



PEACEHAVEN TOWN COUNCIL

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TOWN COUNCIL OFFICE
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PEACEHAVEN

Draft Minutes of the meeting of the Civic & Events Committee held via Zoom at 7.30pm on Tuesday 20th October 2020

Present: Cllr L Duhigg, Cllr Paul, Cllr Mills, Cllr Milliner, Cllr Symonds, Cllr Veck, Deborah Donovan - Civic Communications Officer, Karen Bray- Information Officer, Victoria Onis - Admin & Support Officer

In Attendance: Katie Sanderson – Young Conservatives and member of the NHP committee

GENERAL BUSINESS

1. CCE81 CHAIRMAN'S ANNOUNCEMENTS

The Chair welcomed everyone to the meeting

The Town Council are accepting entries for a Pumpkin Carving Competition. The Mayor of Peacehaven will be judging entries on Wednesday 28th October. The entry for this, will be a donation to the food bank and the competition will be open to all ages.

2. CCE82 PUBLIC QUESTIONS

There were no public questions

3. CCE83 TO CONSIDER APOLOGIES FOR ANY ABSENCES AND SUBSTITUTIONS

Apologies received and accepted from Cllr Hill and Cllr Simmons
Cllr Goble - Absent.

4. CCE84 TO RECEIVE DECLARATIONS OF INTERESTS FROM COMMITTEE MEMBERS

Cllr Veck declared an interested in item 8 – Cllr Veck runs the Market in the Hall on Thursdays.

5. CCE85 TO ADOPT THE MINIUTES OF 18TH AUGUST 2020

It was agreed to approve and sign the non-confidential minutes of the 18th August 2020 as a true and accurate record.

Proposed Cllr Veck

Seconded Cllr Duhigg

All in favour

6. CCE86 AN UPDATE RELATING TO REMEMBRANCE SUNDAY & ARMISTICE DAY

Mrs Donovan gave an update on the short remembrance service plans on the 8th November.

- Peacehaven Town Council are advising our local organisations and residents NOT to gather at the war Memorial.
- The only attendees at this time will be the Mayors of both Peacehaven & Telscombe Town Councils, the Royal British Legion representative accompanied by the standard bearer, our local bugler and the Revd. Tim Mills.
- Peacehaven Town Council will video the short service at a distance and will post on our social media sites.
- We will invite, dignitaries and our local organisations to lay their wreaths after 11.20am they will be given a time slot to visit the war memorial.
- Police will be in attendance to stop visitors arriving at the war memorial site so that Covid guidelines are adhered to.
- The Town Council are fully supporting the idea of placing pictures of poppies in windows and has been shared to the local school's social media sites.
- The Town Council are working with the Co-op Funeral Care who have donated material for the Sussex Volunteer Crafters to make 'Poppy' face masks. These went on sale on the 20th October in the information office, priced at £2.50, all funds will be donated to the Royal British Legion. Thanks were given to the Sussex Volunteer Crafters for making the masks.

Armistice Day

- Peacehaven Town Council will video the short service at a distance and will post on our social media sites
- Sadly, Schools or organisations will not be invited to attend the short service, however Residents can visit to pay their respects at any time after 11.15am

7. CCE87 A REPORT FROM CLLR. VECK REGARDING A VISIT TO THE SHOREHAM CENTRE

Cllr Veck reported to the Committee on her visit to the Shoreham Centre with Cllr Duhigg. The visit took place on the 15th September to see how different community halls and spaces could be used effectively.

Many possible improvements and use of space, were noted by Cllr Veck and these ideas will be useful if/when Community House is updated.

Cllr Symonds and Cllr Veck - Added that they both have if needed, contacts for the upskilling of Town Council staff for CCTV and SIA Training. **Cllr Veck** also added that she is the current licensee for the Town Council premises.

8. CCE88 EVENTS 2021 – THIS ITEM WILL BE DISCUSSED IN JANUARY 2021 AS THERE IS STILL UNCERTAINTY WITH REGARDS TO HOLDING EVENTS (covid-19 RESTRICTIONS)

Mrs Donovan spoke of a recent request for the annual Christmas Market. It was agreed that this would not be the responsibility of the Town Council to arrange given the current situation, as we should not be encouraging hordes of people to gather.

Other opportunities were discussed for the period leading up to Christmas which can be carried out safely.

- **Christmas market** There will not be a Christmas market this year, however, both Thursday & Friday markets will have a festive theme during December, but with no Father Christmas
- **Donation of gifts** for hampers/shoe boxes to families in need. It was decided that we advertise for Christmas box donations for a special person in need. We will ask residents for nominations. It was suggested that we work alongside the ABC fund to help supply items for the annual Christmas Hampers, however it was thought that this organisation has the backing from many business leaders. We will continue with the request for items for the food bank
- **Food bank** It was suggested that the Mayor visits the food bank on a Tuesday to see first-hand how the items are distributed.
- **Memory tree** There will be a memory tree displayed in the garden outside of the Information Office; this will be for Residents to hang a charm on the tree, which will be made by the Sussex Volunteer Crafters. Items will be available to purchase from the information Office at a charge of £1.50/£2 and funds will go back to the Sussex Volunteer Crafters. Residents can either take them home, display them & collect them before Christmas or leave them on the tree
- **Christmas Trees & decorations** it was agreed that we should advertise and contact the local schools for them to make & bring in decorations to be placed on Christmas trees.
- **Christmas messages from our residents** to advertise on social media & our website for residents to send in their meaningful Christmas messages,

It was resolved that there will not be an official Christmas Market/Father Christmas event this year due to the current Covid 19 situation.

Proposed Cllr Symonds

Seconder Cllr Paul

All in Agreement

9. CCE89 A REPORT FROM MATT GUNN REGARDING THE BANNER BOARD UP-DATE

It was agreed by Majority that the Town Council should utilise the two notice boards on the South Coast Road to encourage our businesses to advertise. However, our events take priority and advertising these would come first. It was suggested if possibly we could start to advertise in our bus shelters, the costs will be looked in to by the Marketing assistant.

All in Agreement

10. CCE90 A REPORT FROM MATT GUNN REGARDING THE PHOTOGRAPHIC COMPETITION

Mrs Donovan updated the committee that there has been an excellent response to the photographic competition, it was noted that: -

- Some photos are not clear, so it was requested that the Marketing Assistant contact the photographer to ask for the specific photo to be sent in a higher resolution.
- We have been asked to make the decision on the design next Wednesday and to commission Tansley's to produce the calendar.

- There will not be any distribution fees as it was decided to sell from the Information Office at a price of £4.99 per calendar which gives us a profit of £200 if all 100 calendars are sold.
- The cost was queried by Cllr. Mills, she asked if the total included all printing costs. This will be checked.
- The expenditure would come out of the advertising budget and the income would go back to advertising.
- The committee suggested that any other the 'good' photos should be printed in a collage either on the front or back of the calendar.

It was resolved to proceed with the Calendar at a selling price at £4.99

All in Agreement

11. CCE91 TO DISCUSS THE COMMITTEE'S CONTENT AND ACTIONS WITHIN THE COUNCIL'S INTERNAL BUSINESS PLAN

Opportunities for the Civic and events community projects internal plan were discussed.

- To improve the communication with the wider community in Peacehaven – suggestions included Enews/general advertising on social media/banner boards/ updating the website.
- Peacehaven Town Council's website has recently been improved; colours changed, format, easier to navigate, introduced BrowseAloud to meet the highest standards for web site accessibility.
- To work with our local schools/local groups and organisations/to work with our own chamber of commerce, we need to encourage local businesses to be working with us and hold a good relationship with the Council. To reinstate the Youth Mayor when it is safe to do so.
- Connecting again with our residents when things are back to normal/coffee mornings and events.
- Filming in the Town, since the Website has been refurbished, we have been able to entice more filming to the Town, we have had a few applications through from independent film makers and the BBC.
- To review and improve our hiring charges to introduce maybe a discount, to encourage people to come back to us.
- Review the charges for the Big park
- Peacehaven Town Council logo would benefit from being sharpened up and it has been agreed to contact the original designer to see if the design could be enhanced.
- To utilise the existing boards in the town for private advertising.
- Increase sponsorship from local businesses, to gain income.

It was resolved to put these suggestions to the Business Development Committee.

Proposer Cllr Veck

Seconder Cllr Paul

All in agreement

12. CCE92 BUDGET REVIEW – THIS HAS TAKEN PLACE WITH THE FINANCE OFFICER. THE CHAIR OF THIS COMMITTEE AND THE CIVIC & MARKETING OFFICER WILL BE SETTING THIS COMMITTEE'S BUDGET WHEN IT IS REQUESTED

Cllr Duhigg wants all Committee members input into the new budget preparation. Mrs Donovan will send her projections to the committee before arranging a budget zoom with Cllr Duhigg in early November to go through the figures, the paper can then be presented to the Finance Officer.

All in agreement

13. CCE93 HIDDEN DISABILITIES – TO NOTE THE SUM OF £1250 HAS BEEN AGREED WITH BARRATT'S HOMES BY WAY OF SPONSORSHIP TO ENABLE PTC TO JOIN THIS SCHEME. THIS WILL ALLOW STAFF TO BE TRAINED IN THIS AREA

Thanks were given to Mrs Donovan for contacting Barratts Homes, enabling Peacehaven Town Council to display the lanyards and the information in Community House and will also fund staff training, as part of the Sunflower Scheme.

DATE OF NEXT MEETING OF THE COMMITTEE – 19TH JANUARY 2021

There being no further business, the meeting ended at 21.18

Detailed Income & Expenditure by Budget Heading 11/01/2021

Month No: 10

Cost Centre Report

	Actual Year To Date	Current Annual Bud	Variance Annual Total	Committed Expenditure	Funds Available	% Spent	Transfer to/from EMR
110 Civic Events							
4348 Civic Gifts	0	200	200		200	0.0%	
4349 Civic Training	(17)	500	517		517	(3.4%)	
4350 Town Twinning	0	1,200	1,200		1,200	0.0%	
4351 Youth Mayor	0	500	500		500	0.0%	
Civic Events :- Direct Expenditure	<u>(17)</u>	<u>2,400</u>	<u>2,417</u>	<u>0</u>	<u>2,417</u>	<u>(0.7%)</u>	<u>0</u>
4331 Mayor's Allowance	374	1,500	1,126		1,126	24.9%	
4332 Mayor's Reception	0	1,250	1,250		1,250	0.0%	
4335 Civic Expenses	51	0	(51)		(51)	0.0%	
4336 Civic Service	0	250	250		250	0.0%	
4338 Remembrance Services	19	500	482		482	3.7%	
4339 London Bridge	0	250	250		250	0.0%	
Civic Events :- Indirect Expenditure	<u>444</u>	<u>3,750</u>	<u>3,306</u>	<u>0</u>	<u>3,306</u>	<u>11.8%</u>	<u>0</u>
Net Expenditure	<u>(427)</u>	<u>(6,150)</u>	<u>(5,723)</u>				
120 Marketing							
1048 E-News Advertising	60	500	440			12.0%	
1049 Banner Board	1,284	6,500	5,216			19.8%	
1301 Filming	450	0	(450)			0.0%	
Marketing :- Income	<u>1,794</u>	<u>7,000</u>	<u>5,206</u>			<u>25.6%</u>	<u>0</u>
4352 Annual Report	0	200	200		200	0.0%	
4353 Banner Board	0	1,000	1,000		1,000	0.0%	
Marketing :- Direct Expenditure	<u>0</u>	<u>1,200</u>	<u>1,200</u>	<u>0</u>	<u>1,200</u>	<u>0.0%</u>	<u>0</u>
4328 Website	239	2,000	1,761		1,761	11.9%	
4329 Advertising	149	1,000	851		851	14.9%	
Marketing :- Indirect Expenditure	<u>388</u>	<u>3,000</u>	<u>2,612</u>	<u>0</u>	<u>2,612</u>	<u>12.9%</u>	<u>0</u>
Net Income over Expenditure	<u>1,406</u>	<u>2,800</u>	<u>1,394</u>				
Grand Totals:- Income	<u>1,794</u>	<u>7,000</u>	<u>5,206</u>			<u>25.6%</u>	
Expenditure	<u>815</u>	<u>10,350</u>	<u>9,535</u>	<u>0</u>	<u>9,535</u>	<u>7.9%</u>	
Net Income over Expenditure	<u>979</u>	<u>(3,350)</u>	<u>(4,329)</u>				
Movement to/(from) Gen Reserve	<u>979</u>						

Agenda Item: CCE101

Committee: C&E

Date: 19-1-2021

Title: Internal Business Plan Review

Report Authors: Senior Project Officer

Purpose of Report: Business Plan Update

Summary of recommended actions

1. To note the contents of this report
2. To discuss and note the internal business plan review document
3. To agree an action plan
4. To keep the SPO and Marketing Assistant apprised of any updates on a regular basis
5. To seek input in regard to the IBP format, presentation and usability for Committees
6. To consider and communicate new items for the next version of the business plan
7. To discuss the business plan at every committee meeting

Introduction

As you are all aware the internal business plan was approved by Full Council 28th July 2020. This was agreed to be reviewed in 6 months time. This has been somewhat delayed due to Covid and also the date of the SPO joining the team. The business development committee is now driving the plan forward and the actions contained within it. An updated plan will be presented next year, in the interim the current document projects require updating in terms of current position and activity required.

Background

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

Analysis

The tasks for each Committee now need updating with follow up action agreed and allocated as appropriate. This status should please be reported back to the SPO and Marketing Assistant who will then update the IBP. New items may be suggested for the next version of the business plan, these will be taken to the Business Development Committee for final sign off and inclusion in the next plan.

Implications

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

<u>Financial</u>	Various and as per task as identified in the IBP
<u>Legal</u>	As above
<u>Environmental and sustainability</u>	As above
<u>Crime and disorder</u>	As above
<u>Climate</u>	As above

Appendices/Background papers

Internal Business Plan Review document dated December 2020 C&E Tasks

CCE101 THE INTERNAL BUSINESS PLAN - CIVIC & COMMUNITY EVENTS

Project	Responsibility	Activity Required	Current Position	Deadline	Objective Achieved
To improve the communication with the wider community in Peacehaven – suggestions included Enews/general advertising on social media/banner boards/ updating the website.	Marketing Assistant			Ongoing	
Improve PTC Website	Marketing Assistant	Improve UX	Recently changed colours and front-page format, Made some pages easier to navigate, Introduced BrowseAloud to meet the highest standards for web site accessibility.	Ongoing	
To utilise the existing boards in the town for private advertising.	Marketing Assistant	Promote the advertising space amongst the business community	First Six week Rental booked from 21 st Dec.	Ongoing	

Filming in the Town	Marketing Assistant	Improve website to encourage more local film producers to use our town as a location for filming	Filming page has been updated on our website. New form created for potential customers. A few enquires already.	Ongoing	
Peacehaven Town Council logo would benefit from being sharpened up and it has been agreed to contact the original designer to see if the design could be enhanced.	Marketing Assistant	Contact original designer	MA spoken to original artist and a graphic designer from Madisons. Logo can't be sharpened.		
To review and improve our hiring charges to introduce maybe a discount, to encourage people to come back to us.	CMO INFORMATION OFFICER	Advertise discounted rate online. Contact all previous hirers.			
To reinstate the Youth Mayor when it is safe to do so.	CMO MA	Contact PCS Again			
Creation of coffee mornings and events once Covid restrictions permit	CMO MA Information Officer	Organise events to encourage residents to return to CH.			

Promote Peacehaven town Identify unique features to promote	Civic and Marketing Officer Marketing Assistant	Revisit logo and brand. colours, text etc	Refresh Website Colours/branding.	Report Sept 2020	
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	

PROPOSED CIVIC AND FUNDRAISING EVENTS 2021

	JAN	FEB	MAR	APR	MAY	JUN	JULY	AUG	SEPT	OCT	NOV	DEC
Date/ event							Summer Fair					Carol Concert Xmas Market

