**Minutes of the meeting of the Business Development & E-communications Committee, held virtually via ZOOM, at 7.30pm on Wednesday 7th April 2021.**

**Present** –Cllr Alan Milliner (Chair), Cllr Catherine Gallagher (Vice-Chair) Cllr Wendy Veck,

Cllr Ron White, Cllr Isobel Sharkey, Cllr Symonds, Cllr Gloria Hill, Cllr Alan Goble (substitute)

**Officers;** Matt Gunn-Marketing & Communications Assistant; Michelle Edser- Senior Projects Officer

**1 BPEC085 TO CONSIDER APOLOGIES FOR ABSENCE**

Apologies from Cllr Collier- Alan Goble Substituted

**2 BPEC086 TO RECEIVE DECLARATIONS OF INTEREST FROM COMMITTEE MEMBERS**

No declarations

**3 BPEC087 TO APPROVE AND SIGN THE MINUTES OF THE MEETING HELD ON TUESDAY 16th February 2020**

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

Cllr Gallagher Proposed

Cllr White Seconded

All in favour

**4 BPEC088 PUBLIC QUESTION TIME**

No public questions

**5 BPEC089 TO REVIEW AND AGREE THE COMMITEES TERMS OF REFERENCE**

Cllr Gallagher introduced this item to the committee and spoke at length about how the committee has progressed since its formation and how it is important that the terms of reference reflects the work the committee is currently undertaking.

It was agreed to accept the new terms of reference for this committee.

Cllr Gallagher Proposed

Cllr Sharkey Seconded

All in favour

**6 BPEC090 TO CONSIDER PROJECTS FOR INCLUSION IN THE INTERNAL BUSINESS PLAN 2021/22**

Cllr Gallagher introduced this item and gave an update on how the document has progressed over the last year, with many tasks being started and some needing more attention.

Cllr Sharkey stated that she would like community wellbeing added to a new “people” section of the business plan.

The Committee had a lengthy discussion about how the current internal Business plan has worked over the last year and how it could be improved.

Cllr White suggested that we need a more focused approach, and the committee should focus on fewer projects at a time but ensure they reach completion.

Cllr Symonds suggested that it may be clearer to colour the whole row in red, amber or green rather than just the box for clarity purposes, which is also a more efficient layout.

Cllr Veck said that each committee should be given deadlines for each task to make sure they keep making progress and complete the tasks.

The SPO explained that the Business Plan is now on every Committee Agenda and the item has been introduced in full to all Committees with a list of their responsibilities and tasks. The drive and number of actions being undertaken to move matters forward has been mixed so some further guidance and chasing up would be a good idea if we have the resources to do it. Perhaps getting items into actions plans to ensure they are worked on was also discussed. It was agreed that tasks need prioritising with deadlines for reporting back.

The committee agreed that adding new tasks should not be the immediate focus, but rather developing and completing the tasks already listed.

The Marketing Assistant, Cllr Gallagher and SPO will take these comments on board and develop the next version of the plan.

**7 BPEC091 TO UPDATE ACTIVE TRAVEL AND CONSIDER PUBLIC THE TRANSPORT SURVEY**

The SPO introduced this item.

Cllr Symonds suggested that we should offer paper copies to residents or have someone stand outside the co-op in the Meridian Centre asking people to complete the transport survey.

Cllr Sharkey suggested that paper copies of the survey could be left outside community house and possibly in the doctor’s surgery.

Cllr Gallagher suggested that we could have the survey printed in the Peacehaven Directory.

It was agreed to accept the ten-question survey to publish as soon as possible.

It was agreed that we need to set up a meeting with Brighton and Hove Buses to discuss the challenges we are facing and also engage with our MP Lloyd Russel Moyle for support in this matter.

Cllr Gallagher proposed

Cllr Hill Seconded

All in favour

**8 BPEC092 TO CONSIDER THE BUSINESS SURVEY**

The Marketing Assistant introduced this item.

Cllr Symonds stated that we should offer an incentive to businesses who complete the survey such as free advertising space in the E-news or something similar.

Cllr Veck proposed that we go ahead and buy the full ‘survey monkey’ account and the Marketing Assistant and SPO set up the survey and send out to councillors to confirm they are happy via email.

Cllr Symonds seconded

All in favour

**9 BPEC093 TO UPDATE ON COMMUNITY WEALTH BUILDING IN PEACEHAVEN**

Cllr White gave an update on how the community wealth building project worked in Preston and how they managed to revert spending back into their local economy, with expenditure spending locally increasing from 4% to 40% in one year.

Cllr White suggested that we should look at what percentage of our current expenditure and procurement is going to local businesses and what we can do to better support community wealth.

**10 BPEC094 TO RECEIVE AN UPDATE ON THE FUTURE OF THE PEACEHAVEN LIBRARY**

The SPO introduced this item and informed the committee that herself, Cllr White & Cllr Milliner have been in negotiations with ESCC to maintain and improve library facilities at present, throughout any building work and within a new building. Library Services at ESCC have been helpful and seem to share our vision. Property Services are more difficult to engage with and they will determine the size of the new building as the lease will be paid by ESCC. The SPO confirmed that she will be continuing to lobby ESCC regarding the scale of the proposed library for the new Meridian Centre to ensure we have a facility fit for the future which will deliver a good service and opportunities for additional services to benefit the residents of Peacehaven and Telscombe.

The SPO noted that a paper will be going to Full Council from Cllr Goble requesting a name-change of the Library.

**11 BPEC095 TO CONSIDER NEW INCOME STREAMS FOR THE COUNCIL-**

1. **TO NOTE NEW ADVERTISING PACKAGE**

The Marketing Assistant talked the committee through the new advertising package that he has created which will hopefully generate some extra income for the Town Council whilst fulfilling the needs of many businesses who are desperate to advertise in the Town.

Cllr Gallagher felt that we should re-consider looking into creating a printed copy of the council E-News magazine.

Cllr Veck suggested that we should produce a points of interest map with sponsorship boxes around the outside to cover the cost of producing the maps. The maps could then be given out in the information office and given to estate agents to give out to new residents.

Cllr Veck also suggested that we could create a sponsor a bin programme to fund more bins in the town to tackle the ongoing little problem.

Cllr Symonds firstly outlined an idea to create a memorial wall or floor in the new Meridian Centre so individuals could purchase a plaque for a special occasion, to remember a loved one etc.

Cllr Symonds then stated that we should look into reusing the TV Screen in the foyer of Community House for advertising, (when we re-open to the public). The SPO confirmed this could be part of a future upgrade of Community House, paid for by developers of the Meridian site.

Cllr Symonds also suggested that allocating spaces in our bus stops for advertising space may be a good idea.

The SPO suggested that we need to promote ourselves better and communicate the good work we are undertaking.

**12 BPEC096 TO CONFIRM DATE OF THE NEXT MEETING**

The date of the next meeting is Wednesday 19th May 2021.

***\*The meeting ended at 21:32\****