

Minutes of the meeting of the Business Development & E-communications Committee, held virtually via ZOOM, at 7.30pm on Tuesday 16th February 2021

Present –Cllr Alan Milliner (Chair), Cllr Catherine Gallagher (Vice- Chair) Cllr Wendy Veck, Cllr Ron White, Cllr Isobel Sharkey, Cllr Symonds, Cllr Chris Collier, Cllr Gloria Hill.

Officers; Town Clerk- Tony Allen; Matt Gunn-Marketing & Communications Assistant; Michelle Edser- Senior Projects Officer

1 BPEC072 TO CONSIDER APOLOGIES FOR ABSENCE

No Apologies

2 BPEC073 TO RECEIVE DECLARATIONS OF INTEREST FROM COMMITTEE MEMBERS

No Declarations

3 BPEC074 TO APPROVE AND SIGN THE MINUTES OF THE MEETING HELD ON TUESDAY 1st December 2020

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

Cllr. Gallagher Proposed

Cllr Sharkey Seconded

All in Favour

4 BPEC075 PUBLIC QUESTION TIME

No Public Questions

5 BPEC076 BRIEFING AND DISCUSSION OF DRAFT UPDATES TO THE INTERNAL BUSINESS PLAN

Cllr Gallagher introduced this item and outlined the purpose of the document. Cllr Gallagher went on to give an update on how the document has progressed so far, mentioning how many of the tasks in the plan have been progressed by their own committee and then passed onto the Marketing Assistant to update the IBP, with many of the columns changing from red to amber in the progression section.

The Senior Projects Officer confirmed that every committee now has the IBP on their respective agendas to make sure the document is continually progressed.

Cllr Sharkey Confirmed that the Planning and Highways Committee will be auditing and improving the street furniture in the town.

The Town Clerk confirmed that the Personnel Committee will be working on new targets at the committees next meeting held on Wednesday 17th February and they will feed back their ideas to the Marketing Assistant to add to the IBP.

6 BPEC077 IMPROVING ACTIVE TRAVEL AND PUBLIC TRANSPORT AVAILABILITY IN PEACEHAVEN

The Town Clerk introduced this item and suggested that the Business Committee needs a more narrowed down and focused approach to Active Travel to make sure we do not lose track of anything.

Cllr Gallagher confirmed that Patrick Warner who works in innovation at the Brighton and Hove Bus Company had presented at the Peacehaven Chamber of Commerce meeting and found his presentation to be very reassuring as it seems that Peacehaven are very much on the Bus Companies radar.

The SPO confirmed that she has been working on trying to establish relationships and contacts with officers from Brighton and Hove Bus Company as well as other important stakeholders.

Cllr White stated that himself, the Town Clerk and Cllr O'Connor from TTC are meeting with Public Health to discuss a new active travel path in the town to connect key areas in Peacehaven and Telscombe.

Cllr White also went on to mention that Brighton and Hove Buses often only have an occupancy rate of just 25% outside of peak hours which might be due to the fare price.

Cllr Symonds suggested that we should create a consultation or survey to find out why people don't use the current bus services available.

The SPO confirmed that herself and the Marketing Assistant had previously created a public transport Survey which is ready to be published at an appropriate time.

It was agreed that the draft survey should be reviewed and added as an agenda item onto the next Business Development & E-Communications meeting in April.

Cllr Gallagher Proposed
Cllr Sharkey Seconded
All in Favour

7 BPEC078 PROMOTING PEACEHAVEN AS A PLACE TO DO BUSINESS

Cllr Gallagher talked the committee through the presentation provided by the University of Brighton which analysed the current Business Environment in Peacehaven as well as some survey results from a business networking event which took place in early 2020.

Cllr Symonds suggested that the Town Council should send the business survey to all of the businesses on the Marketing Assistants Data Base.

The Senior Projects officer agreed that the Town Council should go ahead with creating a business survey.

8 BPEC079 COMMUNITY WEALTH BUILDING IN PEACEHAVEN-

- i. TO REVIEW THE PRESTON MODEL**
- ii. TO DISCUSS WHAT CAN BE DONE IN PEACHAVEN TO BUILD COMMUNITY WEALTH**

The Marketing Assistant introduced this item and discussed how at previous Business Development & E-Communications committee meeting held on the 1st December Cllr White suggested that PTC and our chamber of commerce should contact the Preston chamber of commerce as they have been very successful in keeping wealth in the Preston area with many businesses supporting each other.

Since the last meeting the Marketing Assistant confirmed that he has conducted thorough research into the Preston model of Community Wealth building. The Marketing Assistant went onto discuss how Preston City Council had managed to redirect £70 million back into the Preston economy and £200 million into the Lancashire economy.

Cllr Milliner confirmed that Lewes District Council are now following a similar model to Preston City Council.

Cllr Collier confirmed that Lewes District Council have now implemented a Community Wealth Building model after they instructed CLES to help them come up with a model for the LDC area. He also confirmed that a big focus of their community wealth building strategy is around recovering from the Covid-19 Pandemic and

improving the district at the same time. Cllr Collier suggested that Cllr White should attend the recovery summit to see if we can learn from some other organisations in the district.

Cllr Collier also suggested that we should implement a procurement and employment policy.

Cllr Milliner confirmed that he has an interest in this area and would like to support Cllr White in developing this project further.

The Town Clerk stated the usefulness of collaborating with both other Town Councils as well as other District Councils to save time and gain knowledge from others.

9 BPEC080 TO RECEIVE AN UPDATE ON THE COMMUNITY ENERGY SCHEME

The SPO gave an update on the current status of this ongoing project. The SPO confirmed that she had had met with DR Earthy onsite in December looking at potential locations for battery storage which could be an income generator for the Town Council as well as providing cheaper and more sustainable energy for the Town. The SPO also reiterated that it is still very early stages, and a potential operator will now come and look at the potential sites to see if the project is feasible and then produce an offer/ report to Council.

10 BPEC081 TO DISCUSS THE LONG-TERM FUTURE OF THE HUB- (Verbal Report/Discussion)

Cllr Gallagher confirmed that the Leisure and Amenities committee had previously looked at the short-term future of the hub and now is a good time to start to look forward at the long-term future of the hub.

The SPO stated that she had seen the initial plans and drawings for a two-storey building with a garden on the roof and a balcony on the Hub Site. She confirmed that it would be a nominal cost for the drawings to be updated to current regulations. The SPO confirmed that we can also receive free, pre planning advice from Lewes District Council to see how they feel about the scheme.

11 BPEC082 TO RECEIVE AN UPDATE ON THE FUTURE OF THE PEACEHAVEN LIBRARY- (Verbal Report/Discussion)

The SPO confirmed that there is a joint Peacehaven Library working party with Telscombe Town Councillors who recently reported facts to Full Council. The SPO confirmed that she has arranged another meeting with East Sussex County Council in March and the working party is really trying to lobby them to provide the best possible Library in future developments.

Cllr White explained that he has now written to the Directors of Social Services and Children Services at East Sussex County Council to address his concerns about the possibility of a smaller library in the Town and the impact this would have.

Cllr Milliner stated that we should look at the library Camden Council are currently producing which incorporates a traditional library whilst including other major stakeholders including the Secondary School and other Youth services in the area.

12 BPEC083 TO REVIEW THE COMMITTEE'S TERMS OF REFERENCE

The Marketing Assistant confirmed that himself and the Town Clerk were currently in the process of updating all of the Committees Terms of reference documents. The Marketing Assistant then went on to say that the Terms of Reference for the Business Development & E-Communications Committee have not been updated since the committee was formed.

Cllr Gallagher confirmed that she had previously submitted some suggested amendments via email. The Marketing Assistant confirmed that he had received them.

The Town Clerk suggested that himself, The Marketing Assistant, The Senior Projects Officer and Cllr Gallagher should work on an updated Terms of Reference Document for this meeting and come up with a draft to be agreed at the next meeting.

13 BPEC084 DATE OF THE NEXT MEETING – TO BE AGREED

The next Business Development & E-Communications meeting will take place on Wednesday the 7th April at 7.30pm

The meeting ended at 21:10

Agenda Item: BPEC083 TO REVIEW THE COMMITTEE'S TERMS OF REFERENCE

Committee: Business Development & E-Communications

Date: 16/2/2021

Title: TO REVIEW THE COMMITTEE'S TERMS OF REFERENCE

Introduction

Committees such as the Business Development & E-Communications Committee have delegated authority to make decisions on items within their terms of reference, apart from where specifically restricted by either Standing Orders (SO) or Financial Regulations (FR). The acts and proceedings of a committee shall be deemed to be the acts and proceedings of the council.

Background

The Terms of Reference for the Business Development & E-Communications Committee have not been updated since the committee was formed.

The latest version of this committees 'Terms of Reference' was agreed on the 26/11/19.

Analysis

This Committee has moved on significantly since inception and particularly since the appointment of an SPO.

Conclusions

The Terms of Reference for this committee need to be updated inline with the current work and vision of the committee.

Recommendations

To discuss changes to the terms of reference

Implications

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

Appendices/Background papers

Current Terms of Refence document for this document

PEACEHAVEN TOWN COUNCIL

BUSINESS DEVELOPMENT & COMMUNICATIONS COMMITTEE TERMS OF REFERENCE

GENERAL

Committees have delegated authority to make decisions on items within their terms of reference, apart from where specifically restricted by either Standing Orders (SO) or Financial Regulations (FR). The acts and proceedings of a committee shall be deemed to be the acts and proceedings of the council.

The council is not empowered to delegate certain specified decisions. The following will be matters for Full Council only (FR 1.13):

- Setting the final budget or the precept (council tax requirement)
- Approving the Annual Governance Statement
- Approving the Annual Accounting Statements
- Borrowing
- Writing off bad debts
- Declaring eligibility for the General Power of Competence
- Addressing recommendations in any report from the internal or external auditors

Additionally, the council must (FR 1.14):

- Determine and keep under regular review the bank mandate for all council bank accounts
- Approve any single grant or a single commitment in excess of £30,000
- In respect of annual salary for any employee, have regard to recommendations made by the relevant committee in accordance with its terms of reference

Unless council determines otherwise, a committee may appoint a sub-committee whose terms of reference and membership shall be determined by the committee. (SO 4a)

The members of a committee may include non-councillors unless it is a committee which regulates and controls the finances of the council. (SO 4b)

The council shall determine the terms of reference of standing committees (SO 4d (i)), the number and time of the ordinary meetings of the committee (SO 4d (ii)), appoint the members of the committee (SO 4d (iv)) and appoint the chairman of the committee (SO 4d (vi)).

The chairman of a committee may convene an extraordinary meeting of the committee at any time (SO 6c). If the chairman of a committee does not call an extraordinary meeting within 7 days of having been requested to do so by 2 members of the committee, any 2 members of the committee may convene an extraordinary meeting of the committee. (SO 6d)

The quorum for each committee shall be one-third of the membership (with a minimum of three).

The Mayor and Deputy Mayor are ex-officio members of every committee.

BUSINESS DEVELOPMENT & COMMUNICATIONS COMMITTEE TERMS OF REFERENCE

The Business Development & Communications Committee shall operate within the general guidance provided within these terms of reference, and shall in particular:

All Committees will feed into the Business Development Committee.

The Business Development & Communications Committee shall be responsible for the strategic development of the Council and the supervision of projects aimed at the enhancement of the Town, excluding work on the Neighbourhood Plan up to adoption (which will be by full Council). The Committee's responsibilities will include:-

1. To investigate and develop projects to enhance the Town:-
 - a. The long term future of the Civic Centre /Community House.
 - b. The long term future of The Hub- Including redevelopment of the building
 - c. The long-term future of The Gateway Café building.
 - d. The long-term future of the land and buildings known as Peacehaven and Telscombe Football Club.
2. To search out new income generating, expenditure reduction and business opportunities.
3. To investigate and develop projects to improve the image of the Town
4. To apply for external funding towards projects to enhance the Town
5. To investigate the acquisition of land for environmental, amenity and commercial uses
6. To investigate the provision of new build public facilities for the local community
7. To produce and monitor the implementation of the Council's Internal Business Plan and Town Plan.
8. To recommend projects to full Council. Funded projects are delegated to another committee if appropriate.
9. To be responsible for Peacehaven Town Council's communications except for social events. Improving, maintaining and developing new channels of media including website, social media, newsletters, bulletins both digital and non-digital and branding.
10. To support the Town Clerk and SPO with the longer-term issues which require background research and often a finalised report with a Business Plan.

Membership- Elected at Annual Council

Meetings- Quarterly as a minimum.

Agenda Item: BPEC090

Committee: Business Development & E communications

Date: 30/3/21

Title: TO CONSIDER PROJECTS FOR INCLUSION IN THE INTERNAL BUSINESS PLAN 2021/22

Report Authors: Cllr. Cathy Gallagher

Purpose of Report: To commence writing IBP for 2021/22

INTRODUCTION

In July 2020 Peacehaven Town Council adopted an Internal Business Plan for the first time in many years. This plan is a core document to bring together the ambitions of the PTC and to provide a guide to focus Councillors and Employees in the direction their decisions and tasks should relate to and help to achieve. Job descriptions / individual objectives and performance measurements should all relate back to the objectives and tasks set out in the IBP as well as standard requirements for Town Council, Local Government employees. The Internal Business Plan needs to be reviewed and rewritten to acknowledge the changing ambitions and challenging PTC.

From the base document (attached) Committees and Employees were anticipated to identify which tasks/projects were appropriate for them to work on. Some tasks/projects would cover more than one Committee or Employee as different aspects would need action.

The tasks/projects are a simple statement and are not designed to dictate the steps needed and how those steps should be taken to achieve the end result.

To aid with understanding lists were provided per Committee.

BACKGROUND

From the 2020/2021 IBP.

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

The introduction in the 2020/21 IOB contained the following :

- a) INTRODUCTION to Peacehaven Town Council
- b) NEIGHBOURHOOD DEVELOPMENT PLAN introduction and status
- c) INTERNAL BUSINESS PLAN introduction
- d) BACKGROUND INFORMATION setting out roles of Lewes District and East Sussex County Council.
- e) MERIDIAN CENTRE DEVELOPMENT
- f) TOURISM AND EMPLOYMENT
- g) PEACEHAVEN TOWN COUNCIL ANNUAL REPORT

ANALYSIS

1. Looking at the ***Vision and the Strands and objectives*** which provide structure for the IB , do they require adjustment ?

- Copy of original overall document attached
2. An additional Section called PEOPLE is recommended for inclusion.
- Copy attached for consideration for inclusion
3. Committees and Employees to be asked to contribute their key aims for 2021/22 .

CONCLUSIONS

1. Comments from this meeting and feedback from Committees and Employees will allow a draft 2021/22 to be prepared
2. Draft to be brought to next meeting

No immediate Implications

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

<u>Financial</u> <ul style="list-style-type: none"> • Use of capital? • Replacement of asset? • Reduced expenditure? • Increased income? • Budget provision? 	N/A
<u>Legal</u> <ul style="list-style-type: none"> • UK Law? • Council Powers/Duties? • Lease/landlord responsibilities? 	N/A
<u>Health & Safety</u> <ul style="list-style-type: none"> • Accessibility? • Equalities? 	N/A
<u>Planning</u> <ul style="list-style-type: none"> • LDC permission? • Planning Law? • Highways? 	N/A
<u>Environmental and sustainability</u> <ul style="list-style-type: none"> • AONB/SSSI/SDNPA? • Green spaces? • Walking/cycling? 	N/A
<u>Crime and disorder</u> <ul style="list-style-type: none"> • ASB? • Public safety? • Road safety? 	N/A
<u>Social value</u> <ul style="list-style-type: none"> • Charities/voluntary orgs? • Support for those in need? • Area improvements? • Community benefits? 	N/A
<u>Climate</u> <ul style="list-style-type: none"> • Carbon footprint? • Materials? • Recycling? 	N/A

Appendices/Background papers

Main document IOB 2020/21

Approved by Full Council 28th July 2020-Review in 6 months

Peacehaven Town Council

Internal Business Plan 2020/2021



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

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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
SGNDP

Civic & Community Events
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	Started TBA	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	Started TBA	Reporting To P&F Committee Sept 2020 ongoing	
Increase income streams	Town Clerk/RFO Officers and Councillors Reporting to P&F	All ideas to be encouraged from Committee Chairs and Officers Report to be compiled 6-monthly by RFO/ FO	TBA	TBA/ Ongoing	
Reduce costs and make efficiency savings					
Monitor and allocate Section 106 and PTC CIL	Senior Project Manager RFO/ FO	Identify projects	Meetings held with CIL Officer and CIL WP reports prepared	July 2020	

Prepare Project bids for LDC CIL	Reporting to P & F	Maintain a financial spreadsheet Liaise with LDC CIL Officer	May 2020, June 2020	Quarterly Thereafter	
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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	April 2021 Ongoing	
LDC recycling policies to be implemented in full. i.e. plastic, cardboard, paper, food, green waste etc	Reporting to LA & Environment Senior Caretaker Parks Officer	Report to be produced Setting out policies with actions and outcomes required	Plastic Policy produced	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 wildflowers, 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 NOV 2020	Report to LA& E Committee Completion April 2021	
Carry out regular inspections for risk and health and safety of open spaces	SPPO Parks Officer LA & E Committee	Audit sheet/Format Set up and audit carried out	Grounds team do daily inspections New reporting system needed.	Initial report April 2021	

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	
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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	Ongoing	
Work with ESCC/stakeholders to create walkways and cycle paths through Peacehaven, linking to surrounding areas	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	Ongoing	
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 April 2021	
Developer Liaison Group	SPO (Planning & Bus. Dev.	Establish which Developments to be followed	SPO Cllrs from P&H And Chair of NDP	Ongoing	

	Planning & Highways Committee	Information to be obtained from LDC Planning	Steering Group	Terms of Reference Agreed	
Identify car free areas, work with ESCC/developers etc to install electric charging points	SPO P & H Committee	Report to be prepared. Identify the way ahead	Started by Steering Group	Initial report 2020	
Identify road safety issues using a hierarchy of needs with priority to vulnerable users	SPO P & H Committee	Report to be prepared. Identify the way ahead	Plan for future, potential audit		
Protecting and Enhancing the landscape	LA & E Committee	Protecting and Enhancing the landscape	LA & E Committee		

COMMUNITY: To build an inclusive, healthy and vibrant community

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	
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	
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	Full 12-month plan produced but all events postponed or cancelled due to covid-19	Report Progress Sept 2020	

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

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 April 2021	
Long Term Future for The HUB, Community House	SPO (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	April 2021	
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 Dev & E Comms	Report/ Plan To be prepared	To be commenced	April 2021	
Review and consider the Business Facilities available within Peacehaven town identifying needs and solutions	SPO (Planning and Business Dev) Marketing Assistant Civic & Marketing Officer B D & E Comms	Complete a report with SWOT Analysis	Commenced by Steering Group	April 2021	

Strengthen Relationship with Chamber of Commerce and other business networks in Peacehaven To work closely with local universities and the greater Brighton business partnership	SPO (Planning and Business Dev.) Marketing Assistant Civic and Marketing Officer Bus Dev & E Comms	Plan to be prepared identifying groups and Setting programme of contact dates and methods	Working closely with chamber including Town clerk doing presentation at recent meeting.	April 2021	
Community Energy Scheme	Senior Projects Officer	Community Energy Scheme	Senior Projects Officer	April 2021	
Assess futureproofing of infrastructure Consider devolution of car parks / parks from LDC Consider other sites for ACV status	Senior Projects Officer P&H		To be commenced	April 2021	

Agenda Items: **BPEC091**

Committee: Business Development & E-Comms

Title: **TO UPDATE ACTIVE TRAVEL AND CONSIDER PUBLIC TRANSPORT SURVEY**

Date: 31/3/2021

Report Author's: Town Clerk & Marketing Assistant

Recommended Actions

- To receive an update on current progression of Transport Survey
- To Discuss how we can move forward with improving active travel and public transport availability in Peacehaven.

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.

The Peacehaven Focus Group have also been in discussions with the SPO & Town Clerk about how badly served the community is.

Previously the SPO and Marketing Assistant created an active travel survey. The publishing of the survey was postponed due to the fear of skewed results due to covid-19.

Analysis

The Business Development committee should 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:

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

PTC TRAVEL SURVEY 2021

Note – please complete for your typical travel habits (i.e. not during lockdown)

1 Do you use public transport? (If no go to question 6)

- ☐ Bus
- ☐ Train
- ☐ Dial a ride service
- ☐ Taxi
- ☐ Other (please specify)

2 If you use the bus, for what purpose?

- ☐ work
- ☐ leisure/recreation
- ☐ social
- ☐ other purpose (please specify)

3 If you use the bus, how often?

- ☐ Everyday
- ☐ 2-3 times a week
- ☐ Monthly
- ☐ Only when I have no other option
- ☐ Other (please specify)

4 What is your most frequent destination when you take the bus?

- ☐ (Does it have to be most frequent? Could tick all that apply?)
- ☐ Brighton City Centre
- ☐ Brighton (change for another onward journey)
- ☐ Brighton Rail Station
- ☐ Telscombe
- ☐ Saltdean
- ☐ Rottingdean
- ☐ Kemptown
- ☐ Seaford
- ☐ Eastbourne
- ☐ Newhaven (change for another onward journey)
- ☐ Newhaven Town Centre
- ☐ Newhaven Rail Station
- ☐ Other (please specify below)
- ☐ Please state the ROUTE NUMBER

5 How easy is it to use the bus in Peacehaven

- ☐ Very easy
- ☐ Easy
- ☐ Somewhat easy
- ☐ Neither easy nor difficult
- ☐ Somewhat difficult
- ☐ Difficult
- ☐ Very difficult

6 If you do not use public transportation, why not?

- ☐ I prefer to drive my own vehicle
- ☐ There are no bus/train stations near to where I live or work
- ☐ There is no bus/train going to the destination I need to visit
- ☐ It is too expensive
- ☐ Transportation provider does not run on time
- ☐ Does not run on the dates and times that I need
- ☐ Public transport is not accessible enough for me
- ☐ Other (please specify)

7 How easy is it to travel locally by foot / cycle?

- ☐ Very easy
- ☐ Easy
- ☐ Somewhat easy
- ☐ Neither easy nor difficult
- ☐ Somewhat difficult
- ☐ Difficult
- ☐ Very difficult
- ☐ I do not walk / cycle

Please leave additional comments in the box below:

8 What changes or improvements would encourage you to choose public transport or walking and cycling? (Tick all that apply)

- ☐ Improved cycle routes
- ☐ Direct pedestrian routes
- ☐ Quiet pedestrian routes
- ☐ Direct cycle routes
- ☐ Quiet/segregated cycle routes
- ☐ Improvements to bus service times
- ☐ Improvements to bus stops
- ☐ Improvements to bus routes
- ☐ Improved accessibility on buses
- ☐ Cheaper / subsidised bus services
- ☐ Improved cycle storage at home
- ☐ Improved cycle storage at destination
- ☐ Walking buddy schemes
- ☐ Changing facilities at destination (showers/lockers)
- ☐ Other (please specify)

9 Where do you live?

- ☐ North Peacehaven
- ☐ West Peacehaven
- ☐ East Peacehaven
- ☐ Meridian Area
- ☐ Telscombe Cliffs

Please state your postcode:

10 How old are you?

- ☐ Under 18
- ☐ 18-24
- ☐ 25-34
- ☐ 35-44
- ☐ 45-54
- ☐ 55-64
- ☐ 65+

Agenda Items: **BPEC092**

Committee: Business Development & E-Comms

Title: **TO CONSIDER THE BUSINESS SURVEY**

Date: 31/3/2021

Report Author's: Town Clerk & Marketing Assistant

Recommended Actions

To agree for the survey to be published and sent out to our mailing list

Introduction

At the last committee meeting Cllr Symonds suggested that the Town Council should send the business survey to all of the businesses on the Marketing Assistants Data Base.

The Senior Projects officer agreed that the Town Council should go ahead with creating a business survey.

Background

The Marketing Assistant and SPO have created a suitable Business survey which is ready to publish with input from Councillors Lucy Symonds and Cathy Gallagher.

Implications

<u>Financial</u>	No direct financial implications
<u>Legal</u>	No direct legal impacts
<u>Environmental and sustainability</u>	No direct environmental impacts
<u>Crime and disorder</u>	N/A

Business Survey PTC

1. How would you describe your business?

- ☐ Small (Under 5 employees)
- ☐ Medium (5-10 employees)
- ☐ Large (More than 10 employees)

2. What type of business do you run?

- ☐ Service
- ☐ Manufacturing
- ☐ Retail
- ☐ Craft
- ☐ IT/Design/Graphics/Printing
- ☐ Other- Please describe your business in the box below

3. What type of premises does your business currently occupy?

- ☐ Office
- ☐ Home
- ☐ Shop/Retail Space
- ☐ Café/Restaurant/Pub
- ☐ Yard/Open Storage
- ☐ Industrial Warehouse
- ☐ Industrial Workshop

4. How would you best describe your current business premises?

- ☐ Good Working conditions
- ☐ Reasonable/Acceptable quality
- ☐ Good IT Connections/Services
- ☐ Good Transport Connections
- ☐ In need of Improvement/Refurbishment
- ☐ Poor IT Connections/Services
- ☐ Not large enough for current operations
- ☐ Poor Transport Connections

5. What is the skill level of your employees at your business?

- ☐ Skilled Professionals
- ☐ Highly Skilled Specialists
- ☐ Trades
- ☐ Technicians
- ☐ Low Skill
- ☐ A variety of skill levels
- ☐ Not Applicable/ No employees

6. How far do your employees travel to work?

- ☐ Up to 3 miles
- ☐ 10 – 15 miles
- ☐ Further than 15 miles
- ☐ Not applicable / no employees

7. Do you offer apprenticeships?

- ☐ Yes
- ☐ No

8. Do you offer Work Experience?

- ☐ Yes
- ☐ No

9. Are there things that could be provided in the local area which could help improve your business environment (please tick 3)

- ☐ More Banks or Financial Services
- ☐ Better Parking
- ☐ Sports Facilities
- ☐ Business Support Services
- ☐ Better Internet
- ☐ Meeting Spaces
- ☐ Training Facilities

10. What support could Peacehaven Town Council offer to aid your Business?

- ☐ Networking opportunities
- ☐ Flexible/ low cost room hire
- ☐ Free internet
- ☐ Other- Please leave comments below

Agenda Item: BPEC094
Committee: Business Development & E communications
Date: 7 April 2021
Title: Peacehaven Library
Report Authors: Senior Projects Officer
Purpose of Report: To provide an update on the future of Peacehaven Library

Introduction

Further to previous reports the most recent meeting was held on 22nd March 2021.

Background

See attached meeting notes.

Analysis

Please note discussion to date, negotiations are on-going. Further updates to be provided as matters progress. Cllr White has been liaising with the DWP. Cllr Goble will be putting a motion to Full Council for re-naming to "Peacehaven and Telscombe Library".

Conclusions / Recommendations

The SPO has asked to be involved in meetings between HDD and ESCC as we are receiving mixed messages on what is being asked for and what may or may not have been agreed.

Implications

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

<u>Financial</u>	<ul style="list-style-type: none">• Developer negotiations with HDD
<u>Legal</u>	<ul style="list-style-type: none">• UK Planning Law• Council Powers/Duties• Lease/landlord responsibilities of ESCC
<u>Health & Safety</u>	<ul style="list-style-type: none">• Importance of Library to Town, health and well-being, opportunities, supporting services
<u>Planning</u>	<ul style="list-style-type: none">• LDC pre-application advice, policy and permission• Contingency for Library service during any build out
<u>Environmental and sustainability</u>	<ul style="list-style-type: none">• Sustainable accessibility to local services
<u>Crime and disorder</u>	<ul style="list-style-type: none">• Potential CCTV requirements of new building
<u>Social value</u>	<ul style="list-style-type: none">• Potential for charities/voluntary organisations• Support for those in need• Links with youth services, DWP• Community benefits
<u>Climate</u>	<ul style="list-style-type: none">• Carbon footprint of new building

Appendices/Background papers

ESCC Meeting Notes of 22/3/21

Peacehaven Library

ESCC MEETING 22nd March 2021 Notes

Attendees

Natalie Anderson - Head of Customer, Library and Registration Services
Rhona Drever - Project Delivery Manager: Library and Information Service
Alan Goble – PTC Councillor
Ron White – PTC Councillor
Laurence O'Connor – TTC and LDC Councillor
Michelle Edser – PTC Planning and Business Development

Introduction

PTC grateful for information and time today, thank you.

We need help answering some questions, points us in the right direction. We are looking at preparing a report. Is this a good idea? Who should it go to?

We want to promote the cause and secure the best for PTC/TTC

Is a smaller Library going to work? Need to work with yourselves. Not sure of details for PTC/TTC service, what is it going to look like and involve? How much resource will be available to us? Concern that a future building may be around ¼ of the size of the existing facility. High area of need, Library is hugely important and critical to these Towns.

Two scenarios for Library – with and without development.

Update on ESCC position – what is the current offer?

Discussions with Peter Smith ESCC Assets and Property Surveyor – has not come back to Michelle with any response / update on negotiations with HDD though HDD say agreement has been reached.

Strategy update from Rhona

Currently refreshing all evidence, there are several technical appendices. Covers 5 years 2018-23. Research and information team, undertaking this work. Look at strategy, what is still relevant going forward / does it need to change?

County wide service but delivery points are local, in addition to on-line. Changing evidence all the time. Increased need in certain areas such as unemployment. Piece of work due to be completed by Autumn 2021. How can PTC / TTC feed into this? District level is not felt to reflect the local needs in PT and TT, issues may be lost. Super Output Area's discussed, have used this data elsewhere. Can pick up "pockets" of need.

Indices of multiple deprivation used (goes to post-code level of detail), School sizes not included. Same evidence as before – population, demographics, unemployment, attainment etc.

Strategy key themes:

- Child and adult literacy
- Health and well being
- Increased digital inclusion
- Culture

Organise resources, stock bought County wide. Moved around based on need.

Librarian teams very outreach based. Work county wide, work with Children's Centres, DWP. Network of buildings is only part of the service.

Current operation will continue during pandemic, this has worked well. Pleased with service "select and collect", PC usage offered for "essential use". Covid secure.

"Roadmap" waiting for detailed guidance and regulations for coming out of lockdown and what it means beyond 12/4/21. Allow people back in for browsing? Work within the guidelines. Libraries have been exceptional in maintaining service in East Sussex. Wish to maximise service delivery and get back to where they were, evolving. Service commitment is there. Access across the network, free of charge. Good offer compared to national. People are going in. IT access is being offered. Staff very enthusiastic.

HDD – There is a commitment to retain the Library in Peacehaven, discussions are on-going with HDD. There is no commitment to size at present.

Answers to our previous questions? (anything that is felt to be outstanding?)

Questioned - What is the likely size and service within? Property team researching options elsewhere. Permanent size ballpark? Why can't we be told of the negotiations? More transparency, negotiations, story changing....

What is the current thinking about size and services? PTC/TTC 800-1000sq m at present. Local interest and concern on potential reduction to ¼ of the size. Already agreed figure 150sq m? Rhona will review historic note on this and come back.

What is the Capital and Budget running cost? Still not answered.

Temporary provision – looking at options.

PCS – have not responded to "need for space" offered by ESCC's Library Service.

Feedback from AECOM Masterplan in respect of Community Uses / Library

77 respondents wanted the community centre library retained or enhanced

What type of activities or facilities would you like to see provided for young people in the centre of Peacehaven? Library 3%

HDD also going out to consultation and we will review their feedback

Arts courses, "hub", "community", "please keep the Library" all mentioned. ME will provide this evidence to ESCC (post meeting note – survey summary pdf sent by email).

Update on discussions with DWP / PTC

DWP and Sussex College – possibly an option? Post lockdown. Cllr White please pass ESCC details on.

What can we do to further the cause? Based upon your advice? Strategy does not have much detail on Peacehaven, many residents feel ESCC has forgotten them.

Actions / Next Steps

- What was operating – pre pandemic, 1 hour computer buddying per week. Aim is for equitable position. Peacehaven needs more of a statutory service. We need volunteers – can we help advertise?
- Keep up to date with HDD information and proposals
- Reports – ESCC will find out, how best to deliver and to whom?

Date of next meeting

TBA in May 2021

Agenda Item: BPEC095
Committee: Business Development & E communications
Date: 7 April 2021
Title: TO CONSIDER NEW INCOME STREAMS FOR THE COUNCIL
Report Authors: Marketing Assistant

Introduction

As a local authority we have a need to generate income to help us meet the needs of the people we serve in Peacehaven and to enable us to have considerable scope to do so. It is important that we identify and seek out appropriate income generation opportunities.

Background

The Marketing Assistant has worked on a new advertising package to hopefully generate some extra income for the Town Council whilst fulfilling the needs of many businesses who are desperate to advertise in the Town.

Conclusions / Recommendations

- To note new advertising package
- To discuss future possible income projects

Implications

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

<u>Financial</u>	<ul style="list-style-type: none">• Income Generation• Financial Risk
<u>Legal</u>	<ul style="list-style-type: none">• Must follow UK Law
<u>Health & Safety</u>	<ul style="list-style-type: none">• Have to follow strict regulations
<u>Planning</u>	<ul style="list-style-type: none">• Some Income opportunities may require planning permission
<u>Environmental and sustainability</u>	<ul style="list-style-type: none">• Sustainable accessibility to local services
<u>Crime and disorder</u>	<ul style="list-style-type: none">• n/a
<u>Social value</u>	<ul style="list-style-type: none">• Could Provide work opportunities for local people and businesses opportunities for local businesses respectively. Increasing opportunity and social value in the town.
<u>Climate</u>	<ul style="list-style-type: none">• n/a

Appendices/Background papers

Advertising Package



PEACEHAVEN TOWN COUNCIL

Advertising In Peacehaven

ADVERTISING PACKAGE 2021 / 2022 | MATT GUNN



Contents

Introduction	3
E-News	4
The Dell Banner Board	5
A1 Poster Boards	6
Planters	7
Our Clients	8
For more information	9



PEACEHAVEN TOWN COUNCIL

ADVERTISING PACKAGE 2021 / 2022 | MATT GUNN

Introduction

Are you looking for ways to advertise in Peacehaven?

We offer highly effective and competitively priced outdoor, printed and online advertising that can help you reach thousands of people across the Town and beyond. Peacehaven Town Council's Communications team is here to help you reach your audience.

We are committed to delivering excellent customer service, advice and expertise to help you achieve success. We will work with you to understand your objectives and devise a comprehensive advertising plan to help deliver your goals at the best possible value for money.





PEACEHAVEN TOWN COUNCIL

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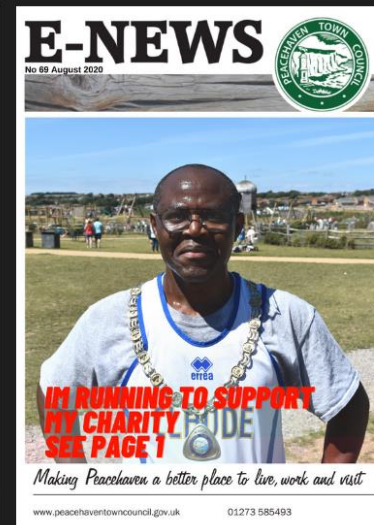
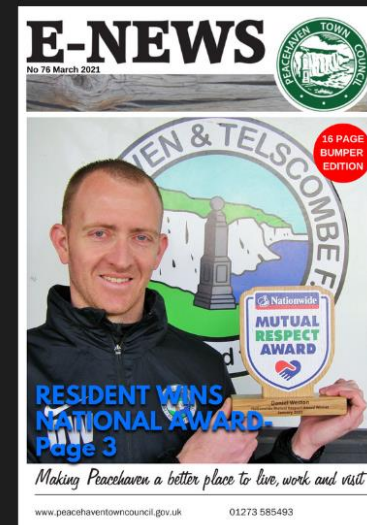
The E-News Magazine

An essential read for all Town residents the magazine features a range of local news, information on services and updates from various community groups.

The E-News is a monthly magazine which is circulated to a mailing list of over 1000+ Peacehaven Based readers.

Features:

- Effective, widespread circulation
- Dynamic, reader friendly publication
- Option to include your own inserts and or Adverts





PEACEHAVEN TOWN COUNCIL

ADVERTISING PACKAGE 2021 / 2022 | MATT GUNN

The Dell Banner Board

Banner Board advertising makes an instant impression, getting your message across in seconds.

Our Banner Board is based on the busy A259 Roundabout, the most prime location in Peacehaven.

The Banner Board enables advertisers, in our town, large or small to reach huge audiences every day.





PEACEHAVEN TOWN COUNCIL

ADVERTISING PACKAGE 2021 / 2022 | MATT GUNN

A1 Poster Boards

**Low cost, large poster boards with 24 hours a day coverage on the busy A259.
Only we can offer this location
Book early to avoid disappointment**

Details:

Full colour; flexible content including logos, contact details and images.

- **Installation is included in the fee.**
- **On display one week from receipt of poster**
- **Your advert will be the only advert on that site**





Planters

The Town Council have introduced a planter bed sponsorship scheme specifically to improve the visual appearance along the A259 South Coast Road and have identified 24 potential and licensed locations for these planters.

We have 3 planter bed sizes and the inclusive costs* and annual maintenance costs are detailed below:-

Size	Initial Cost	Ongoing Cost
8' x 4'	792	110
4' x 4'	564	90
4' x 2'	468	70



*Total cost is inclusive of build, installation, filling and planting and the provision of 2 signs promoting the name and contact details of the sponsor.

** This does not include the provision of any new plants—which will be charged at cost.



PEACEHAVEN TOWN COUNCIL

ADVERTISING PACKAGE 2021 / 2022 | MATT GUNN

Our Clients





PEACEHAVEN TOWN COUNCIL

ADVERTISING PACKAGE 2021 / 2022 | MATT GUNN

For More Information & Prices

For further Information on any of the advertising opportunities found in this programme, or if you have any questions, please contact:

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01273 585493
Marketingassistant@peacehaventowncouncil.gov.uk
www.PeacehavenTowncouncil.gov.uk/advertise