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22 October 2019

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 28 October 2019** at 19.00 hours, when your attendance is required.

Steve Cridland
Chief Executive Officer

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

OPEN FORUM

Members of the public are invited to put questions or to draw relevant matters to the Council's attention. Each member of the public is allowed to speak once only in respect of a business item on the agenda (whether in the Open Forum or during the meeting) and shall not speak for more than three minutes at the discretion of the Chairman. 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.

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 19 June 2019 (copy previously circulated).

5. **PRESENTATION BY PARKFIELD EQUINE SOLUTIONS**

As agreed at the last meeting (Minute 16 refers) Dr Terri Martinus, CEO of Parkfield Equine Solutions, will give a presentation about their work.

6. **SOCIAL MEDIA**

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

6.2 The Social Media Analytics for the period May 2019 - October 2019 is as follows:

FACEBOOK					
Month/Year	New Page Likes	Total Page Likes	Posts	Post Reach	Post Engagements
May-19	19	1243	24	27,707	2,798
Jun-19	52	1295	35	30,584	2,427
Jul-19	33	1328	28	35,178	2,398
Aug-19	17	1345	26	24,029	1,248
Sep-19	47	1392	22	28,888	3,127

FACEBOOK TOP 5	REACH
May 2019	
NRR Community Open Day	2538
Skate Fest 2019	2464
Young Carers Fun Day	2207
Sussex Oakleaf Mental Health Pop Up	1948
French Market Returns to Church Walk	1925
June 2019	
Met Office Issues a Level 2 Alert for a Heatwave	2310
NRR Second Community Day	2006
The Burgess Hill Summer Festival	1763
French Market Reminder	1362

Wyberlye House Information Board Installed	1295						
July 2019							
Sand Pit Returns	3455						
Carbon Cafe	3076						
Sand Pit Reminder	3014						
Met Office Issued Heatwave Alert	2525						
Play Day Event	2464						
August 2019							
Play Days on Tour!	3702						
Sandpit Lost Property	2085						
Pathfinder Mental Health Drop-In	1808						
Current Vacancy: Maintenance Assistant	1396						
Bonfire Society Programmes	1256						
September 2019							
Live at Outdoor Cinema	6482						
Residents Forum Applications	2954						
Classic Car Show	2270						
Outdoor Cinema - Thank You	2130						
Worlds End Recreation Ground – Path Improvements	1414						
TWITTER							
Month	Posts	Reach	Profile Visits	Engagement	Total Followers	Top Tweet	Top Tweet Reach
May-19	25	19,100	442	72	625	Sussex Oakleaf Pop-up Art Exhibition	1582
Jun-19	34	20,000	159	32	647	Burgess Hill Academy Students Paint Mural	1796
Jul-19	27	19,000	108	30	658	Burgess Hill Urban Beach Opening	1243
Aug-19	26	19,100	60	40	670	MSDC Playday	1586
Sep-19	22	13,200	90	19	683	Worlds End Path Work	788
INSTAGRAM							
Total Posts		Total Followers			Total Following		
98		431			188		
<i>Instagram does not offer full analytics until 100 posts have been made.</i>							
FACEBOOK EVENT DATA							
Event	Date	Reach	Responses				
Free Outdoor Cinema	7 September 2019	41.7k	1.7k				
Meadow Sweeping and Bug Hunting	8-29 August 2019	5.3k	227				
Burgess Hill Summer Fayre	9 June 2019	10.8k	443				
The Influence of Invasions on the English Language	4 June 2019	1.1k	10				
Create Your Own Story	4 June 2019	341	2				
Mid Sussex Marathon 2019 – Burgess Hill 10k	6 May 2019	14.6k	299				

6.3 RECOMMENDATION

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

Risk Implications – None

7. OUTDOOR CINEMA

- 7.1 Following the popularity of the outdoor cinema screening of *Spiderman: Homecoming* last year, a showing of *The Greatest Showman* took place in St John's Park during the evening of Saturday 7 September 2019.
- 7.2 2,000 free tickets were booked in advance via TicketSource with approximately 1,500 people of all ages attending on the day. The Cricket Club opened their bar (having obtained the necessary licence to serve public events), the Rugby Club provided a BBQ, the 7th Burgess Hill Scouts provided hot donuts and popcorn was also available. The weather was good and positive feedback was received from members of the public as well as the food and drink providers.
- 7.3 The event cost £3,279 to put on, which was covered by a grant of £1,300 from Mid Sussex District Council with £1,979 contributed by the Town Council.
- 7.4 Given the popularity of the two events it is proposed to put on another outdoor film showing in early September 2020, for which a budget allocation will be required.

7.5 RECOMMENDATION

Members' views are sought.

Risk Implications – None

8. CHRISTMAS 2019

- 8.1 Burgess Hill's Christmas event and lights switch-on, *It's Christmas in Burgess Hill!*, will take place in Church Walk on Saturday 23 November 2019, from 11am – 5.30pm.
- 8.2 A variety of suggestions for this year's event were proposed by residents and as far as possible these have been incorporated into the event. This year there will be a stage with a programme of entertainment throughout the day, meet and greet sessions with popular children's characters Peppa Pig and George, Santa in his Grotto, Santa's sleigh and live reindeer, free children's Christmas craft activities, fairground rides, community stalls, street food and drink stalls, and a free Christmas photo booth.
- 8.3 This year the Christmas lights will be switched on by Peppa Pig and George, as well as a local person who has made a significant contribution to the town. Mike Wood BEM has been chosen following his retirement after many years of teaching at Oakmeads College and latterly Burgess Hill Academy, and in recognition of his services to the musical development of people of all ages in

the town.

- 8.4 As part of its Bridge the Gap initiative to support the town centre traders, the Town Council is co-ordinating a Living Christmas Calendar in the town centre in the run up to Christmas. From 1 – 24 December, each day a different shop/café or business (with a shopfront) will place a festive scene in their window, which will remain on view until 1 January. The design of each display will remain a secret until the day it appears. It is up to each shop to decide on their theme and create the display - the variety of themes can range from humorous to topical concerns to traditionally seasonal and wintry. The displays will be promoted each day on the Town Council's social media..

8.5 RECOMMENDATION

Members are requested to note the contents of the report.

Risk Implications – None

9. SUMMER FESTIVAL 2020

- 9.1 Burgess Hill Summer Festival 2020 will run from Saturday 6 – Sunday 14 June.
- 9.2 The Festival usually comprises around 60 events during 9 days. The majority of the events are free or low-cost with the aim of providing affordable and accessible activities for all residents. In 2018, 51 of the 62 events were free or cost £6 or less. The Festival also provides a showcase for local groups, enabling them to raise their profile, generate funds for their activities and recruit new members and volunteers.
- 9.3 A wide range of activities are offered during the Festival, including music, arts, sports and outdoor activities, walks, talks, theatre, literature, activities for the under-5s, after-school activities for children and young people, older people's activities, family events, a variety of workshops and taster sessions, 'behind the scenes' at local businesses and more.
- 9.4 All the 2019 events were organised by local organisations, businesses and individuals, with the exception of the Circus and 14 events that were organised by the Town Council's Community Development Team.
- 9.5 The 2019 Festival cost £10,147, of which £7,400 was allocated by the Town Council, £1,520 was carried forward from 2018 and the remainder was generated by sponsorship and ticket sales. A total of £12,546 was raised by local groups from events organised during the Festival, including £3,810 raised by various groups at the Summer Fayre.
- 9.6 At the June 2019 meeting of the Community Engagement Key Area Group (Minute 10 refers) it was agreed to seek ideas for next year's Festival. Councillors' suggestions were requested via Councillors' Briefing and an article has been included in the December issue of *About Town*.

9.7 RECOMMENDATION

Members' views on the 2020 Summer Festival are sought.

Risk Implications – None

10. YOUTH EVENTS 2020

- 10.1 Burgess Hill District Lions Club funded a free climbing wall and Strike a Light activity in Church Walk during the 2019 Easter holidays in April. The Town Council organised the activities. It is hoped to repeat this event in 2020 funded by the Lions Club.
- 10.2 The Escape Room in March and Virtual Reality event in June were funded by a grant from Mid Sussex District Council. The BMX coaching and freestyle event at the BMX track in August was funded by Burgess Hill District Lions Club. The District Council and the Town Council jointly funded the free Outdoor Cinema event in September, as outlined in Agenda Item 8. The Town Council organised all these activities.
- 10.3 Sussex Clubs for Young People provided the Streetmate outreach bus with 2 youth workers for 11 sessions during the 6 week Summer Holidays, which were attended by 136 children and young people. The bus visited the Green at Denham Road, the Green at St Andrew's Road and Maple Drive. External funding for these sessions was obtained by Sussex Clubs for Young People. They plan to do the same in 2020.
- 10.4 Summer Holiday Activities programmes were delivered to households in low-income parts of the town promoting 32 free and low-cost events taking place during the Summer vacation.

10.5 RECOMMENDATION

Members' views on the provision of youth activities in 2020 are sought.

Risk Implications – None

11. VE DAY 75

- 11.1 Burgess Hill will play its part in the events to commemorate and celebrate the 75th anniversary of peace being declared in Europe after World War 2.
- 11.2 St John's Church has been contacted regarding the Church Bells Ringing out for Peace and a church service on Sunday 10 May. A response is awaited. The pubs have been notified of the Nation's Toast to the Heroes of WW2 and are being encouraged to take part.
- 11.3 The Lone Piper has been booked to play at the War Memorial and Tim Radmall has kindly agreed to play the Last Post.

11.4 The idea to hold a Tea Party at the Cherry Tree Centre and to decorate the Dining Room as a VE Day 75 Legacy Project has been discussed with Age UK West Sussex. It transpired that Age UK has its own plans to decorate the room and purchase new dining furniture in the near future so an alternative, larger venue is being sought for the Tea Party. Burgess Hill Academy has been contacted to see whether their hall is available.

11.5 Burgess Hill Bonfire Society has kindly agreed to organise a Firework Display at Fairfield Recreation Ground in the evening of Saturday 9 May. Bonfire society members would set up the public area and marshal the barriers etc, but would bring in a company to do the actual display. The cost of a 15 – 20 minute firework display would be £2 - £3k plus staff costs.

11.6 **RECOMMENDATION**

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

Risk Implications – None

12. **MINOR GRANTS PHASE 1**

12.1 Following the grants awarded in Phase 1 2019, a grant of £557 was paid to Sheddingdean Baptist Church to enable them to reach their Spacehive crowdfunding target (up to £967 was awarded to enable them to reach their target).

12.2 Burgess Hill Heritage and History Association applied for a Phase 1 grant for their website. It was agreed to defer the decision as Joe Foster offered to meet with them. Joe had advised a company would be able to run the website for them at a cost of about £120 per year. They have therefore requested their application be reconsidered for a grant of £120.

12.3 Parkfield Equine Solutions had also submitted a Phase 1 application for £1,000 to fully fund one place and partially fund a second place on the ReStart programme for young people aged 9 - 24 years. It was agreed to defer the decision and invite them to give a presentation about their work. Following the presentation at the start of the meeting Members are requested to reconsider their application.

12.4 The amount remaining in the Grants Fund for 2019/20 is £9,039, to cover the outstanding Phase 1, Phase 2 and Major awards.

12.5 **RECOMMENDATION**

Members are requested to consider the outstanding Phase 1 grant applications detailed in Appendix 1.

13. **MINOR GRANTS PHASE 2**

13.1 The purpose of this report is to provide Members with a summary of the applications for Phase 2 grants. Each application is judged against the Grants Policy including financial need and the level of service provided to

residents of Burgess Hill.

13.2 In deciding the size of grant to be awarded, consideration is also given to the level of funds currently in the Town Council's Grants Fund. Occasionally, the total value of grants requested over the two phases is greater than the funds available, which can mean the level of grant awarded being less than that requested.

13.3 Ten applications have been received for Phase 2 requesting grants totalling £8,728. An Applications Schedule is attached at Appendix 2.

13.4 **RECOMMENDATION**

Members are requested to consider the Phase 2 applications detailed in Appendix 2.

Risk Implications – None

14. **MAJOR GRANTS**

14.1 One application has been received requesting a Major Grant of £5k. An application summary is attached at Appendix 3.

14.2 **RECOMMENDATION**

Members are requested to consider the grant application detailed in Appendix 3.

Risk Implications – None