

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** on **Tuesday 14<sup>th</sup> June 2022** at **7.30pm** when it is proposed to transact the following business:

Caroline Miles, Town Clerk  
8<sup>th</sup> June 2022

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MEETINGS OF THE COUNCIL ARE OPEN TO THE PUBLIC.

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**QUESTIONS FROM MEMBERS OF THE PUBLIC** (15 minutes maximum)

**1. APOLOGIES**

**2. DECLARATIONS OF INTEREST**

**3. MINUTES**

3.1 Minutes of the meeting of 19<sup>th</sup> April and 10<sup>th</sup> May 2022

**4. ASHDOWN RADIO**

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

**5. FESTIVE LIGHTS**

5.1 To **note** the festive lights options for 2022 and **agree** any action

**6. EVENTS**

6.1 To **note** the Events report and **agree** any action

**7. EVENT PROMOTION**

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

8.2 To **note** the Earmarked Reserves

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



**AGENDA ITEM NUMBER:** 4.1  
**MEETING DATE:** 14<sup>th</sup> June 2022  
**COUNCIL/COMMITTEE:** Communication and Events  
**TITLE:** Ashdown Radio  
**PURPOSE OF REPORT:** To facilitate discussion on councillor radio interviews  
**SUPPORTING DOCUMENTS:** Appendix A – Media and Communications Policy  
**OFFICER CONTACT:** Assistant Town Clerk

OFFICER RECOMMENDATIONS:	
1	
2	

### Background

C&E/19.04.22 – 11674 The report was noted. A scheduled interview is due to take place with the Chairman of the committee on Monday 23<sup>rd</sup> May at 10:20am to promote CrowFest. It was agreed to review this before agreeing to any further interviews.

The interview is available to listen to by clicking the link below:

<https://www.ashdownradio.com/player/on-demand/items/matthew-street-crowborough-town-council/>

### Policy

Section 5 of the council's Media and Communications Policy states:

#### Requests for interview

5.1 Any request for an interview with a Councillor or Officer on a Council topic or Council policy should be referred to the Clerk (or other nominated officer) in the first instance.

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.

5.4 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.

The full policy, which includes general interview guidance for councillors, is included as Appendix A.



## **Media and Communications Policy**

**Responsibility:** C & E committee

**Review Cycle:** Every three years, or earlier in the event of legislative changes

<b><u>Date of Adoption / Renewal</u></b>	<b><u>Resolution Number</u></b>
14 August 2018	8506
6 <sup>th</sup> July 2021	9454

## **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 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 on a Council topic or Council policy should be referred to the Clerk (or other nominated officer) in the first instance.
- 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 must not quote Crowborough Town Council as part of the prefix if using the Councillor title when writing to the press as an individual.

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:** 5.1  
**MEETING DATE:** 14<sup>th</sup> June 2022  
**COUNCIL/COMMITTEE:** Communication and Events  
**TITLE:** Festive light options  
**PURPOSE OF REPORT:** To provide members with options to choose the design of the 2022 festive lights  
**SUPPORTING DOCUMENTS:** None  
**OFFICER CONTACT:** Events Coordinator

OFFICER RECOMMENDATIONS:	
1	
2	

#### OPTION ONE:

Lamp Column Frame: we can have this made with Gold Balls to match the Street Crossing.  
(currently shown as Red Balls).

Width 2.50 Metres

Height 1.12 Metres



Street Crossing - Swirl Globe 3D Sphere:

Width 1.20 Metres

Length 6.00 Metre

Weight 50.00



LED 198W



**OPTION TWO:**

Street Crossing: Blizzard

Width 1.40 Metres

Length 6.00 Metres

Weight 30 KGs LED 132W



Lamp Column Frame: Single snowflake

Width 0.71 Metres

Height 0.75 Metres Weight 3 KG LED 19W



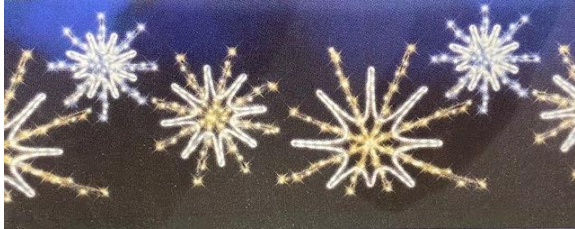
### **OPTION THREE:**

#### Snowy Splashes - Street Crossing:

Width 1.00 Metre

Length 4.00 Metres

Weight 20 KG LED 110 W



#### Lamp Column Frame:

Width 1.00 Metre

Height 2.00 Metres

Weight 10 KG LED 65W





**AGENDA ITEM NUMBER:** 6.1  
**MEETING DATE:** 14<sup>th</sup> June 2022  
**COUNCIL/COMMITTEE:** Communication and Events  
**TITLE:** Events  
**PURPOSE OF REPORT:** To provide members with an update on planning to date  
**SUPPORTING DOCUMENTS:** None  
**OFFICER CONTACT:** Events Coordinator

OFFICER RECOMMENDATIONS:	
1	
2	

#### Events for 2022

##### **Town Conference (20<sup>th</sup> April 2022)**

- 11 people in total attended the event
- Speaker - Graham Bond from Sussex Police had to cancel last minute and was replaced by two colleagues who covered speed cameras, general issues and work they do from the new station.

##### **Boundary Walk (22<sup>nd</sup> May 2022)**

- 84 people registered on the day which was less than previous year. However, the open start time received positive feedback. There were only a few who started their walk after 10:30, so for 2023 repeating an open start but changing the timings slightly to 09:00 to 10:30 could be a better option to shorten the day.
- The Deputy Mayor attended the event and wished the walkers good luck and sent them off.
- There was mixed feedback regarding the route. A lot of walkers expressed that the increased amount of direction arrows was helpful. And for some there were not enough. The Events Coordinator will ensure increased direction arrows for 2023 as well as updating the current map with an additional refreshment stop and more detailed description of the route.

- [FOR COMMITTEE CONSIDERATION:](#) To decide whether to retain an open start but the timeframe be shortened so as to close at 10:30am

#### **Lighting of the Beacon (2<sup>nd</sup> June 2022)**

- Verbal report to be given

#### **Queens Jubilee (5<sup>th</sup> June 2022)**

- Verbal report to be given

#### **Sussex Day (16<sup>th</sup> June 2022)**

- Event to take place at Chapel Green War Memorial
- Event is on website and Facebook
- Sussex Flag to be raised at 9am
- Town Crier, Jon Bartholomew, has been booked for 4pm. Sussex Charter will be read followed by bell ringing.

#### **CrowFest (16th-17th July 2022) Updates**

##### Marketing

- The Events Instagram page has 255 followers to date compared to 117 at the last meeting in April.
- The Crowfestofficial Facebook page has got 364 followers to date compared to 256 followers at the last meeting in April.
- Press release has been sent to Crowborough Life and on Ashdown Radios events calendar.
- Ashdown radio has conducted a short interview with Cllr Matthew Street, this has been shared with all councillors.
- The event was promoted in SO Magazine's May edition.
- Ashdown radio is playing an advert, promoting the event, every day, eight weeks out from the event day.
- Ashdown radio will also be broadcasting live from the event on both days, they will have a pop-up gazebo next to the Management tent.

##### Children's entertainment booked

- Arts & Craft marquee, unfortunately Arty-time has withdrawn from the event and have been replaced by Messy Play who will create an open kids' activity space.

##### Stall holders

- 33 pitches have been sold to date and the bookings are now closed.

##### Licensing

- A license to sell alcohol at the event has been granted by WDC with a capacity limit of 4999 attendees. The designated premises supervisor will be Amy from the Blue Anchor who will be managing the bar at the event.

##### ECO Hub

- A range of activities has been confirmed for this which includes electrical vehicles on display outside/adjacent to the marquee, Cookery Demo, Solar Panel owners

on hand for people to ask questions to, Eco activities organised by local schools, Bee-friendly flowers and eco-gardening patch, Repair Café, presentations, Eco Treasure Hunt, Recycling Challenge

- Still a few activities to be considered and confirmed. The idea is that it will create an interest for a larger ECO exhibition to be held at a later date.
- [FOR COMMITTEE CONSIDERATION:](#) The addition of the ECO hub has added costs to the event that were not allowed for. These costs are as follows:

*Marquee - £870.00*

*2 x Smoothie Bikes + Staff - £1590.00*

*Banners - £130.52*

*Signage - £10.00*

*10% Share of Security - £1,259.80*

*10% Share of First Aid - £100.00*

*Total: £3,960.32*

*To continue including the Eco Hub at CrowFest and not allow for the budget to be exceeded for this event, the committee are asked if it would like to resolve to use up to £4,000.00 from the Eco Exhibition EMR 9043/906 towards the costs of the ECO Hub at CrowFest.*

## **Full artist line up**

### **Saturday 16th July**

8pm - Two Weeks In Nashville

7pm - My Everest

6pm - Wild Horse

5.10pm - The Paul Dunton Orchestra

4.30pm - Flash Hearth & Sequoia Coyote from The Orange Circus

3.50pm - Coney Island Maybe

3.10pm - Abi Orfila

2.35pm - Mollie Parker

2pm - Elliott Graham

### **Sunday 17<sup>th</sup> July**

8pm - Mike Wilton Band

7pm - Suncharmer

6pm - SuperZero

5.10pm - Half Moon Panic

4.30pm - Thieves Of Time

3.50pm - Steve Hewitt

3.10pm - The Good Ship Band

2.35pm - Seb Turner-Moore

2pm - Ash Dodd

### **Armed Forces Day (25<sup>th</sup> June 2022)**

- Raising the flag ceremony at 11:00, at the Montargis Terrace. Final programme to be confirmed by The Crowborough Veterans and Supporters Association.

### **The Canadian Commemoration Service (3<sup>rd</sup> July 2022)**

- This event is to be held at Canada Green, Church Road at 15:00. Final programme to be confirmed by The Crowborough Veterans and Supporters Association.

### **No further planning on the below events to date**

- Firework Display (5<sup>th</sup> November 2022)
- Armistice Day (11<sup>th</sup> November 2022)
- Remembrance Day (13<sup>th</sup> November 2022)
- Christmas Fair (25<sup>th</sup> November 2022)
- Civic Carol Service (7<sup>th</sup> December 2022)



**AGENDA ITEM NUMBER:** 7.1  
**MEETING DATE:** 14<sup>th</sup> June 2022  
**COUNCIL/COMMITTEE:** Communication and Events  
**TITLE:** Event Promotion  
**PURPOSE OF REPORT:** To facilitate discussion on promoting town council events  
**SUPPORTING DOCUMENTS:** None  
**OFFICER CONTACT:** Assistant Town Clerk

OFFICER RECOMMENDATIONS:	
1	
2	

### Background

Town council events are currently advertised on the council's website, social media pages and poster boards. Some events are advertised on CrowboroughLife and in the council's newsletter which is published twice a year in the Crowborough Magazine.

### Event promotion

At the present time the majority of advertising for council events is free as it uses council resources. External advertising is available in various formats such as local magazines (Crowborough Magazine, Town Crier, local sports club magazines) and websites, or the committee may wish to consider options such as lamppost banners for larger events.

If external paid advertising is required then funds would have to be found within each event code as no specific advertising/marketing code currently exists.



**AGENDA ITEM NUMBER:** 8

**MEETING DATE:** 14th June 2022

**COUNCIL/COMMITTEE:** Communications & Events 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 A – Income & Expenditure Report  
Appendix B - 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 A. (2) <b>Note</b> this Committee's Earmarked Reserves. Appendix B.

#### 8.1. Income and Expenditure

Attached as Appendix A is the Income & Expenditure report for this Committee for the financial year 2022/23. **Significant variances are reported in bold.**

##### Income

**1012/305 Summer Fair – Income has exceeded budget due to the larger event this year**

##### Expenses

No significant variances to report

#### 8.2. Earmarked Reserves

This Committees EMR's are attached as Appendix B.



Committee is asked to consider if Earmarked Reserves are still required and if not, the amount will be transferred back to the General Reserve.

RFO

## Detailed Income &amp; Expenditure by Budget Heading 31/05/2022

Month No: 2

Committee Report

	Actual Last Year	Actual Year To Date	Current Annual	Variance Annual	Committed Expenditure	Funds Available	% Spent	Transfer to/from EMR
<b><u>Communication &amp; Events</u></b>								
<b><u>305 Communication and Events</u></b>								
1005 Income-Poster Boards	666	0	900	900			0.0%	
1011 Income-Fireworks	385	0	350	350			0.0%	
1012 Income-Summer Fair	0	1,110	400	(710)			277.5%	
1013 Income-Sussex Day	0	150	150	0			100.0%	
1014 Income-Christmas Fair	468	0	400	400			0.0%	
1101 Income-Grants Received	0	(2)	0	2			0.0%	
Communication and Events :- Income	<b>1,519</b>	<b>1,258</b>	<b>2,200</b>	<b>942</b>			<b>57.2%</b>	<b>0</b>
4021 Stationery and Printing	425	284	420	136		136	67.6%	
4041 Grounds Maintenance	0	68	0	(68)		(68)	0.0%	
4101 Newsletter	750	0	1,685	1,685		1,685	0.0%	
4102 Hospitality/Civic Functions	440	0	650	650		650	0.0%	
4104 Public Entertainment Licences	2,916	321	1,680	1,360		1,360	19.1%	
4106 Fireworks	21,661	0	22,500	22,500		22,500	0.0%	
4109 Website	750	0	7,500	7,500		7,500	0.0%	
4200 Twinning Reception	0	0	250	250		250	0.0%	
4201 Christmas Lights	10,846	0	13,500	13,500		13,500	0.0%	
4203 Summer Fair	0	5,060	15,000	9,940		9,940	33.7%	
4205 Boundary Walk	334	189	500	311		311	37.8%	
4207 Sussex Day	0	3,979	10,000	6,021		6,021	39.8%	
4208 Carol Service	1,092	0	1,800	1,800		1,800	0.0%	
4210 Christmas Fair	6,480	0	7,500	7,500		7,500	0.0%	
4211 Town Conference	0	88	400	313		313	21.9%	
4255 Equipment	4,950	2,584	3,000	416		416	86.1%	
4605 Poster/notice boards	1,000	0	1,000	1,000		1,000	0.0%	
Communication and Events :- Indirect Expenditure	<b>51,645</b>	<b>12,571</b>	<b>87,385</b>	<b>74,814</b>	<b>0</b>	<b>74,814</b>	<b>14.4%</b>	<b>0</b>
<b>Net Income over Expenditure</b>	<b>(50,126)</b>	<b>(11,313)</b>	<b>(85,185)</b>	<b>(73,872)</b>				
<b><u>906 Earmarked C and E</u></b>								
9039 Notice Boards	2,063	0	0	0		0	0.0%	
9044 Festival	0	20,522	0	(20,522)		(20,522)	0.0%	20,522
Earmarked C and E :- Indirect Expenditure	<b>2,063</b>	<b>20,522</b>	<b>0</b>	<b>(20,522)</b>	<b>0</b>	<b>(20,522)</b>		<b>20,522</b>
<b>Net Expenditure</b>	<b>(2,063)</b>	<b>(20,522)</b>	<b>0</b>	<b>20,522</b>				
6001 plus Transfer from EMR	2,063	20,522						
<b>Movement to/(from) Gen Reserve</b>	<b>0</b>	<b>0</b>						
Communication & Events :- Income	<b>1,519</b>	<b>1,258</b>	<b>2,200</b>	<b>942</b>			<b>57.2%</b>	
Expenditure	<b>53,708</b>	<b>33,093</b>	<b>87,385</b>	<b>54,292</b>	<b>0</b>	<b>54,292</b>	<b>37.9%</b>	
<b>Net Income over Expenditure</b>	<b>(52,189)</b>	<b>(31,835)</b>	<b>(85,185)</b>	<b>(53,350)</b>				
plus Transfer from EMR	<b>2,063</b>	<b>20,522</b>						

## Detailed Income &amp; Expenditure by Budget Heading 31/05/2022

Month No: 2

Committee Report

	Actual Last Year	Actual Year To Date	Current Annual	Variance Annual	Committed Expenditure	Funds Available	% Spent	Transfer to/from EMR
<b>Movement to/(from) Gen Reserve</b>	<b>(50,126)</b>	<b>(11,313)</b>						
Grand Totals:- Income	1,519	1,258	2,200	942			57.2%	
Expenditure	53,708	33,093	87,385	54,292	0	54,292	37.9%	
<b>Net Income over Expenditure</b>	<b>(52,189)</b>	<b>(31,835)</b>	<b>(85,185)</b>	<b>(53,350)</b>				
plus Transfer from EMR	2,063	20,522						
<b>Movement to/(from) Gen Reserve</b>	<b>(50,126)</b>	<b>(11,313)</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>
			<b><u>01/04/2022</u></b>			<b><u>06/06/2022</u></b>		
<b><u>317</u></b>		<b><u>Communications &amp; Events</u></b>						
9040	906	Website	4,250			<b>4,250</b>		4,250
9043	906	Eco-Exhibition	10,000			<b>10,000</b>		10,000
9044	906	Festival	45,000		20,522	<b>24,478</b>		24,478
<b>317</b>		<b>C &amp; E Total</b>	<b>59,250</b>	<b>0</b>	<b>20,522</b>	<b>38,728</b>	<b>0</b>	<b>38,728</b>