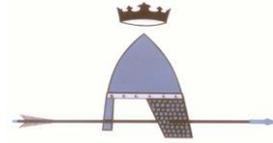




Battle Town Council



MINUTES of the EXTERNAL RELATIONS AND TOWN DEVELOPMENT COMMITTEE held on TUESDAY, 28 JUNE 2016 at The Almonry, High Street, Battle at 7.30pm

Present: Cllrs A Ratcliffe (Chairman), G Favell, P Fisher, R Jessop and A Russell.

In attendance: Andy Beams (Town Clerk), Chris Beveridge (TownCityCards.com)

- 1. Apologies for absence** – None. Cllrs D Furness and M Palmer were absent.
- 2. Disclosure of interest** – None.
- 3. To approve and sign the minutes of the previous meeting held on 5 April 2016.**
These were duly signed by Cllr Ratcliffe.

4. Presentation from Chris Beveridge of TownCityCards.com

Following requests from some of the local business owners, Cllr Ratcliffe had invited along Chris Beveridge to give a presentation to Members on the concept of TownCityCards, which acted as a loyalty card providing various discounts to users from those businesses signed up to the scheme. The scheme had been successfully introduced in nearby towns, including Hastings and Hailsham, where the Town Council purchased the cards at wholesale rates and sold on to businesses and individuals. The cards were usable across any of the towns where businesses had signed up to the scheme. It was for businesses to decide themselves what type and/or level of discount or promotion they offered. Eastbourne Chamber of Commerce had recently subscribed to the scheme and purchased cards. Cllr Jessop stated that the Battle Chamber of Commerce had recently received a presentation, and there were a number of forward thinking businesses in Battle now signed up to the scheme. Members liked the idea of the scheme and agreed to consider further before responding to TownCityCards with a proposal of how the Town Council may become involved with the scheme.

5. Writing competition

The Town Clerk updated Members with the latest entry figures, which showed two adult entries and no child entries. Cllr Favell requested that amended posters and competition flyers and entry forms were copied and circulated to key points in the town, in the hope of increasing interest.

RESOLVED: Members agreed to the additional promotional material, and to review the number of entries at the next meeting, which would be after the competition closing date.

6. 950th Anniversary Events and roundabout statue

The Town Clerk had circulated the updated list of events prior to the meeting. Cllr Jessop updated Members that confirmation had been received that planning permission for the roundabout statue was likely to be needed (at no fee to the Council). He had received assurances that the highway licenses required would not be an issue. Fundraising efforts were continuing, with around half the required amount already pledged to the project.

7. Netherfield noticeboard

The Town Clerk had previously circulated a report detailing the removal and destruction of the noticeboard during the building works at the Post Office, and had provided details of possible courses of action

Battle Town Council

RESOLVED: Members agreed to purchase a new noticeboard and to locate it on the Council owned bus shelter. In consideration of the previous free hosting of the noticeboard by the Post Office, they would not be charged for the new board.

8. Newsletter

The Town Clerk had circulated a draft copy of the newly designed town magazine in advance of the meeting, along with details regarding printing costs. Members discussed the format, size and frequency of the publication, with the majority in favour of the new look. Members also discussed the proposal to allow advertising to offset some of the printing cost.

RESOLVED: Cllr Jessop proposed agreeing the magazine format with advertising (including a disclaimer) on a bi-monthly basis. This was seconded by Cllr Russell and agreed by the majority of Members.

9. Social media

(a) Facebook – The Town Clerk had circulated a report outlining the different ways in which a Town Council Facebook page could be set up, highlighting the advantages and disadvantages of each option.

RESOLVED: Members agreed for a Town Council page to be set up, as a direct information source with no ability for members of the public to comment, and this was delegated to the Town Clerk to progress.

(b) Social Media policy – With the increased use of social media, the Town Clerk had drafted a Social Media policy and circulated to Members in advance of the meeting.

RESOLVED: Members agreed to recommend adoption of the policy to Full Council.

10. Christmas lights and High Street banners/flags

Further to the previous Council decision to take on the Christmas lights from the Chamber of Commerce, additional information had been obtained by the Town Clerk regarding the financial cost and impact on staff time. Agreement had already been reached on working jointly for Christmas 2016, and the Town Clerk had arranged for specialist lighting contractors to visit during December to provide quotations for future years.

RESOLVED: Members agreed for the Town Clerk to coordinate with the Chamber of Commerce the arrangements for Christmas 2016. The Town Clerk was also asked to make further enquiries about the ownership of the existing brackets in the High Street before progressing with discussions about the purchase of any additional banners or flags.

11. Marketing groups

Cllr Ratcliffe reported that the next 1066 meeting was due in two weeks. He reported on a meeting that had taken place with MP Huw Merriman regarding broadband and 3G/4G coverage in and around Battle. The MP had established the ability to upgrade was already there, but it had not yet been done. He was now pushing for this to happen. He was also very keen to try to sort out the High Street and to work more closely in general with the Town Council on any issues.

12. Financial matters

(a) **Budget report** – Members noted the report.

(b) **3 year budget plan** – Members agreed that the long term objectives of the committee had no significant financial implications which would impact on future budgeting.

13. Matters for information / future agenda items

None

Battle Town Council

14. Date of next meeting: Tuesday 9 August 2016

There being no further business, the meeting closed at 9.10pm

CLLR A RATCLIFFE
Chairman