



Battle Town Council



MINUTES of the EXTERNAL RELATIONS AND TOWN DEVELOPMENT COMMITTEE
held on TUESDAY, 6 NOVEMBER 2018 at The Almonry, High Street, Battle at 7.30pm

Present: Cllrs M Kiloh (Chairman), C Davies, G Favell, D Wheeler and I Williams.

In attendance: Cllr A Russell, Carol Harris (Town Clerk)

1. **Apologies for absence** – Cllr Cook.
2. **Disclosure of interest** – None.
3. **Minutes of the meeting held on 4 September 2018** were agreed and duly signed by Cllr Kiloh.
4. **Clerk's report**
 - The current **Council Award Scheme** criterion document highlighted that the Council fulfils much of the foundation and quality levels. However, more work would be required and there is a cost implication in obtaining and maintaining the award. There was no evidence that there is any benefit to this qualification and Members agreed the Clerk's recommendation not to proceed with this at the current time.
 - The new edition of the **1066 cards**, which offer various discounts from retailers, cafes etc throughout the 1066 area, is now available in the office. These are sold for £10 and are valid until December 2019. It was agreed to promote this in the next Newsletter.
 - Confirmation had been received that the legal responsibilities for the **Market Square** had been identified; although specific information had not been reported. The Clerk was asked to arrange an informal meeting with Jempsons and Tiger Tees.
 - A meeting of the **Heritage Arts Trail** Finance group is meeting tomorrow to confirm the final payment request from Heritage Lottery Fund.
 - A suggested **"Welcome" information pack** had been received from a local parish council. This will be discussed at the next meeting.
 - The search for an appropriate site for an **external ATM** is actively being pursued. Cllr Dixon had submitted a report in the local newspaper on Banks leaving towns and villages with no access to cash and suggested that District Council may need to assist to resolve the problem.

5. **Proposal for re-branding by 1066 Country Marketing**

Kevin Boorman(KB) was welcomed to the meeting. He highlighted the longstanding working relationship between Hastings, Rother and Wealden in partnership with over 80 private sector partners. Surveys had been undertaken and it was acknowledged that, whilst people had heard of 1066 County/Battle of Hastings, many did not know which county it is. Of those that have visited, 97% rate their visit as high or very high. KB reported that more focus will be made digitally to raise awareness of individual towns during off-peak periods. He confirmed that a Marketing Action Plan has been produced; one of the short term aims is to promote the new brand which includes "Sussex". A new website will be available from next spring. It was hoped that all Chamber of Commerce members would be encouraged to incorporate the new brand logo.

The Chairman thanked Kevin Boorman for his informative presentation.

6. **Report on Rother District Council's Tourism Task & Finish Group**

Cllr Kevin Dixon(KD) was welcomed to the meeting. He reported that the Overview and Scrutiny Committee had asked that Tourism be considered after the removal of many of the Tourist

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Information Centres 5/6 years previous. They had been asked to review and report back in March/April 2019. 2 of 5 meetings have been held to date. Accommodation trends, funding expenditure, effectiveness of Brochure Connect will all be considered. KD agreed to report back to Committee on the findings. KB confirmed that an anti-clash diary of events is being developed.

The Chairman thanked Kevin Dixon for his report.

7. Reports from Working Groups and receive any recommendations

- Cllr Favell confirmed that entries had been received for the adult **Writing Competition** but none for the children's category. It was agreed that this was extremely disappointing and the children's competition would no longer be continued.

The Chairman thanked the Working Group for all their efforts.

- Cllr Wheeler had circulated notes on the thoughts and actions of the **Resilience Plan Working Group**. He confirmed that the request for volunteers had been in the previous Newsletter and there had been a few positive responses. DW reported that he is researching how other towns recruit volunteers and has approached RDC for assistance. He confirmed that site of defibrillators will be included on the final document. Cllr Favell agreed to join the Working Group. Members agreed that a web page should be added to the Council's website. Cllr Wheeler agreed to set this up.

8. Social Media presentation September 2018

The (t)Deputy Town Clerk had circulated her report which she felt was aimed at marketing a business and did not directly increase her knowledge. She was also concerned at the time required to monitor and update. Members felt that social media should be used and asked that the (t)DTC be asked to dedicate 10 minutes on alternate days to this task. It was agreed that this will be discussed in more detail at the next meeting.

9. Events sub Committee

The Clerk confirmed that plans for the **Remembrance Day events** are progressing well with the assistance of many local groups and organisations, including East Sussex Fire & Rescue (lifting of 95kg gas cylinders onto the Abbey Gatehouse roof) and Battel Bonfire Boyes. Cllr Furness reported that the rehearsal went well.

12. Action Plan/Report to Council

The Chairman had circulated a revised draft Action Plan. She highlighted the recommendation to appoint a part-time Development/Engagement Officer. The job description would identify work primarily for this Committee and report to the Town Clerk. It was highlighted that it is not possible for existing staff to take on the additional tasks required by the Action Plan. **Members agreed to recommend to F&GP that a Development/Engagement Officer should be appointed.**

The Clerk was asked to contact Rother Voluntary Action for accessibility assistance. It was agreed that the Council's representative should be a member of this Committee to ensure continuity.

The Action Plan was agreed as attached.

Cllrs Furness and Ratcliffe left the meeting at this point.

10. Links with St Valery sur Somme

Members were reminded of the background to the twinning agreement in 1966 and the joint European Interreg Programme that funded the refurbishment of the Abbey Green. Cllr Kiloh

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reported that joint funding projects are likely to be available after Brexit and suggested that continued dialogue with St Valery sur Somme should be encouraged. It was agreed to discuss potential projects eg swimming pool, as requested by a majority on the BLAP questionnaire, at the next meeting.

11. Heritage Charter

It was agreed that this document is central to the work of the Committee and is incorporated into the Action Plan.

13. Budget report to 30 September 2018

This was noted, as attached. The Clerk highlighted that the current budget 4205 General Maintenance of £300 should be 4490 Notice Boards (did not exist in the previous year). This will be corrected. **It was agreed that 2 banners, one floor and one table top display boards should be purchased at a cost of £400 to be vired from the Hospitality (4475) budget.**

14. Budget and headings for 2019-2020

The Committee discussed individual items and **agreed to recommend to F&GP:**

1300	Marketing & Sponsorship	600 (reduction 400)
4445	Annual Report	1200 (increase 300)
4450	Parish Assembly	500 (increase 200)
4460	Social Media & Marketing	1000 (increase 500)
4465	Tourism & Town Development	name change only
4470	Christmas lights	12000 (increase 1,000)
4480	Defibrillator	remove (reduction 2000)
4495	Mortars	2000 (increase 1750)
4496	Remembrance Parade/Flag	1000 (increase 500)
NEW	Town tubs	400
NEW	Accessibility audit	500
425 (EMR)	Christmas lights provision	8000 (reserve increase)

4496 Remembrance Parade/Event unspent £250 into Ear Marked Reserve for new Union flag

All other budgets to increase by 2%.

15. Matters to Note / future agenda items

- Treasure Trail
- Welcome pack
- Social media
- St Valery sur Somme -Suggestions for joint projects

16. Date of next meeting: Tuesday 29 January 2018

There being no further business, the meeting closed at 9.50pm.

CLLR M KILOH
Chairman