

**Agenda Item:** BPEC112  
**Committee:** Business Development and Communications Committee  
**Date:** 22nd September 2021  
**Title:** Internal Business Plan 2021/21  
**Report Authors:** Cllr Cathy Gallagher  
**Purpose of Report:** To review and approve of the Internal Business Plan 2020-2021

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### **Introduction**

Significant consultation has been undertaken of all Councillors and Staff over the past few months. The structure and content has been reviewed not only at this Committee but also at Leisure Amenities and Environment (twice) Personnel, Policy and Finance and Full Council.

### **Background**

All the comments and concerns have been noted and taken into consideration in compiling the document attached.

The Introduction contains a guide to the layers of plans which are found in Peacehaven Town Council.

### **Analysis**

By adopting 12-month Internal Business Plan priorities and the use of resources both Human Resources and Financial Resources can be directed to complete a common vision and objective.

There will always be extra matters which arise which will require attention and resources but results and achievements can be monitored through the IBP.

Significant progress was demonstrated as being achieved in the review of the 2020/21 IBP, the first produced by Peacehaven Town Council since 2016.

The IBP plan is easy to follow with status monitored by use of a traffic light system:

**GREEN - ACHIEVED**

**AMBER - ON-GOING**

**RED - NOT YET STARTED**

### **Conclusions**

1. Councillors and Staff are asked to familiarise themselves with the plan.
2. The IBP will be a regular item on appropriate Council Agenda's.
3. Adjustments can be fed back at any time with review in 6 months after adoption.
4. The need to move to data collection to ensure particularly where Staff Appraisals are involved  
Is recognised and will be progressed.

### **Recommendation**

This Committee approves the 2021/21 Internal Business Plan Document to be submitted to Council for adoption.

**Implications**

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

<b><u>Financial</u></b>	<ul style="list-style-type: none"> <li>• Due diligence and financial management</li> </ul>
<b><u>Legal</u></b>	<ul style="list-style-type: none"> <li>• UK Financial and Planning Laws</li> <li>• Council Powers/Duties</li> <li>• Lease/landlord/landowner responsibilities</li> </ul>
<b><u>Health &amp; Safety</u></b>	<ul style="list-style-type: none"> <li>• Safer Roads</li> </ul>
<b><u>Planning</u></b>	<ul style="list-style-type: none"> <li>• Planning Act 1990, current local / national policy</li> </ul>
<b><u>Environmental and sustainability</u></b>	<ul style="list-style-type: none"> <li>• Sustainable accessibility to local services</li> </ul>
<b><u>Crime and disorder</u></b>	<ul style="list-style-type: none"> <li>• CCTV</li> </ul>
<b><u>Social value</u></b>	<ul style="list-style-type: none"> <li>• Potential for charities/voluntary organisations</li> <li>• Support for those in need</li> <li>• Links with youth services, DWP</li> <li>• Inclusivity</li> <li>• Community benefits</li> </ul>
<b><u>Climate</u></b>	<ul style="list-style-type: none"> <li>• Carbon footprint of utilisation and creation of any new buildings</li> </ul>

**Appendices/Background papers**

**INTERNAL BUSINESS PLAN 2021-22**

**DRAFT TO BE REVIEWED BY ALL INTERESTED PARTIES**

**Peacehaven Town Council**

**Internal Business Plan 2021/2022**



**Internal Plan Introduction:** *'The purpose of this Plan is to set out a clear common purpose for Officers and Councillors for 12 months'*

**PROGRESS KEY:**      **GREEN = ACHIEVED**              **AMBER = ON-GOING**              **RED = NOT YET STARTED**

**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
- People**            To encourage development and realisation of potential

## **INTRODUCTION**

Peacehaven Town Council provides a range of local services and community facilities. The population in 2021 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 by the sea and to the north by the South Downs National Park. Peacehaven is a growing town location between Newhaven (a port town with links to Europe) to the east and the City of Brighton and Hove to the west. The results of the 2021 Census are due in the spring of 2022 when up to date data will be available for the population of Peacehaven.

Since March 2020 Peacehaven Town Council has been adversely affected by the measures introduced to halt the spread of Covid 19 , a global pandemic is still having impact on health, wealth and prosperity. Despite the pandemic the core functions of the Town Council have been maintained. New homes are being built and additional residents are added to existing numbers. Approximately 400 new homes have been delivered in the last two years with a further 200 plus in the next few years. Infrastructure is strained particularly the A259 Coast Road and access to medical provision. East Sussex County Council (ESCC) are commencing a study on the A259 in Autumn 2021.

Peacehaven Town Council needs to be prepared and ready to embrace the opportunities and challenges which come with increased development and the emergence from a pandemic.

## **INTERNAL BUSINESS PLAN**

In July 2020 Peacehaven Town Council adopted an Internal Business Plan (IBP) . This IBP was the first plan to be agreed by Council for many years ,it was set initially for 12 months with quarterly reviews. The pandemic caused a disruption to the timetabling and the development of longer-term plans and a Town Plan which would include public involvement. A separate report has been produced identifying progress made on the 2020-21 plan.

The IBP is a tool to aid Peacehaven Town Council to focus and set priorities including financial ones for the next 12 months (2021-22). A robust but aspirational Internal Business Plan will enable the Council to focus on key ambitions and improvement whilst maintaining a balanced budget and increasing the General Reserves.

## **PLAN CONTEXT**

The IBP is part of a series of plans the Town Council needs to function efficiently and monitor performance and progress:

<b>The Neighbourhood Development Plan</b>	A high level vision with polices for the plan area
<b>The Internal Business Plan</b>	A strategy for the Town with a series of short, medium and long term objectives and projects to be used By Staff and Councillors. This will include a separate plan for Community House itself (to be produced).
<b>Committee and Working Party Action Plans</b>	To ensure actions on items agreed by Committees are followed up and completed
<b>Town Plan</b>	An external document for wide publication setting out Town ambitions after consultation with stakeholders.
<b>Personal Performance Plans</b>	To inform staff appraisal processes and set SMART performance goals in accordance with PTC's

## **NEIGHBOURHOOD DEVELOPMENT PLAN**

In 2013, Peacehaven and Telscombe was designated as an area for a Neighbourhood Development Plan. The Localism Act 2011 gave communities the power to influence sites for housing and commercial development within their Neighbourhoods and to also identify areas for protection. Government grants and the provision of professional technical reports have been made available to Peacehaven Town Council . The two Town councils are the Authorised Bodies to bring the Neighbourhood Development Plan forward and there is a process which needs to be followed set out by the Government. A Steering Group has been making the Plan a reality and the draft plan will be completed by early Autumn 2021 ready for public consultation and review by a Government Inspector.

## **MERIDIAN CENTRE DEVELOPMENT**

The retail 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 landowners are Co-op Properties, ESCC and Peacehaven Town Council (Community House). In May 2020, Henry Davidson Developments (HDD) were announced as the preferred developers by Co-op Properties. Throughout 2020 and 2021 Peacehaven Town Council have been in discussion with HDD, in relation to the Civic Land and Building (Community House) and the wider development of the site. The future physical presence of the Town Council and what type and configuration of Civic Building is required in the post pandemic 21<sup>st</sup> Century Peacehaven is under consideration. Peacehaven Town Council will continue to work with the Local Planning Authority (Lewes District Council), the Highway Authority (East Sussex County Council), HDD, the Co-op and all other stakeholders in order to influence the realisation of a solution for the Meridian Centre which provides the housing, retail and community facilities aspired to by residents, businesses and visitors.

## **TOURISM AND EMPLOYMENT**

Changing Peacehaven from a drive through Town on the South Coast Road (A259) to a destination for tourism, retail and leisure will boost the local economy and provide employment opportunities. Peacehaven Town Council aims to improve local amenity facilities to capitalise on natural assets such as access to the South Downs National Park, our Site of Special Scientific Interest (SSSI) Cliffs, the Marine Conservation Zone and UNESCO Designated Biosphere. Peacehaven has a stunning coastline, rolling countryside and nearby links to Europe. Lewes District Council has responsibility for tourism and culture for the District and Peacehaven Town Council will increase contact to ensure that the unique features of Peacehaven are highlighted.

## **PEACEHAVEN TOWN COUNCIL ANNUAL REPORT**

Our annual report was produced in May 2021 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.

### **BACKGROUND INFORMATION**

Lewes District Council is the Planning Authority for the Town, including policies for the built environment, housing, recreation facilities and protecting local green spaces and the 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.

Projects are identified below in accordance with our Business Plan key strands and objectives

### **GLOSSARY OF TERMS**

#### **Committees**

P&F	Policy & Finance
LA&E	Leisure, Amenity and Environment
P&H	Planning and Highways
BD&Comms	Business Development & Communications
C&CE	Civic & Community Events
PERS	Personnel
PTNPSG	Peacehaven and Telscombe Neighbourhood Development Plan Steering Group

#### **Officers**

TC	Town Clerk	AO	Administrative Officer
SPO	Senior Project Officer	RFO/FO	Responsible Financial Officer / Financial Officer
CCE	Civic & Community Events Officer	CO	Communications Officer
SC	Senior Caretaker	PO	Parks Officer

## FINANCIAL: To establish Financial Stability

Project	Responsibility	Activity Required	Current Position	Deadline	Objective Achieved
<p>To ensure all Committee Chairs are provided with relevant and up to date financial reports.</p> <p>All Committees to take responsibility for the management of their budget.</p>	<p>RFO. FO</p> <p>All Committee Chairs</p> <p>P&amp;F</p>	<p>Continue to include as Agenda item for Committees to discuss Quarterly monitoring</p>	<p>Reports included on Agendas</p> <p>Committees to be more aware</p>	<p>April 22</p> <p>Next Quarterly report Sept 21</p>	
<p>To rebuild General Reserve ratio to 40% of Precept within two years.</p> <p>Increase income streams</p>	<p>RFO. FO</p> <p>P&amp;F</p> <p>Bus. Dev &amp; Comms</p>	<p>Action Plan to be prepared in include Ideas to increase financial efficiency</p>	<p>Ideas to be gathered from Committees and staff</p>	<p>April 22</p> <p>Next Quarterly Report Sept 21</p>	
<p>Reduce costs and make efficiency savings eg: parks team storage shed, bring on to PTC land</p>	<p>TC</p> <p>Parks Officer</p> <p>P&amp;F</p>	<p>Review of leases</p>	<p>Outline plans being prepared</p>	<p>Reports to Council December 2021</p>	
<p>Ensure funds are set aside for machinery and maintenance of park equipment and parks themselves (eg: S106 funds for Centenary Park are finite)</p>	<p>TC</p> <p>Parks Officer</p> <p>LAE / P&amp;F</p>	<p>Audit of current status and update requirements</p>	<p>Forward estimates needed</p>	<p>March 2022</p>	



<p>Monitor and allocate Section 106 and PTC CIL</p> <p>Prepare Project bids for LDC CIL 2021-22 (New bids)</p>	<p>SPO. FO</p> <p>Bus Dev &amp; Comms P&amp;F</p>	<p>Project Action Plan/Timetetable to be established</p> <p>Projects to be identified and prioritised</p>	<p>Historic Audit complete - keep Master Spreadsheet up to date</p> <p>CIL bids open autumn 2021</p>	<p>April 22</p> <p>6 monthly reports to Council</p>	
<p>Explore funding opportunities including grants as they occur</p> <p>Eg Welcome back fund</p> <p>Ouse Valley Cares</p> <p>Changing Places fund</p>	<p>SPO FO</p> <p>Bus Dev &amp; Comms P &amp; F</p>	<p>Establish links with LDC and ESCC to identify sources of funding</p>	<p>2 applications made</p> <p>Networking links being established by SPO</p>	<p>April 22</p> <p>6 Monthly report to Council</p>	

**ENVIRONMENT: To seek to improve Air Quality and take measures to create a “Green Town “**

Project	Responsibility	Activity Required	Current Position	Deadline	Objective Achieved
<p>Within Peacehaven Town Complete the green infrastructure plan</p> <p>(Carbon Capture to examine ways to reduce the effects of Global warming in Peacehaven To monitor and improve air quality)</p>	<p>Steering Group NDP</p> <p>SPO</p> <p>Bus. Dev &amp; Comms L.A &amp; E</p>	<p>Audit of greenspaces</p> <p>LDC Playing pitch Strategy to be incorporated</p> <p>LDC Green spaces report to be incorporated</p>	<p>Management Plan/ review commenced</p> <p>NDP Group working with Jim Boot/ Dr Berg and University of Brighton.</p> <p>Composite Action Plan required Individual Action Plans being prepared</p>	<p>Dec 21</p> <p>Reports Quarterly to PTC through NDP and L.A. &amp; E</p>	
<p>LDC recycling policies to be implemented in full. i.e. plastic, cardboard, paper, food, green waste etc</p>	<p>Parks Officer and Senior Caretaker</p> <p>Caretakers / Ground Staff</p> <p>L.A &amp; E</p>	<p>Awareness of LDC Policies</p> <p>Liaison with Neighbourhood First</p>	<p>Audit of bins started</p> <p>Type of replacement bins available TBA</p> <p>Communications to staff and public TBA</p>	<p>April 22</p> <p>Report Quarterly Sept 21</p>	

<p>To produce an Environmental Audit</p> <p>Covering Air Quality Recycling Local effects of Global warming.</p>	<p>SPO</p> <p>L.A. &amp; E</p>	<p>Working Party has been set up</p> <p>Action Plan to be established</p>	<p>Work has been undertaken; Actions need to be carried forward by Council Staff</p>	<p>Council Quarterly</p> <p>Next 2021</p>	
<p>Set up a procedure for reporting to appropriate Committee and Council Regarding Regular Health and Safety risk assessments of open spaces, public buildings and play equipment.</p>	<p>TC</p> <p>Parks Officer</p> <p>P&amp;F</p>	<p>Audit of what is currently being done, identify improvements</p>	<p>Work has been undertaken; actions need to be carried forward by Council Staff, reporting lines not yet identified</p>	<p>Dec 2021</p>	

**PLACE: To create a sustainable and visually attractive town**

Project	Responsibility	Activity Required	Current Position	Deadline	Objective Achieved
<p>To Complete the Peacehaven and Telscombe Neighbourhood Development Plan (NDP)</p> <p>To Implement the policies and proposals of the NDP in stages as being prepared and in entirety once adopted.</p>	SPO Steering Group	Draft by Sept/Oct 21	On timetable as per NDP	Report to P&H and Council (on- going)	
<p>Improving and future proofing infrastructure</p> <p>Increasing Car Parking provision and quality</p> <p>Devolution of Carparks from PTC . Piddinghoe, Steyning Roderick Ave South</p>	SPO  Bus Dev & Comms	Report to be prepared  Dec 21	Asset of Community Value status achieved (dates TBC)	April 22	

Identify car free areas eg: around schools , parks, shopping	SPO	Report to be prepared Dec 21	Not started	April 22	Red
Identify areas for potential installation of electric Charging points on PTC land	Bus Dev & Comms				
Continue to identify ways to increase the availability and usage of Sustainable Transport i.e. buses, cycles and walking	SPO	Projects started through WP	Report by Dec 21		Yellow
Cycle routes and walkways away from pollution. Resting points, public toilets	Bus Dev & Comms	Green infrastructure plan			
Increase the Installation of cycle racks.					
Increase sports and leisure facilities.  (Improve health and wellbeing/LDC playing pitch strategy)	SPO  Parks Officer  Bus Dev & Comms	Feasibility Study required	Audit started	Dec 2021	
Complete review of Public Realm (open Space , benches, planters, signs ) plan for and implement upgrades	SPO  Steering Group  Bus Dev & Comms	Welcome Back Funding secured	Action plan  Identify and consult stakeholders	Dec 2021	

<p>Identify Infrastructure projects vital for the Medium to long term future of PTC and the community</p> <p>Sustainable projects requiring capital investment to generate revenue. E.g. The Hub, Civic Centre (Community House)</p>	<p>SPO Bus Dev &amp; Comms Council</p>	<p>Workshops to seek views of all stakeholders.</p> <p>Feasibility studies</p>	<p>Outline ideas produced by HDD for Civic Centre</p> <p>CCE draft Community House Business Plan</p>	<p>Report end of Oct 2021</p> <p>On-going monthly reports</p>	
<p>Civic Centre (Community House) Business Plan</p>	<p>SPO Bus Dev &amp; Comms P&amp;F</p>	<p>Complete plan incorporating financial information and outcome from workshops</p>	<p>Outline ideas produced by HDD for Civic Centre</p> <p>CCE draft Community House Business Plan</p>	<p>Report end of Oct 2021</p> <p>On-going monthly reports</p>	
<p>Continue to develop Community Energy Scheme</p>	<p>SPO Bus Dev &amp; Comms</p>	<p>Continue to work with OVESCO</p>	<p>Consultant appointed</p> <p>Potential sites identified</p> <p>Working with OVESCO</p>	<p>Report Oct 2021</p> <p>On-going quarterly update</p>	
<p>Identify Public Art Project opportunities</p>	<p>SPO Bus Dev &amp; Comms</p>	<p>To increase artistic offer and create a distinctive character</p>	<p>Centenary Park</p> <p>Keith Pettit Sculptures</p> <p>S106, CIL</p>	<p>Report Dec 2021</p>	

Asset List Review	SPO Parks Officer Town Clerk	Ensure up to date records of all assets	Land list under review	March 2021	
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**COMMUNITY: To build an inclusive, healthy and vibrant community**

Project	Responsibility	Activity Required	Current Position	Deadline	Objective Achieved
Promote Peacehaven town- Identify unique features to promote	CMO CO BD&C	Revisit logo & brand, colours, text etc  Workshops	Work started  Linked with advertising for business	Dec 2021	
Improve communication with the wider community in Peacehaven (Various Channels- Messages to all stakeholders). Digital Audit- Breakthrough Comms- (MG) Set a Communications Budget.	CMO CO BD&C P&F	Budget to be identified to allow CO to purchase software and commission printing	Limitation on quality and quantity of communications	End Oct 2021 report to P&F  On-going	
Develop a schedule of events to include all sectors of the demographic  (Pre plan events)  Outdoor policy	CMO CO P&F	Plan to be produced  Report to Council	Plan and policy underway	End Oct 2021  Quarterly thereafter	



Establish a complaint reporting procedure to Council	Town Clerk Admin Officer Report to Council	Spreadsheet required Policy and process to be established Research other councils' best practice	No central logging No consistency reporting to Council	End Dec 201	
Ensure a Changing Places facility is delivered in the redevelopment of the Meridian Centre  Bid for Changing Places facility funding for Centenary Park	Town Clerk Parks Officer Bus Dev & Comm	Work with stakeholders and community groups	Bidding process opened Aug 2021		
Deliver a wider range of inclusive and accessible play equipment and seating across all Peacehaven parks	Town Clerk Parks Officer  LAE  P&F	Access reports to be Commissioned	Dell and Howard Park included	P&F review September 2021	
To acquire more allotment spaces	Parks Officer  LA&E	Propose possible locations.  Feasibility studies of each location including financial implications	Not started	Report to P&H Dec 2021  On-going	

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

Project	Responsibility	Activity Required	Current Position	Deadline	Objective Achieved
Review and consider the Business Facilities available within Peacehaven town identifying needs and solutions.	SPO  Bus Dev & Comms  P&F	Complete SWOT  Incorporate Uni of Brighton student reports	Business surveys complete	Report Dec 2021  Complete March 2022	
Develop a strategy for advertising and promoting Peacehaven town as a place to do Business	SPO  BD&Comms  Comms Officer	Appropriate software required	Work started To be completed and presented to Committee	Report Dec 2021  Complete March 2022	
Strengthen Relationship with Chamber of Commerce and other business networks in Peacehaven town To work closely with local universities and the greater Brighton business partnership	SPO  BD&Comms  Comms Officer	Contacts to be strengthened to identify income and benefits	Start made post Covid 19  Links to be improved	Report Dec 2021  Complete March 2022	

**PEOPLE:** To encourage development and realisation of potential

Project	Responsibility	Activity Required	Current Position	Deadline	Objective Achieved
To ensure all policies and procedures are reviewed on a regular basis and reflect current employment legislation	PERS	See detailed programme on Personnel Cttee action plan	On-hold due to Covid 19 Restart	December 2021	
To ensure staffing structure, roles and job descriptions meet the needs of the Town Council	PERS	Review annually Review contracts Job descriptions	Working Party formed TC Cllrs Seabrook & Gallagher	2/3 complete, remainder by December 2021	
To ensure all staff are trained to meet the needs of the job	PERS	Training plan to be devised. See Personnel Cttee action plan	Ground Staff training started	December 2021	
To ensure that councillors are offered training opportunities	PERS	Training opportunities to be passed on to Cllrs	Some courses have been offered	On-going	
To ensure a procedure is in place for the timing and content of Staff Appraisals	PERS	Reviewed process Report to Cttee	Appraisals carried out. SMART goals to be included	December 2021	

To ensure that development plans and attainment goals are in place for all Staff	PERS	As part of interim appraisal procedure	To be reviewed and report to Cttee	Dec 2021	
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**Agenda Item:** BPEC113  
**Committee:** Business Development and Communications  
**Date:** 22<sup>nd</sup> September 2021  
**Title:** Progressing the “Welcome Back” Project  
**Report Authors:** Cllr Cathy Gallagher  
**Purpose of Report:** To discuss carrying forward the “Welcome Back “project

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### **Introduction**

At the 25<sup>th</sup> August 2021 meeting of this Committee the Senior Project Officer presented a report Agenda item BPEC105. That report sets out in some detail all of the information need to successful operate within the conditions of the Welcome Back Fund”

The Officer masterminding this project for Lewes District Council is Lisa Rawlinson, Strategy and Partnership Lead (Growth & Prosperity).

Peacehaven Town Council have been allocated £11,250. The Bid generated by the SPO, Cllr Cathy Gallagher and the NDP Consultants met the eligible criteria and the list of items submitted was suitable.

There are specific requirements re branding, media contacts and procurement which need to be complied with.

Funds to be used by March 2022, no charges to be made to public, temporary signage etc., not as part of Council budgets

### **Background**

The “Welcome Back Fund” has come from the measures taken by the UK Government and the European Union to aid economic and social recovery after Covid 19 recovery.

£50 Million was announced in May 2020 to prepare for the safe re-opening of high streets and retail spaces.

This was extended in the summer of 2021 to include smaller shopping areas and tourist recovery.

To quote Lisa Rawlinson “any activity needs to be linked to an action plan or an agreed strategy and needs to be in response to the Covid-19 situation”

### **Analysis**

The Bid contained the following

An event/consultant	£1000
Purchase of Marque/s	£2000
Exhibition stands	£750
Marshalls	£500
Purchase flexible chairs/tables	£2000
Hire of storage container	£ 400
Signage access to greenspaces etc.	£1500

Benches for cliff tops £2000

Planters etc. £600

Planned events include working with Local business and Chamber of Commerce, aiding regeneration.

### **Conclusions**

Those present at the August meeting of this Committee pledge support to making this project a success and were agreed that it would facilitate the opening up of Peacehaven.

A Working Party would need to be formed and the Chamber of Commerce approached for partnership working.

A verbal report will be given of approach to Chamber of Commerce to this Committee.

### **Recommendations**

Further ideas and plans be formulated to take this project to Council.

### **Implications**

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

<b><u>Financial</u></b>	<ul style="list-style-type: none"><li>• Due diligence and financial management</li></ul>
<b><u>Legal</u></b>	<ul style="list-style-type: none"><li>• UK Financial and Planning Laws</li><li>• Council Powers/Duties</li><li>• Terms and Conditions of Welcome Back Fund</li></ul>
<b><u>Health &amp; Safety</u></b>	<ul style="list-style-type: none"><li>• Any events or equipment purchase will need to be in accordance with relevant H&amp;S laws</li></ul>
<b><u>Planning</u></b>	
<b><u>Environmental and sustainability</u></b>	<ul style="list-style-type: none"><li>• No damage to environment, encourage local retail and leisure</li></ul>
<b><u>Crime and disorder</u></b>	Marshalls employed as appropriate
<b><u>Social value</u></b>	<ul style="list-style-type: none"><li>• Potential for charities/voluntary organisations</li><li>• Support for those in need</li><li>• Links with youth</li><li>• Inclusivity</li><li>• Community benefits</li><li>• Free events</li></ul>
<b><u>Climate</u></b>	<ul style="list-style-type: none"><li>• Carbon footprint awareness.</li></ul>

### **Appendices/Background papers**

**REVIEW OF INTERNAL BUSINESS PLAN 2020-21**

**Agenda Item:** BPEC114  
**Committee:** Business Development and Communications  
**Date:** 22<sup>nd</sup> September 2021  
**Title:** Active Travel- particularly buses  
**Report Authors:** Cllr Cathy Gallagher  
**Purpose of Report:** To review recent survey responses and decide next steps

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### **Introduction**

Peacehaven Town Council and East Sussex County Council have conducted recent surveys covering Bus usage and experience. The ESCC survey which is now closed was titled Bus Service Improvement Plan Survey.

The purpose of the Peacehaven Town Council survey was to highlight the problems experienced by residents in North and East Peacehaven who are not served by any buses.

Those in West and Central and some parts of North Peacehaven use the 14 service which is limited and only travels west to Brighton.

### **Background**

The purpose of the ESCC survey is to gather information to enable a bid to be put in to UK Government fund of £200 million to transform bus services. The Government has set a Climate Change ambition of reducing emissions by 78% by 2035.

Improving use of bus services which will be low or zero carbon is one means to reduce emissions resulting in improved air quality and wellbeing.

### **Analysis**

At the last meeting of this Committee we discussed in details the results of the PTC Survey particularly the comments relating to the 14 service.

The SPO sent the survey with covering comment to Senior Management members of Lewes District Planning, Brighton and Hove Bus Company, Brighton and Hove City Council and East Sussex County Council.

A response was received from Patrick Warner, Head of Innovation and Strategy, thanking the SPO for the information and commenting that he would factor it in when dealing with Peacehaven.

Pre-pandemic lockdown in March 2021, a meeting had taken place with CEO of Brighton & Hove Bus Co. and Cllr Cathy Gallagher, a commitment had been made to visit Peacehaven to talk directly with representatives of the Council. This meeting has not taken place to date.

There is some urgency in pushing this forward quickly as part of the S106 Agreement for Lower Hoddern Farm application LW/17/0226 was £750,000 to improve the 14 service to Newhaven and the 12X.

Improving the 12X will have little or no benefit to the residents in the far reaches of Peacehaven

## **Conclusions**

The draft Neighbourhood Development Plan is based on creating 20 minute neighbourhoods which allows services to be within an area which can be easily reached by active transport including buses.

Internal hopper or link services are needed to enable private cars to be given up and reduce the congestion on the A259.

## **Recommendations**

To approach Brighton & Hove Buses to arrange a meeting ASAP to discuss the needs of Peacehaven

## **Implications**

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

<b><u>Financial</u></b>	No financial commitments
<b><u>Legal</u></b>	<ul style="list-style-type: none"><li>• UK Financial and Planning Laws</li><li>• Council Powers/Duties</li></ul>
<b><u>Health &amp; Safety</u></b>	<ul style="list-style-type: none"><li>• Safer Roads</li></ul>
<b><u>Planning</u></b>	
<b><u>Environmental and sustainability</u></b>	<ul style="list-style-type: none"><li>• Sustainable accessibility to local services</li><li>• Towards PTC net Zero by 2030</li></ul>
<b><u>Crime and disorder</u></b>	Safer and more accessible travel for all
<b><u>Social value</u></b>	<ul style="list-style-type: none"><li>• Inclusivity</li><li>• Community benefits</li></ul>
<b><u>Climate</u></b>	<ul style="list-style-type: none"><li>• Carbon emissions reduced on A259 and interior roads</li></ul>

## **Appendices/Background papers**

**Movement Chapter Draft Neighbourhood Development Plan**

**PTC Active Travel Survey.**



**Agenda Item:** BPEC115  
**Committee:** Business Development and Communications  
**Date:** 22<sup>nd</sup> September 2021  
**Title:** Communications Update  
**Report Authors:** Cllr Cathy Gallagher  
**Purpose of Report:** To Review Current Communications

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### **Introduction**

In the last year a particular focus has been on improving council communications both digitally and physically.

### **Background**

Due to Covid-19 a large amount of work has been put in to improving our digital comms mostly to keep residents informed during the pandemic to re-assure them that the council are still active.

In the last 12 months a complete content calendar was produced. Posts were scripted and scheduled in advanced.

### **Analysis**

In the last 12 months our digital following has significantly increased and our engagement with our audience is very good in comparison to other local councils:

Instagram Following- 87% Increase

Email Subscriber Count- 32.549% increase

Facebook Following- 29.83% increase

Twitter Following- 15.3% increase

Posts that include pictures or videos and people have better engagement- FACT!

Videos and photos of Councillors and officers making improvement to the Town are essential- PEOPLE WANT TO SEE GOOD THINGS HAPPENING IN THE TOWN

### **Conclusions**

The Digital side of the Councils communications have greatly improved over the last 12 months.

Non digital communications could be improved easily but require sufficient funding.

## **Recommendations**

Social media should be used as frequently as possible as it is the cheapest and quickest way to reach a large audience.

The Email Marketing List should also be used more frequently and not just for the E-News. You have over 1000 resident emails on the mailing list that's almost 6% of all residents in Peacehaven.

Create a budget for printed collateral and printed newsletters.

