colour theme from options
- To Decide on whether to set up a website Focus Group

### **Introduction**

During previous Business Development & E-Communication meetings the Committee felt that the colour scheme of our website could be more bright and vibrant, it was agreed for the Marketing Assistant to speak with Madison Solutions to see what could be done, to enhance and improve the PTC website.

### **Background**

Since the last Business Development & E-Communication meeting The Marketing Assistant and The Civic & Marketing Officer as well as some Councillors 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.

Based on some of the points of feedback from the call, Markus from Madison's has come up with a new design link to show off some of the colour themes:

<https://xd.adobe.com/view/97c3c05a-a56b-4272-bdb3-0898bb8a4b83-c290/>

The Marketing Assistant has also been updating and deleting many pages of content through the website.

### **Further Changes:**

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.

Installed Browsealoud plugin to meet Accessibility website legislation which comes into play on the 23<sup>rd</sup> September (Subject to P&F Approval).

## **Implications**

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

<b><u>Financial</u></b>	No direct financial implications as hours of work are written into the contract with Madison's.
<b><u>Legal</u></b>	Have to meet 2018 website accessibility regulations for public sector bodies.
<b><u>Environmental and sustainability</u></b>	No direct Impact
<b><u>Crime and disorder</u></b>	No direct Impact