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13 February 2018

To: **MEMBERS OF THE COMMUNITY ENGAGEMENT KEY AREA GROUP,  
BURGESS HILL TOWN COUNCIL**

A **MEETING** of the **COMMUNITY ENGAGEMENT KEY AREA GROUP** will be held in the Council Chamber on **MONDAY 19 FEBRUARY 2018** at 18.30 hours, when your attendance is required.

Steve Cridland  
Chief Executive Officer

**\*\*PLEASE NOTE THE START TIME OF THE MEETING\*\***

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## **A G E N D A**

1. **APOLOGIES FOR ABSENCE**
2. **SUBSTITUTES**
3. **DECLARATIONS OF INTEREST**

In respect of any matter on the Agenda.

4. **NOTES OF PREVIOUS MEETING**

To consider the Notes of the Meeting of the Community Engagement Key Area Group held on 18 October 2017 (copy previously circulated).

## 5. SOCIAL MEDIA

5.1 The purpose of this report is to update Members on progress regarding the Town Council's Social Media activity.

5.2 The Social Media Analytics for the period October 2017 – February 2018 is as follows:

FACEBOOK					
Month/Year	New Page Likes	Total Page Likes	Posts	Post Reach	Post Engagements
October 2017	28	798	39	33,022	2,545
November 2017	22	820	41	22,001	1,864
December 2017	11	831	22	12,639	1,695
January 2018	27	858	20	18,431	2,625

FACEBOOK TOP 5	REACH
<b>October 2017</b>	
Remembrance Day Parade and Service	3081
50th Young Carers Event Celebrations	2373
Community & Performing Arts Venue Consultation	1723
HRH The Duke of Gloucester opens Art Trail	1468
Roadworks in Leylands Road	1460
<b>November 2017</b>	
Consultation - New Community & Performance Venue	3050
Christmas Craft Fair	2659
Christmas Lights Switch On	1209
Senior Citizens' Autumn Tea Party	972
Bonhams Veteran Car Run	920
<b>December 2017</b>	
M23 carriageway resurfacing works	3672
Christmas Hamper Project	2161
Freeks Farm and Northern Arc Exhibition	587
Maple Drive Christmas Lights Switch-on	584
Chef Shortage Causes Curry Crisis	518
<b>January 2018</b>	
Vote - New Community & Performance Venue	3840
Last day for Burgess Hill Market	3624
Brighton Main Line Upgrade	2784
Brilliant Bugs - Half Term Event	1236
Fry Crescent Play Area - Upgrade Works	1227

INSTAGRAM		
Total Posts	Total Followers	Total Following
64	161	153

TWITTER							
Month	Posts	Reach	Profile Visits	Engagement	Total Followers	Top Tweet	Top Tweet Reach
October 2017	21	11,100	174	24	326	Young Carers Event	1094
November 2017	33	12,700	190	22	336	Senior Citizen's Tea Party	1538
December 2017	11	6,348	92	5	349	Community Venue Consultation	560
January 2018	18	12,400	240	7	363	Fostering Information Event	1890

### 5.3 RECOMMENDATION

the Group is recommended to note the contents of this report.

Risk Implications – None

## 6. GREAT BRITISH SPRING CLEAN

- 6.1 Burgess Hill is taking part in the 2018 Great British Spring Clean, which is a national campaign that aims to bring together people from across the country to clear up the litter that blights our towns, villages, countryside and coastline.
- 6.2 Councillors will be leading litter-picks in their Wards during the weekend of 3 and 4 March. Residents have been invited to nominate grot-spots in need of a clean-up and to take part on the day. A number of sites have been nominated and residents have volunteered to help.
- 6.3 The Spring Clean event in Dunstall Ward was held in February, in conjunction with Mid Sussex District Council. Primrose Close Pond was the nominated site. Despite cold and wet weather on the day, a large number of residents came along to help. The edge of the pond, the adjoining footpath and play area were cleared of litter, and brambles were cut back around the pond. The residents were keen to help at future events at the pond.

## 6.4 **RECOMMENDATION**

the Group is recommended to note the contents of this report.

Risk Implications - None

## 7. **MENTAL HEALTH AWARENESS WEEK**

7.1 Mental Health Awareness Week takes place from 14 – 20 May 2018. The Town Council is working with Mid Sussex Wellbeing, Sussex Oakleaf, Burgess Hill Library and HAMSVA to promote the week in Burgess Hill.

7.2 A programme of free events is planned during the week based around the 5 Ways to Wellbeing: Connect, Keep Learning, Be Active, Take Notice and Give. These will be linked to daily posts on the Town Council's social media.

## 7.3 **RECOMMENDATION**

the Group is recommended to note the contents of the report.

Risk Implications – None

## 8. **SUMMER FESTIVAL 2018**

8.1 Burgess Hill Summer Festival 2018 will take place from Saturday 2 to Sunday 10 June. Preparations are under way for this year's Festival, with around 60 events planned, which will as usual include the involvement of many local groups and organisations.

8.2 One of the highlights of this year's Festival will be an open air performance of Shakespeare's *The Tempest*. There will be a wide range of other entertainment and activities on offer for all ages, plus opportunities for trying out various taster sessions in art and craft, dance and sport.

8.3 The Festival programme will be delivered to Burgess Hill households in April.

## 8.4 **RECOMMENDATION**

the Group is recommended to note the contents of the report.

Risk Implications – None

## 9. **SUMMER FAYRE 2018**

9.1 Burgess Hill Summer Fayre will be held at St John's Park on Sunday 10 June. There will be a wide range of community stalls, a programme of music and entertainment throughout the day, plus plenty of other free and low-cost activities for all the family.

## 9.2 RECOMMENDATION

the Group is recommended to note the contents of the report.

Risk Implications – None

## 10. SUMMER YOUTH EVENTS

10.1 Following consultation with young people in St John's Park last year, a number of young people's events are planned for this summer/autumn. The events will be free or low cost. Mid Sussex District Council is contributing £4.5k funding towards the events.

10.2 The events are still in the process of being finalised and the remaining funding is being sought, but currently the plans include:

- July – Zip Line
- August - Bouncy Waterslide
- September - Outdoor Cinema
- October - Escape Room

## 10.3 RECOMMENDATION

the Group is recommended to note the contents of the report.

Risk Implications – None

## 11. ANNUAL GRANT REQUEST

11.1 Horsham and Mid Sussex Voluntary Action (HAMSVVA) gave a presentation about the organisation and its work at the January meeting of Council. Members will therefore be aware HAMSVVA had to move out of Martlets Heights sooner than had been originally expected and has now moved to the 2<sup>nd</sup> floor of 38 Church Road, where they are renting a small office and a Community Room.

11.2 The Board of Trustees did consider moving to cheaper accommodation in a rural location but came to the decision that, in order to meet the needs of member groups and the local community, it was important to have a town centre presence.

11.3 Currently, the Community Room is used by more than 30 local groups for a variety of activities. It is also used by HAMSVVA for delivering a wide range of training to the local voluntary sector, thereby building their capacity, skills and efficacy.

11.4 The move back to 38 Church Road is costly as the rent has increased by £15,309 to £21,309. Before the move to Martlets Heights in 2016, their accommodation on the 1<sup>st</sup> floor at 38 Church Road (where they occupied the old Town Council offices) was subsidised by the Town Council so the all-inclusive rental cost was £6k. In order to cover some of this increase,

HAMSVA will raise the cost of hiring the Community Room but they need to ensure it is still affordable by the groups who regularly use the room. It is estimated the increase will generate an income of £7,600. HAMSVA is also looking at other sources of income including advertising the room to the local business sector. They anticipate a loss of £3,350 per annum for running the community room.

11.5 HAMSVA has requested an Annual Grant from the Town Council to help bridge the gap between the Community Room rent and the income it generates. The Town Council currently provides Annual Grants to Burgess Hill Bonfire Society and Burgess Hill in Bloom. An Annual Grant would provide HAMSVA with greater financial stability and would reduce the amount of staff time spent fundraising. As is the case for the other Annual Grant recipients, a report would be required each year on use of the room and its benefit to the local community.

11.6 Awarding an Annual Grant would not necessarily represent an addition to the Town Council's budget because the money could be allocated from the Major Grants budget. The Major Grants budget is currently £10k.

#### 11.7 **RECOMMENDATION**

Members are recommended to approve an annual grant of £2k to be transferred from the Major Grants budget.

Risk Implications – None

Filming, recording of Council meetings and use of social media:

During this meeting members of the public may film or record the Committee and officers from the public area only providing it does not disrupt the meeting. The Confidential section of the meeting may not be filmed or recorded.

If a member of the public objects to being recorded, the person(s) filming must stop doing so until that member of the public has finished speaking.

The use of social media is permitted but members of the public are requested to switch their mobile devices to silent for the duration of the meeting.