

## CROWBOROUGH TOWN COUNCIL

To all Members of the **COMMUNICATION AND EVENTS** Committee (with copies to all other members for information).

You are summoned to attend a meeting of the **Communication and Events Committee** to be held at the Council Offices, Pine Grove, Crowborough on **Tuesday 6<sup>th</sup> July 2021** at **7.30pm** when it is proposed to transact the following business:

Caroline Miles, Town Clerk  
30<sup>th</sup> June 2021

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MEETINGS OF THE COUNCIL ARE OPEN TO THE PUBLIC.

### **Questions from members of the public (15 minutes maximum)**

Please note that in view of the confidential nature of the discussion of some items on this agenda, the press and public may be excluded under section 1(2) of the Public Bodies (Admission to Meetings) Act 1960

#### **1. APOLOGIES**

#### **2. DECLARATIONS OF INTEREST**

#### **3. MINUTES**

3.1 Minutes of the meeting of 20<sup>th</sup> April, 5<sup>th</sup> May 2021

#### **4. WEBSITE**

4.1 To **note** the Website report

#### **5. POLICY REVIEW**

Media and Communications  
Civic Award Policy

#### **6. EVENTS REPORT**

6.1 To **note** the officer's report and **agree** any action.

#### **7. TOWN MAPS**

7.1 To **note** the officer's report and **agree** any action.

#### **8. FINANCIAL MATTERS**

8.1 To **note** the finance report and **agree** any action

#### **9. URGENT MATTERS AT THE DISCRETION OF THE CHAIRMAN FOR NOTING**





**AGENDA ITEM NUMBER:** 4.1  
**MEETING DATE:** 6<sup>th</sup> July 2021  
**COUNCIL/COMMITTEE:** Communication and Events  
**TITLE:** Website Report  
**PURPOSE OF REPORT:** Update on the council's website and social media platforms  
**SUPPORTING DOCUMENTS:** None  
**OFFICER CONTACT:** Customer Services Officer

<b>OFFICER RECOMMENDATIONS:</b>	
<b>1</b>	
<b>2</b>	

The council's website and social media platforms continue to be used to provide a range of information to the public. We are in the process of updating the website to include dedicated tabs for information about dementia, police notifications & scams, employment support and newsletters from MP N Ghani. Other tabs/sections will be added as the need arises.

The number of social media followers continues to increase with 1,069 (previously 1,059) Twitter followers and 911 (previously 893) followers on Facebook.

Regarding website accessibility, we are in the process of organising our second audit which will be performed by Web Usability Partnership Ltd. This audit will check all the changes we have made to the website since the initial audit in September 2020. It will highlight any areas which may still need tweaking in order for our website to be accessible in accordance with the Public Sector Bodies (Websites and Mobile Applications) (No. 2) Accessibility Regulations 2018.

[illegible]

## CIVIC AWARDS POLICY

### **1. Introduction**

1.1 The council has a scheme for providing civic awards for members of the community who have made their mark on Crowborough. This could be someone who has worked selflessly for others in our community or someone who has brought credit to our town.

### **2. Categories of award**

2.1 Categories of award are as follows:

- **Young citizen award** – a young person under 21 who has made a significant contribution to the residents of Crowborough, achieving success and/or overcome personal difficulties.
- **Citizen award** - A resident who lives or works in Crowborough who has made a significant contribution (social or environmental) to the residents of Crowborough, above and beyond the call of duty, or achieved local business success, or has overcome personal difficulties.
- **Sports & Culture award** - A person who has excelled at sport, the arts & culture, or entertainment, which has brought credit to them and / or Crowborough.
- **Mayors award** - This award would be given to anyone who for a specific single action of bravery, courage or someone who had overcome exceptional difficulties.
- **Lifetime achievement award** - A person who has gone the extra mile in the course of their paid duties or voluntary work and has provided exceptional service and lifelong dedication.
- **Voluntary organisation award** - A body or charity that has consistently given an outstanding service for the well-being of the community or the benefit of the Town's residents.

### **3. Nomination process**

3.1 Members of the public can nominate someone for a civic award by email or writing to the council stating why they think they should receive an award.

3.2 There are no deadlines for receiving nominations. Councillors consider nominees throughout the civic year

[illegible]

## **MEDIA AND COMMUNICATIONS POLICY**

### **1. Introduction**

1.1 This policy is advised by the Code of Recommended Practice on Local Authority Publicity, as issued by the Department for Communities and Local Government (DCLG). The code is statutory guidance and therefore councils must have regard to it and follow its provisions.

1.2 Failure to follow the council's Media and Communications Policy could lead to a breach of the statutory code and the risk of adverse publicity, which could damage the council's reputation. It is important that all councillor and officers understand the implications of this code which this policy explains within a local context.

1.3 This policy should be read in conjunction with the Members' Code of Conduct.

### **2. Approach to publicity**

2.1 The council welcomes enquiries from the press and media, and recognises that a good relationship with the press helps communicate effectively with residents.

2.2 Equally, the council recognises that taking a proactive approach to communication ensures information is made available to residents in a timely manner, and is accessible via as many media sources as possible including emerging social media platforms.

### **3. Principles of communication**

3.1 The Code of Recommended Practice on Local Authority Publicity identifies key principles regarding publicity, and the council will ensure any publicity:

- Is lawful
- Is cost effective
- Is objective
- Is even-handed
- Is appropriate
- Has regard to equality and diversity
- Is issued with care during periods of heightened sensitivity

### **4. Official council press releases**

4.1 The council recognises that the use of press releases is a key technique for publicising council activities, decisions and achievements.

4.2 An official council press release is made on behalf of the council as a whole. In certain circumstances, it may be appropriate for a councillor (normally the Chairman, Deputy Chairman or committee Chairman) to draft the press release, but the Clerk (or other nominated officer) will be responsible for checking and subsequently issuing any official council press release.

4.3 All press releases will accurately reflect the corporate view of the council, contain relevant facts and may include an approved quotation from an appropriate councillor. Releases will not promote the views of specific political groups, publicise the activities of individual councillors, identify a councillor's political party or persuade the general public to hold a particular view.

4.4 Press releases will be issued to local newspapers, local online magazines and social media channels and copies will be made available on the council's website. An edited version may be available via the council's social media platforms, with a link to the full story available.

## **5. Requests for interview**

5.1 Any request for an interview with a councillor or officer should be referred to the Clerk (or other nominated officer) in the first instance. In ideal circumstances, the Clerk, in liaison with the Chairman, will determine the most appropriate councillor or officer to be put forward for interview.

5.2 Where a councillor is authorised to speak on behalf of the council, it is their responsibility to ensure they are clear on the corporate position of the council, and that their responses to questions accurately reflect this.

5.3 Where an officer is authorised to speak on behalf of the council, they must never give their opinion on specific council policy and must remember their role is to provide expertise and factual knowledge in support of the council's agreed policies.

5.4 If a councillor has not been specifically authorised by the council to speak to the media on a particular issue, a councillor who is asked for a comment should make it clear that it is a personal view and ask that it be clearly reported as such.

## **6. Publicity during elections**

6.1 There are specific rules governing publicity when an election has been announced. In the period between the notice of an election and the election itself (purdah), all proactive publicity about candidates is halted.

6.2 During the purdah period, all council publicity shall be managed by the Clerk (or other nominated officer), and any quotes provided in support of press releases will be given by authorised officers

## **7. Social media**

7.1 The council recognises that for some residents, accessing information via social media platforms is their preferred method. While there are too many social media sites to include all of them, the council will endeavour to use those which are most widely used, and regularly review the type and number of social media sites used.

- 7.2 Social media sites will be used to support other communications issued by the council, and will help provide a consistent message across all media formats. To help achieve this, all social media releases will be approved by the Clerk (or other nominated officer).
- 7.3 Where officers use social media in a professional capacity to represent the council, the council's corporate identity will be used and not that of any individual officer.
- 7.4 Officers using social media in this way must respect copyright, data protection, freedom of information and other laws, and be aware of the risks of action for defamation. Officers must not use insulting or offensive language, or engage in any conduct that would not be acceptable in the workplace or elsewhere.

## **8. General guidance for councillors and officers**

- 8.1 Councillors and officers must ensure they do not disclose information that is of a confidential nature. This includes any discussion with the press or other media on any matter which has been discussed under confidential items on council or committee agendas or at any other private briefing.
- 8.2 Councillors and officers should act with integrity at all times when representing or acting on behalf of the council.
- 8.3 Councillors should not use the prefix 'Councillor' when writing to the press as an individual. This implies you are stating council policy, which is not necessarily consistent with your personal opinion.
- 8.4 Any councillor failing to follow the guidelines set out in this policy may find themselves in breach of the Members' Code of Conduct and subject to a complaint to the Monitoring Officer.
- 8.5 Any officer failing to follow the guidance set out in this policy could face disciplinary action.



**AGENDA ITEM NUMBER:** 6.1  
**MEETING DATE:** 6<sup>th</sup> July 2021  
**COUNCIL/COMMITTEE:** C&E  
**TITLE:** Event Officers Report  
**PURPOSE OF REPORT:** Update on events for 2021/22  
**SUPPORTING DOCUMENTS:** None  
**OFFICER CONTACT:** Operations Manager

<b>OFFICER RECOMMENDATIONS:</b>	
<b>1</b>	
<b>2</b>	

#### **Boundary Walk – 9<sup>th</sup> May**

The Boundary walk event went ahead as planned and had a total of 216 attendees take part. The event was spread over a three hour start time period to allow it to comply with Covid restrictions. This worked well and ensured that all participants were kept at safe distances. There was overwhelming support for the event going ahead and numerous participants thanking the Council for putting on the walk. Improvements to the event were noted, mainly around signage at the registration tent, which will be passed to the new Events coordinator when in post.

There were no incidents or injuries reported during or after the event and no other issues of note.

#### **Fireworks – 5<sup>th</sup> November**

At this time it is looking positive that the event will be able to go ahead as planned. Depending on the exact restrictions released before the event will determine what mitigating measures will need to be put in place for the event.

At the last C&E meeting on the 20<sup>th</sup> April 2021 committee members agreed the following:

The Committee agreed to proceed with the Firework display on 5<sup>th</sup> November 2021. Due to uncertainty regarding the Coronavirus it was agreed to offer the supplier a 50% deposit at confirmation of booking with the proviso that the Council could cancel up to 30 days before the event without becoming liable for the remainder of the cost. It was agreed to investigate the use of Silent fireworks for a future event.

**9347 RESOLVED** to book the supplier for the Firework 2021 display and to pay a maximum of a 50% deposit.

Contact has been made with Pyrovision on several occasions, they have agreed verbally in principle to the above request, however they have requested to get a new contract in place to cover both the company and the Council in the event of having to cancel the event. Although requests have been made to Pyrovision for this contract, it has not been received to date. Therefore, at this time we are not in a contract and would not be liable for any costs if the Council did have to cancel the event.

**Armistice Day/ Remembrance Sunday – 11<sup>th</sup> & 14<sup>th</sup> November**

Road closure approval has now been granted. Awaiting new Events Coordinator to organise the event.

P. Cunnington

21/06/21



**AGENDA ITEM NUMBER:** 7.1  
**MEETING DATE:** 6<sup>th</sup> July 2021  
**COUNCIL/COMMITTEE:** Communication and Events  
**TITLE:** Town Maps  
**PURPOSE OF REPORT:** To provide members with information regarding town map update  
**SUPPORTING DOCUMENTS:** None  
**OFFICER CONTACT:** Assistant Town Clerk

OFFICER RECOMMENDATIONS:	
1	
2	

### Background

C&E/20.04.21 – 11411 It was agreed that new Town board and paper maps should be in place before the 2023 local elections. It was agreed that further investigation should take place in terms of cost and once obtained that the issue will be on a future agenda for discussion.

### New town maps

The creator of the current town maps was contacted and asked to quote for a new version. He has kindly offered to update the current version free of charge if the committee is happy to provide information of all new developments/roads, and to mark up a copy of the existing map to show where the updates are. The town map created in 2013 was done as a partnership between this cartographer and one of the town councillors at the time who proof-read the versions of the map and supplied information when required, visiting some of the new roads as/when necessary.



**AGENDA ITEM NUMBER:** 8.1

**MEETING DATE:** 6<sup>th</sup> July 2021

**COUNCIL/COMMITTEE:** C&E Committee

**TITLE:** Finance Report

**PURPOSE OF REPORT:** This report covers C&E's current income and expenditure against budget and Earmarked Reserves (EMR) position. Only significant variances have been reported on.

**SUPPORTING DOCUMENTS:** Appendix 1 – Income & Expenditure Report  
Appendix 2 - Earmarked Reserves

**CONTACT OFFICER:** RFO

OFFICER RECOMMENDATIONS:	
1	The Committee is RECOMMENDED to: (1) <b>Note</b> the Committee's current income and expenditure position. Appendix 1. (2) <b>Note</b> this Committee's Earmarked Reserves. Appendix 2.

## 1. Income and Expenditure

- 1.1 Attached as Appendix 1 is the Income & Expenditure report for this Committee to date. There has been very little movement this year so far due to Covid 19. **There are no significant variances to report at this time.**

## 2. Earmarked Reserves

- 2.1 This Committees EMR's are attached as Appendix 2.
- 2.2 Committee is asked to consider if Earmarked Reserves are still required and if not, the amount will be transferred back to the General Reserve.
- 2.3 Transfer to general reserves as per previous meeting

305/4207	Sussex Day	£1,500
305/4210	Christmas Fair	£2,000

## Detailed Income &amp; Expenditure by Budget Heading 23/06/2021

Month No: 3

Committee Report

	Actual Last Year	Actual Year To Date	Current Annual Bud	Variance Annual Total	Committed Expenditure	Funds Available	% Spent	Transfer to/from EMR
<b>Communication &amp; Events</b>								
<b>305 Communication and Events</b>								
1005 Income-Poster Boards	276	108	900	792			12.0%	
1011 Income-Fireworks	0	0	350	350			0.0%	
1012 Income-Summer Fair	0	0	400	400			0.0%	
1013 Income-Sussex Day	0	0	150	150			0.0%	
1014 Income-Christmas Fair	0	0	400	400			0.0%	
Communication and Events :- Income	<b>276</b>	<b>108</b>	<b>2,200</b>	<b>2,092</b>			<b>4.9%</b>	<b>0</b>
4021 Stationery and Printing	0	0	400	400		400	0.0%	
4101 Newsletter	1,500	0	1,650	1,650		1,650	0.0%	
4102 Hospitality/Civic Functions	98	5	650	645		645	0.7%	
4104 Public Entertainment Licences	0	0	1,600	1,600		1,600	0.0%	
4105 Frank Humphry	250	0	0	0		0	0.0%	
4106 Fireworks	0	0	22,000	22,000		22,000	0.0%	
4109 Website	3,150	0	5,000	5,000		5,000	0.0%	
4201 Christmas Lights	10,925	0	13,000	13,000		13,000	0.0%	
4203 Summer Fair	2,998	0	23,000	23,000		23,000	0.0%	
4205 Boundary Walk	0	334	500	166		166	66.9%	
4207 Sussex Day	0	0	1,500	1,500		1,500	0.0%	
4208 Carol Service	660	0	1,700	1,700		1,700	0.0%	
4210 Christmas Fair	4,262	0	6,400	6,400		6,400	0.0%	
4211 Town Conference	215	0	400	400		400	0.0%	
4214 VE Day	1,007	0	0	0		0	0.0%	
4255 Equipment	168	67	5,000	4,933		4,933	1.3%	
4605 Poster/notice boards	839	0	1,000	1,000		1,000	0.0%	
Communication and Events :- Indirect Expenditure	<b>26,072</b>	<b>406</b>	<b>83,800</b>	<b>83,394</b>	<b>0</b>	<b>83,394</b>	<b>0.5%</b>	<b>0</b>
<b>Net Income over Expenditure</b>	<b>(25,796)</b>	<b>(298)</b>	<b>(81,600)</b>	<b>(81,302)</b>				
6001 plus Transfer from EMR	(33,500)	0						
<b>Movement to/(from) Gen Reserve</b>	<b>(59,296)</b>	<b>(298)</b>						
<b>906 Earmarked C and E</b>								
9039 Notice Boards	995	606	0	(606)		(606)	0.0%	606
Earmarked C and E :- Indirect Expenditure	<b>995</b>	<b>606</b>	<b>0</b>	<b>(606)</b>	<b>0</b>	<b>(606)</b>		<b>606</b>
<b>Net Expenditure</b>	<b>(995)</b>	<b>(606)</b>	<b>0</b>	<b>606</b>				
6001 plus Transfer from EMR	995	606						
<b>Movement to/(from) Gen Reserve</b>	<b>0</b>	<b>0</b>						
Communication & Events :- Income	<b>276</b>	<b>108</b>	<b>2,200</b>	<b>2,092</b>			<b>4.9%</b>	
Expenditure	<b>27,067</b>	<b>1,011</b>	<b>83,800</b>	<b>82,789</b>	<b>0</b>	<b>82,789</b>	<b>1.2%</b>	
<b>Net Income over Expenditure</b>	<b>(26,791)</b>	<b>(903)</b>	<b>(81,600)</b>	<b>(80,697)</b>				

## Detailed Income &amp; Expenditure by Budget Heading 23/06/2021

Month No: 3

Committee Report

	Actual Last Year	Actual Year To Date	Current Annual Bud	Variance Annual Total	Committed Expenditure	Funds Available	% Spent	Transfer to/from EMR
plus Transfer from EMR	(32,505)	606						
<b>Movement to/(from) Gen Reserve</b>	<b>(59,296)</b>	<b>(298)</b>						
Grand Totals:- Income	276	108	2,200	2,092			4.9%	
Expenditure	27,067	1,011	83,800	82,789	0	82,789	1.2%	
<b>Net Income over Expenditure</b>	<b>(26,791)</b>	<b>(903)</b>	<b>(81,600)</b>	<b>(80,697)</b>				
plus Transfer from EMR	(32,505)	606						
<b>Movement to/(from) Gen Reserve</b>	<b>(59,296)</b>	<b>(298)</b>						

<u>Nominal Code</u>	<u>Cost Centre</u>	<u>Earmarked Reserves</u>	<u>Opening Balance</u>	<u>In</u>	<u>Out</u>	<u>Balance as at</u>	<u>Committed</u>	<u>Projected</u>	
			<u>01/04/2021</u>			<u>23/06/2021</u>			
<b>317</b>		<b><u>Communications &amp; Events</u></b>							
9039	906	Notice Boards	2,277		606	1,671		1,671	
9037	906	Events equipment	1,000		1,000	0		0	Transfer to General Reserves as per April meeting
9039	906	Sussex Day	1,500		1,500	0		0	Transfer to General Reserves as per April meeting
9041	906	Summer Fair	10,000			10,000		10,000	
9043	906	Eco-Exhibition	10,000			10,000		10,000	
9044	906	Festival	12,000			12,000		12,000	
<b>317</b>		<b>C &amp; E Total</b>	<b>36,777</b>	<b>0</b>	<b>3,106</b>	<b>33,671</b>	<b>0</b>	<b>33,671</b>	