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Thursday 10 October 2024

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 **Thursday 17 October 2024** at 19.00 hours, when your attendance is required.



Julie Holden  
Chief Executive Officer

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

### **OPEN FORUM**

Each member of the public is permitted to speak once in respect of business relevant to the Town Council or of local concern to the residents of the town at the discretion of the Chairman (during the Open Forum). They can also speak during the meeting (on topics relating to the published agenda and any other business raised during the meeting) as the agenda debate is progressed. Speakers are encouraged not to speak for more than three minutes, at the discretion of the Chairman or nominee (including the Chair of any other meeting of the Council).

If it appears that the number of speakers is likely to unreasonably delay the disposal of business items on the agenda the Chairman may direct that a member of the public submits a question or comment in writing which shall be answered in due course.

## 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.

### AGENDA

1. OPEN FORUM

2. APOLOGIES FOR ABSENCE

3. SUBSTITUTES

4. DECLARATIONS OF INTEREST

In respect of any matter on the Agenda.

5. NOTES OF THE PREVIOUS MEETING

To consider the Notes of the Meeting of the Community Engagement Key Area Group held on Monday 10 June 2024 (copy previously circulated). These were approved at Council on Monday 22 July 2024.

6. UPDATE ON EVENTS DELIVERED

Purpose of Report: Provide an update on events delivered this Council Year to date.

Councillors approved the programme of events for delivery in this Council year at their last meeting held on Monday 10 June 2024. Highlights of these are provided in reports set out below:

- Summer Fayre – Event Report at Appendix 1
- Teddy Bears Picnic - Event Report at Appendix 2
- Open Air Music in the Park – Friday 5 July – Event Report at Appendix 3.
- Summer Holiday Programme – Wowzer Wednesday Event Report at Appendix 4 and Summer Sporting Activities Event Report at Appendix 5
- Family Fun Sessions held in August – Event Report at Appendix 6
- Library Event – A Conversation with Louise Candlish – event held on Tuesday 24 September. Successful event with all tickets sold over two weeks in advance of the event date.

- Thursday 3 October at Kings Weald from 2pm-4pm. All tickets were all allocated for this event and positive feedback received.

At each event, the Community Engagement Team seek feedback verbally at the events and where possible request written feedback via a QR code to seek specific data. This is then used to assist with the planning of future events. All the feedback captured has been included in the event report appendices provided.

The main learning point for the Community Engagement team over the summer holiday events, particularly the sporting sessions where advance booking was required were the number of no shows. Appendix 5 shows the level of attendance specifically for sports sessions.

This was due to the following:

- No cost to the families. We were keen to deliver free activities for our residents, however non-attendance did not financially impact them and therefore if there was another option provided after the booking was made then the families did not always advise of non-attendance.
- Amount of time from booking to event date. The bookings for the sports sessions opened on 10 July 2024. This meant that activities were simply forgotten for some families.
- Email reminders not read. To counteract the non-attendance email reminders were issued.

Following on from this the proposal is that we request that advance forms are completed to capture names and photo permissions, however the activities become drop in. This worked well with the Skateboard coaching sessions held on Saturdays in the town centre. It is then down to the provider, potentially with support from a Town Council officer, to manage the flow to enable as many people as we can to experience and enjoy the free sessions.

## **RECOMMENDATION**

1. The Event Reports are noted.
2. Approval for the change of booking approach for future events to enable more attendees is supported.

### **Risks:**

Environmental implications: There are none

Financial implications: These were approved as part of last year event delivery.

Community safety implications: Events were delivered with focus on providing free activities.

## 7. UPDATE ON FORTHCOMING EVENTS FOR REMAINDER OF COUNCIL YEAR

Purpose of Report: Provide an update on events to be delivered remainder of this Council Year.

The forthcoming events that the Community Engagement Team are working on are:

### Tea Parties for socially isolated in our community

- Thursday 28 November at Burgess Hill Girls school - support form Town Council to publicize and to manage the car park on the day.
- Spring Time – we anticipate another tea party to be held at Kings Weald but this will be determined once VE Day plans finalized.

### October 2024 Half Term activities to include:

- Science based activities on morning of Monday 28 October and Crafts in the afternoon – both activities to be held in the Kiln with two dedicated sessions for children with SEND.
- Young Carers events on Tuesday 29 and Thursday 31 October.
- Supporting the Mid Sussex District Council Play Day event to be held at Kings Church on Tuesday 29 October.
- Family Fun Session to be held at Kings Church support funded by Burgess Hill District Lions; Central Sussex Rotary and Burgess Hill and District Rotary (funds raised at the Santa's Grotto 2023)
- Halloween Trail across the week in the town centre supporting local businesses and small prizes will be distributed from the Help Point.
- Support and promotion to MSDC activities that are being held in the town centre.

Remembrance events to be held on Sunday 10 November and Monday 11 November. Poppy planting activity on 6 November.

November 2024 - Christmas Light Switch On event to be delivered with planned entertainment as follows:

- Stage outside Help Point with range of entertainment from 11am-5.30pm.
- Parade with Burgess Hill Marching Youth reaching the stage area prior to the musical performance by Amber T.
- 18 booked community groups and commercial businesses having stalls on Church Walk for duration of event with stalls located on Church Walk and in Martlets Shopping Centre area
- Free facepainting in the Help Point, 12 – 4pm
- Imperial Outlanders (Star Wars and Marvel walkabout entertainers)
- SEND meet and greets with the Imperial Outlanders (pre-booking only)

- Walkabout entertainment to include Christmas Belles and balloon modelling.
- Santa's Grotto operating in Market Place Shopping Centre operated by voluntary groups.
- Free craft sessions during the afternoon in the Kiln (pre-booking only) to include a dedicated SEND session
- SEND meet and greets with the Imperial Outlanders (pre-booking only)
- Martlets Shopping Centre will be hosting Colin's Amusements and another Santa's Grotto in one of their commercial units. Stalls will be located in the area to encourage footfall this way. Decorations for the external area to be funded by the Town Council.
- External decorations: Christmas Tree to be in Market Place Shopping Centre (16-foot tree) to be barriered off with picket fencing and signage to demonstrate this is provided by Burgess Hill Town Council. Martlets Shopping area to have decorations installed at the time of the Christmas Lights installation.

Lead for the Christmas Hamper Project to be delivered 3-6 December inclusive – support form Councillors

Christmas themed performance of Snow Queen performed by Quantum Theatre – tickets will be launched on 23 November and this will be the promoted via About Town magazine (front cover) and out normal advertising channels. Performance times are 11am and 1.30pm.

January 2025 Check Your Health event to be delivered in partnership with Places for People Leisure Centre. A funding application will be submitted to the Mid Sussex Health Partnership. The event purpose is to highlight Healthy Living aiming to provide:

- Pre-bookable appointments for blood pressure and blood glucose levels testing.
- Pre bookable Wellbeing Health MOT's
- Pre bookable talks on Menopause and support available in our community
- Pre bookable introduction to exercise classes to include yoga/relaxation; Body Combat; Body Pump; Pickleball; and, a spin class
- Support available for mental health issues
- Refreshment area
- Promotion to begin after Christmas – New Year Healthy You themed.

VE Day plans – initial conversations are being held and planning will begin on this event to be held on 8 May 2024. This will be a large event so planning will start as soon as possible.

#### **RECOMMENDATION:**

The contents of the report are noted.

**Risks:**

Environmental implications: There are none

Financial implications: These were approved as part of last year event delivery programme.

Community safety implications: Events were delivered with focus on providing free activities.

**8. HOLOCAUST MEMORIAL DAY**

Purpose of Report: The Community Key Area Group are asked to consider the delivery of the event to be held on 27 January 2025. The Community Engagement Team have delivered the event the past two years which has consisted of a service at the War Memorial Garden and a presentation in the Council Chamber delivered by Generation2Generation charity that highlights awareness of the genocides. Religious Groups participate in the event and the programme for this year's event can be viewed here [Holocaust Memorial Day - Burgess Hill Town Council](#)

Background information on the Holocaust Memorial Day can be viewed here <https://www.hmd.org.uk/>

The Group are reminded that this event was requested by Council following attendance at an event in Haywards Heath by the then Town Mayor for it to be delivered in Burgess Hill from 2023 onwards.

**RECOMMENDATION:**

The views of the Key Area Group are sought.

**Risks:**

Environmental implications: There are none

Financial implications: These were approved as part of last year event delivery programme.

Community safety implications: This event delivery has current political sensitivity and it is on this basis this event has been brought to the Key Area Group to determine if it will be delivered in 2025.

**9. PROGRAMME OF FUTURE EVENTS 2025-2026**

Purpose of the Report: The Community Engagement Team has put together a proposed programme for the forthcoming Council year for the Key Area Group to consider. This would be for events delivered in April 2025 - March 2026. Please note this is a draft working document currently as the team will be finalizing these with partnership groups involved in the delivery.

This is attached at Appendix 7.

Councillors are reminded that external funding will be sourced as part of the budgeting process, but as these funds are not guaranteed we must cover the costs of these within the proposed budget.

## RECOMMENDATION:

The views of the Key Area Group are sought.

### Risks:

Environmental implications: There are none

Financial implications: The programme and budget will be passed to the Finance Key Area Group for their meeting on Wednesday 13 November 2024 to approve the budget.

Community safety implications: Events were delivered with focus on providing free activities.

## 10. ABOUT TOWN

Purpose of Report: Review About Town advertising.

Councillors will recall the tender was awarded to Cliffe Enterprise Ltd in 2023. The first magazine was delivered to residents in March 2024, July 2024 and the next magazine to be delivered will be week commencing 18 November 2024 has been finalized now. The contract was awarded based on price.

The Officers involved in the production of the magazine agree that a good working relationship has been established with the Editor, Emily Bryant, liaising with the Cliffe Enterprise team directly.

Advertising continues to be a challenge but every effort to secure adverts is made. For this issue, **eighty** local businesses were approached on minimum of two occasions. Face to face approaches were also made to local businesses. A further 25% discount was secured of the current published rates. The number of businesses that purchased adverts and sizes is set out below:

Company Name	Size of Advert
Tisshaws	Half Page Landscape
Clearwell mobility	Back Cover -Whole Page
Burgess Hill Symphony Orchestra	Quarter page
Sheila Pope	Quarter page
BH Choral Society	Quarter page

This clearly demonstrates that despite every effort made by each three team members, advert pricing is considered too expensive within our magazine.

About Town Advertising rates are available on our website [here](#).

Other magazines that are delivered to homes in Burgess Hill costings are:

Burgess Hill Pages (A5) delivered to 14,941 homes:

Front Page (Qtr)	£212
Double Page Spread	£452

Back Cover	£312
Premium Pages	£282
Full Page	£262
Half Page	£182
Quarter Page	£142
Eighth Page	£102

Burgess Hill Community Ad Magazine (A5) delivered to 9,000 homes:

Full Page	£391
Half Page	£236
Quarter Page	£131
Eighth Page	£81
Classified	£54

RH Uncovered is also delivered to homes in Burgess Hill, they only have pricing available on request.

Facebook has minimal costings and will use algorithms to reach a targeted audience. We have previously used this feature, and for example a £25 spend reached 2,353 people.

#### **RECOMMENDATION:**

The expected income relating to About Town advertising revenue is currently too high and this needs to be reviewed as part of the budgeting process for the forthcoming year. Options are as follows:

1. Reduce expected income for advertising for each issue. The team that oversees the magazine has other public facing priorities that mean allocated time to this is minimal. Despite a concerted effort by all team members in November the outcome was not successful.
2. Consideration to reducing the available pages to focus on editorial only and reduce the printed number of pages as part of the magazine entirely. This would be possible with the current provider who have provided a quotation on this.

#### **Risks:**

Environmental implications: There are none

Financial implications: The annual budgeting process conducted by the RFO has income expected to be generated from advertising which would need to be reviewed as part of the budgeting process.

Community safety implications: There are none.

## **11. ANNUAL GRANTS**

Purpose of the Report: The Town Council currently award an Annual Budget to two organizations each year that do not go through the formal



grant application process. These have been long standing but as the Grants process has been moved to an annual process it was important to consider these two organizations and their current award.

Burgess Hill Bonfire Society currently receive an annual grant of £1,800 towards the costs of insurance costs. 2024 has seen a significant increase in costs due to the necessity of employing additional road marshals to ensure the event remains safe. Historically the Society were able to secure volunteer marshals but over the years this has proven extremely problematic. The Society is run entirely by volunteers and generates a significant footfall into the town delivering a much-loved Sussex tradition annually. The Society has approached the Town Council to request an increase in their annual grant to contribute to these increasing costs. Their reasons are set out below:

“Burgess Hill Bonfire Night is a fantastic event for the town. Thousands of people come and line the streets, businesses are thriving and it’s a great visual spectacle to watch. All provided free of charge and organised by Burgess Hill Bonfire society Ltd (BHBS).

Burgess Hill Bonfire volunteers organise the celebrations made of a procession, bonfire and fireworks held on the last Saturday in September. In addition to Bonfire Night, the society assists the Town Council with festivals, road closures, remembrance Sunday, lighting of the town beacon and the Christmas light switch on. We also support other local organisations.

As you can see from the attached schedule, costs have increased significantly since 2019. The amounts needed to meet the statutory requirements to safely run our night mean an increase in cost for marshals, medics, insurance and road closures along with regular servicing of our fire extinguishers and lease of our operating facilities.

Our members have limited abilities to cover these price increases through the fundraising activities we undertake in the town and local area and voluntary support we give to other events and organisations. This is why we are seeking an increase in the grant.

This year we had thousands of spectators, a torch lit procession made up of 1500 people from visiting societies, local community groups and bands. The sizable number of individuals coming together to take part in our Bonfire Night brings substantial revenue to local businesses.

The Burgess Hill Bonfire Night event enables local business to increase operating hours and staffing with some operating extra outside hospitality during the evening. Local businesses report a substantial increase in trading compared to an average Saturday night.

The society struggles to financially cover the event each year as previously built-up financial reserves have depleted. We run the risk of being unable to

the run the event as our future funding may not cover the costs. The society hope you can see why it is important we request the increase in the annual grant which will benefit the town.

We are requesting an annual grant of £7,300.00 to cover some of the statutory costs of Burgess Hill Bonfire Night. The total costs to for this year's event was approximately £13,422.00 and this is expected to increase in 2025."

Burgess Hill in Bloom currently receive an annual grant of up to £500 towards insurance costs. They have not always claimed their grant each year as depends on activities. Their annual event is a Garden Safari which encourages residents to open their gardens and then promoted as part of the Open Garden scheme with funds raised towards a local hospice.

**RECOMMENDATION:**

1. Consider annual grant request from Bonfire Society.
2. Burgess Hill in Bloom are advised that for future funding their application must go via the Grants Award Panel for consideration with other community organisations.

**Risks:**

If the Town Council do not consider increasing the grant to Bonfire Society, the future delivery of this event could be placed into jeopardy  
Environmental implications: There are none

Financial implications: to be reviewed by the Finance Key Area Group at their meeting on Wednesday 13 November 2024.

Community safety implications: Bonfire Society complete a detailed risk assessment in advance of the event.