



# Battle Town Council



**MINUTES of the EXTERNAL RELATIONS AND TOWN DEVELOPMENT COMMITTEE held on TUESDAY, 2 JUNE 2015 at The Almonry, High Street, Battle at 7.30pm**

**Present: Cllrs S Pry (Chairman), G Favell, D Furness, M Kiloh, J Lay and A Ratcliffe**  
**In attendance: Lesley Samms, Andy Beams (Town Clerk)**

**1. Apologies for absence** – None. Cllr M Palmer was not present.

**2. Disclosure of interest** – None.

**3. To approve and sign the minutes of the previous meeting held on 7 April 2015.**

These were proposed by Cllr Kiloh, seconded by Cllr Furness and duly signed by Cllr Pry.

**4. Proposed Arts Trail**

Lesley Samms was welcomed to the meeting, and invited to explain the proposed Arts Trail. Information was circulated to fully explain the idea behind the trail, the potential benefits to the Town and ideas for trail routes around the Town. The trail was aimed at attracting visitors, particularly those with children, to the Town, to explore areas other than just the Abbey and would include an interactive trail guide which could be sold, including by local businesses, at a cost of around £2.

Lesley illustrated examples of art works which could be placed along the trail, and provided an estimated budget and income projection for the project. She suggested a steering group could be established to agree details as the project progresses.

Members discussed the proposal and sought clarification on some points from Lesley, including asking for confirmation of potential market size.

Cllr Kiloh informed Members that a fundraiser Lesley had recommended was being invited to meet with the Council to discuss how they may be able to assist with funding applications.

Cllr Pry proposed that Lesley be authorised to carry on with the proposal. This was seconded by Cllr Furness and agreed by the committee.

**5. Matters arising from the previous meeting**

Cllr Pry had reviewed the residents' letter which was sent out by the office. Members agreed it was not particularly welcoming, and the Town Clerk was asked to send a copy to all Members, who would review it and make suggestions for changes to Cllr Pry.

**6. Website and marketing strategy**

The Town Clerk showed Members a draft version of a free website using a template provided by a company called Hugo Fox. The majority of the information was taken directly from the existing website, and some clearly needed updating. Members' views differed as to the merits of the suggestion, with some feeling it was a significant improvement over the existing site, and others feeling it was not what the Council needed.

Members also reviewed the presentation given by Victoria of Red Fox Projects, which outlined the services available with regard to redesign of a website and a wider marketing and branding proposal for the Council. Members' views again differed as to whether this was needed or not, or if a critical review of the website with suggested amendments was sufficient.

A view was also put forward that this review process could be carried out internally, without committing the Council to professional fees for this service.

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Cllr Favell proposed the Website working group met to review the materials and make recommendations to the committee. Membership of the working group was confirmed as Cllrs Favell, Pry and Ratcliffe.

Members agreed to change to the free Hugo Fox site as an interim measure, pending further discussion based on the working group's recommendations.

Once the branding/identity of the Town Council is agreed, it will be applied consistently across website, letters, Twitter, Facebook etc. and the newsletter.

## **7. Strategic plan**

Cllr Pry had prepared a draft plan and circulated prior to the meeting, and invited comments. The references to Abbey Green were removed, due to the Environment committee having responsibility for maintenance, and it was felt that the Finance & General Purposes committee should draw up a letting policy for use of the Green. Reference to Quality Council was replaced with Local Council Award Scheme, and Members agreed it was important to set our own standards.

The Town Clerk was asked to check when the last civic service was held, so a discussion could be had at the next meeting about the future of the services.

## **8. Newsletter**

Cllr Pry reminded Members that another newsletter was due soon, and requested ideas for content. Among the suggestions were articles about the BLAP domain survey, the health pathway, the new Council, Battle in Bloom and the roundabout. Cllr Favell agreed to co-ordinate the articles and prepare the newsletter. A requirement of Quality Council status meant that the newsletter was produced 4 times a year, but now as Quality Council status was no longer in existence, this meant that this did not have to be the case. It was agreed to produce a newsletter soon, in the original format, not the one used for the last newsletter for the time being.

## **9. Budget report**

Members noted the report.

## **10. Matters for information and future agenda items**

Cllr Favell raised the need for a resilience plan. She had previously attended a training event on the subject, and with the assistance of the Town Clerk would prepare a draft plan for discussion at the next committee meeting.

Cllr Ratcliffe questioned whether the formal 950 Working Group was still needed, or if including an update as an agenda item on future meetings would be adequate. Members agreed inclusion on the agenda would be acceptable.

## **11. Date of next meeting: 4 August 2015**

CLLR S PRY  
Chairman