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PEACEHAVEN TOWN COUNCIL

Minutes of the meeting of the Business Development & E-communications Committee, held virtually via ZOOM, at 6.00PM on Tuesday 22nd 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 Gunn- Marketing & 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 1st December.

The meeting ended at 19:00