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10 June 2020

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 online on **Monday 15 June 2020** 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. **ELECTION OF THE VICE CHAIRMAN OF THE COMMUNITY ENGAGEMENT KAG for the ensuing year.**

5. **NOTES OF PREVIOUS MEETING**

To consider the Notes of the Meeting of the Community Engagement Key Area Group held on 28 October 2019 (copy previously circulated).

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 October 2019 – June 2020 is as follows:

FACEBOOK					
Month/Year	New Page Likes	Total Page Likes	Posts	Post Reach	Post Engagements
October 2019	58	1450	41	62,478	7,617
November 2019	55	1505	46	67,951	6,245
December 2019	8	1513	46	41,258	2,842
January 2020	N/A - data lost*	N/A - data lost*	28	39,432	3,879
February 2020	N/A*	1793	22	23,684	1,465
March 2020	40	1833	46	39,607	3,325
April 2020	62	1895	85	81,675	4,043
May 2020	39	1934	76	41831	2232

*Server crashed and data was lost

FACEBOOK TOP 5	REACH
October 2019	
LEYLAND'S ROAD UPDATE - planer on site	10958
BURST WATER MAIN UPDATE shut for a week	6516
URGENT ROADWORKS BOTTOM END OF JUNCTION ROAD	5865
New Library in Burgess Hill opens	2896
There is a burst water main on Leylands Road (first)	2107
November 2019	
Remembrance Sunday	7261

Lights Switch-on!	7189						
ROADWORKS JANES LANE	5296						
Live performances throughout the day! (Xmas)	5216						
SCOUTS CHRISTMAS CARD DELIVERY	2884						
December 2019							
LEYLANDS ROAD PARTIAL CLOSURE	3601						
CHRISTMAS HAMPERS	2454						
NEW LIBRARY NOW OPEN	2255						
Joyeux Noël Burgess Hill French Market	2052						
Don't forget the French Market arrives in Burgess Hill tomorrow	2025						
January 2020							
LEYLANDS ROAD EMERGENCY CLOSURE - TONIGHT	6632						
ROADWORKS 6 - 24 JANUARY	3578						
LEYLANDS ROAD WORKS UPDATE	3504						
LEYLANDS ROAD TEMPORARY ROAD CLOSURE - 24 JANUARY	2827						
QUEENS CRESCENT ROAD CLOSURE EXTENSION	1933						
February 2020							
Geocaches have been hidden on Burgess Hill's Green Circle	2414						
COUNTY COUNCIL SURGERY - 8 FEBRUARY	2237						
MASTERPLAN FOR ST JOHN'S PARK	1964						
Customer Services Key Area Group and Strategic Development KAG	1756						
JUNCTION ROAD RAILWAY CROSSING	1621						
March 2020							
GREAT BRITISH SPRING CLEAN 20 March - 13 April	5811						
JANE MURRAY WAY FLOODING	3081						
NEWRIVER UPDATE BURGESS HILL REDEVELOPMENT	1799						
LOCKDOWN VIRTUAL FESTIVAL - TAKE PART!	1648						
BURGESS HILL TOWN COUNCIL PREPARED - PRESS RELEASE	1357						
April 2020							
STAY AT HOME STREET PARTY - VE DAY 75	24300						
APPEAL FOR PERSONAL PROTECTIVE EQUIPMENT	4434						
ALLOTMENT BUDDY SCHEME	2270						
EMERGENCY ROAD CLOSURE - QUEENS CRESCENT	1892						
Spot the International Space Station tonight!	1845						
April 2020							
Station Road Closure	1700						
Thank you residents Church Road	1358						
Tribute to the millions read by Dave Truran	1254						
VE Day 75 – Your photos	1088						
Thank you residents Bramber Way	1016						
TWITTER							
Month	Posts	Reach	Profile Visits	Engagement	Total Followers	Top Tweet	Top Tweet Reach
October 2019	37	18,300	195	24	703	Cubs Litter Pick	1298
November 2019	32	23,100	162	28	715	Primrose Close pond clean up	1710

December 2019	41	25,400	117	27	728	Christmas Hampers	945
January 2020	31	21,300	233	27	750	Repair Café Opening	1880
February 2020	21	13,900	148	27	765	St John's Park Survey	1543
March 2020	47	27,000	275	22	793	Bookings open for TLCM	2329
April 2020	72	29,100	268	67	806	Stay at Home Street Party	2284
May 2020	52	25000	235	28	824	DJ Graham Meeres	2385

INSTAGRAM

Month	Total Followers	Total Posts
November 2019	480	114
December 2019	499	134
January 2020	N/A DATA LOST	N/A DATA LOST
February 2020	563	135
March 2020	582	138
April 2020	612	152
May 2020	644	160

Instagram does not offer full analytics until 100 posts have been made.

FACEBOOK EVENT DATA

Event	Date	Reach	Responses
Remembrance Day 2019	10 November	4,600	124
Primrose Close Pond Clean up	16 November	445	6
It's Christmas in Burgess Hill	23 November	39,800	1500
Wisden Avenue Pond Clean Up	30 November	811	9
Pamper Day for Carers	3 March	317	5
Free Climbing in Church Walk (cancelled)	9 April	10,400	237
VE Day 75 Stay at Home Street Party	8 May	2,900	103
VE Day 75 Tea Party (cancelled)	8 May	2,500	29
Sunday House Party with Graham Meeres	24 May		

6.3 RECOMMENDATION

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

Risk Implications – None

7. COVID-19

7.1 Following government instructions in March to work and remain at home, the majority of Town Council staff set up to work at home and have continued to provide the majority of the Town Council's services throughout.

7.2 Although unfortunately the Summer Festival, Summer Fayre and other community events had to be cancelled, the Town Council has been working hard to support residents and businesses through the COVID-19 period. A

summary of the Town Council's COVID-19 response is attached at Appendix 1.

7.3 RECOMMENDATION

Members are requested to note the contents of the report.

Risk Implications – none.

8. LOCKDOWN VIRTUAL FESTIVAL

8.1 The Lockdown Virtual Festival was initiated at the start of the COVID-19 lockdown as a way of helping residents stay cheerful and connected while remaining at home. A summary of the Lockdown Festival activities and social media posts is attached at Appendix 2.

8.2 As part of the Lockdown Festival a live-streamed Sunday Afternoon DJ set by local DJ Graham Meeres was enjoyed by a large number of residents and raised £2,050 in donations for local community groups.

8.3 RECOMMENDATION

Members are requested to note the contents of the report.

Risk Implications – none.

9. SUMMER HOLIDAY ACTIVITIES

9.1 The usual summer holiday activities programme has not been produced this year as most activities have been cancelled or are unconfirmed due to COVID-19. This includes the 12 Streetmate outreach activities that usually take place during the summer holidays, although Sussex Clubs for Young People hopes to run some activities at Denham Road.

9.2 We are still hoping the BMX Rock Up & Ride event will be able to go ahead in August, although this will be subject to government advice nearer the time. Mid Sussex District Council's Play Days are cancelled although they are planning digital activities, which we will help promote when we receive the details.

9.3 The summer Young Carers activities have been cancelled although it is hoped to organise a socially distanced young carers' event at the end of August. The possibility of holding a sports event at St John's Park is being considered for when conditions allow.

9.4 The Town Council is working with the Friends of the Green Circle Network to organise and promote a Nature Trail at Bedelands Nature Reserve. Families will be able to take part in the activity while social distancing. The Nature Trail will be available to download from the Town Council's website from the beginning of July, as well as being advertised on our social media and on the Friends of Burgess Hill Green Circle Network's pages. Hard copies will be available from the Help Point.

9.5 RECOMMENDATION

Members are requested to note the contents of the report.

Risk Implications – none

10. OPEN AIR CINEMA

10.1 Following the popularity of the free open air cinema screenings of *Spider-Man:Homecoming* in 2018 and *The Greatest Showman* in 2019, it is proposed to show *Mary Poppins Returns* at St John's Park on Saturday 12 September. This is a week later than last year following a request from the Cricket Club to hold it after the end of season work on the cricket pitch has been completed.

10.2 The event will be held subject to government advice regarding COVID-19 and social distancing. The cinema company and film licence have been booked, with the option of moving to 22 May 2021 or 11 September 2021 if the event is unable to go ahead this year. These dates have been selected due to the weather conditions and sunset time required.

10.3 If social distancing measures are still in place this will cause difficulties. St John's Park is a public space, so the numbers of people coming in cannot be restricted. Although it is ticketed, it cannot be sectioned off, as the Town Council does not have enough barriers. 2m spaces could be marked out on the field, however if there were larger family groups, they could need more than this space, and it would be difficult to monitor and make sure people were keeping their distance. Marshalls would be needed to help seat people, and this would be a risk to volunteers. Additionally if people were getting up and down to get refreshments or use the toilets, they would likely walk through other people's spaces.

10.4 RECOMMENDATION

Members' views are sought.

Risk Implications – the event may have to be postponed to 2021 due to COVID-19.

11. DRIVE IN CINEMA

11.1 The possibility of holding a Drive-in Cinema is being considered as a safer alternative if the open air cinema is unable to go ahead due to social distancing advice.

LOCATION AND AUDIENCE SIZE

11.2 Burgess Hill Academy Car Park is the most suitable space. The Academy has said in principle they would allow the Town Council to use it. Staggering the cars with a parking space in between each, (measuring 2.4m) would allow for social distancing and a clearer view for each car, as they would not be directly in front of each other, as shown in Appendix 3. This layout accommodates 75

cars - assuming 2 people per car this would be a capacity of 150 people.

EQUIPMENT HIRE

- 11.3 The cost of an inflatable screen with projector would be comparable to the Outdoor Cinema, (around £1,400 for equipment and staff). Several companies have been approached for quotes. This screen can only be used after sunset, which will be around 8pm on 12 September.

FILM LICENCE

- 11.4 The cost of a film licence varies according to the audience size and whether there is an entry charge. For a free screening it is a set cost, if charging it is a percentage of the ticket price.

CONSIDERATIONS

- 11.5 For an inflatable screen with projector it needs to be dark. In September this means the film can start around 8pm. BHA car park is in a residential area so car noise, people talking, generators and light from the screen would need to be considered. An LED screen could be used during the day although the cost is higher at around £5,000.
- 11.6 Staff safety would need to be ensured. Marshalls and technical staff for the equipment would be required in addition to Town Council staff running the event. Social distancing, PPE and hygiene would need to be considered. Town Council events are normally marshalled by volunteers.
- 11.7 Toilets would need to be considered - the portable toilets hired for the 2019 Outdoor Cinema did not have hand washing facilities, only hand sanitiser. There would need to be a safe queueing system for toilets, and current advice is to clean toilets between users to ensure safety of the public, which would require staff to monitor. The same considerations would be in place if food and drink was available.
- 11.8 Safe distancing would be required if members of the public were getting out of their cars to use toilets or get food and drink.

11.9 **RECOMMENDATION**

Members' views are sought.

Risk Implications – government advice regarding COVID-19 may change if there is an upsurge in the infection rate.

12. **CHRISTMAS 2020**

- 12.1 Burgess Hill's Christmas event and lights switch-on, *It's Christmas in Burgess Hill*, is scheduled to take place in Church Walk on Saturday 21 November 2020. As with other events, this is subject to government advice regarding COVID-19, therefore a Plan A and Plan B have been developed.

Christmas 2020 - Plan A

- 12.2 Following feedback after last year's event, and a request from the CEO who saw this work well elsewhere, a Star Wars Cosplay group have been contacted. They are willing in principle to attend the event and mix and mingle with the crowds, as an alternative to the mascots used in previous years. This would allow more people to interact with the characters and avoid queueing. They would also pose for photographs in a space-themed photo booth, set up similarly to the Christmas photo booth in 2019.
- 12.3 The same stage has been booked as in 2019, for a programme of musical performances throughout the day. It is planned to have more performance slots this year, as it took less time than expected to change over the stage set-up in between performances, and there would not be the mascot appearance times to work around.
- 12.4 The fairground rides have also been booked. Burgess Hill Theatre Club has given permission for their space to be used for children's crafts, alongside their coffee morning. Community Groups will be approached to hold fundraising stalls.
- 12.5 Should the event have to be cancelled due to COVID-19, we are developing plans for an alternative event that residents can safely enjoy while supporting our local traders during the Christmas period. A Community Christmas Market and live streaming of the Christmas Lights Switch-on are being considered.

Christmas 2020 - Plan B

- 12.6 Considering that some form of social distancing is likely to be in place by November, this plan sets out an alternative, scaled-down version of the Town Council's Christmas event, which could still take place respecting social distancing and other Covid-19 guidelines. This would be subject to a change in guidance following a potential second wave.
- 12.7 This event would be a Community Christmas Market, following on from the success of the Community Stalls last year. This would give the community groups a fundraising opportunity, which is needed as the summer fundraising events were cancelled. Plans are in place for a monthly Open-Air Market in the town, including research into layout, spacing and queueing systems for maintaining social distancing. These plans would be adapted to allow community groups and local traders to set up temporary stalls, providing their own equipment, to sell goods, give out information, hold tombolas or raffles etc.
- 12.8 The main component of Plan A, which would not be possible under social distancing, is the stage - there is a very limited space for an audience - which hosted musical performances and the Lights Switch-On. To substitute for this, local musicians and groups could be recorded performing, and this could be shared on the Town Council's social media. The Lights Switch-On could be filmed, shared or live-streamed on the Council pages, and a Community Hero, along with the other people normally present on stage for the switch-on, could be asked to record a message to be shared. This could be edited into a

'Christmas in Burgess Hill' video.

12.9 RECOMMENDATION

Members' views are sought.

Risk Implications – plans may be subject to change due to COVID-19.

13. COVID-19 COMMUNITY GRANTS

13.1 Many local groups fundraise for their activities during the summer months, with large numbers usually taking part in the Summer Festival, Summer Fayre and other summer events in the town. Cancellation of these events this year because of COVID-19 will have an adverse financial impact on the financial situation of many groups.

13.2 The Town Council compiled a list of local groups and Councillors have been contacting them to assess the impact of COVID-19. Many groups have reported a projected shortfall in funding this year as a result.

13.3 The Graham Meeres live-streamed DJ set raised £2,050 in donations to a Together in Burgess Hill online fundraising page by members of the public to support local community groups. The page is open until the end of June so further donations may be received. It was agreed this would be match funded from the £10k COVID-19 funds allocated by the Town Council and Burgess Hill District Lions Club, so currently this provides a fund of £6,150 specifically to support groups affected by COVID-19. This is separate from and in addition to the annual in-year grants.

13.4 It is proposed that local groups are invited to apply for funding to help them get through this difficult time by completing a short application form, to be agreed by the RFO. A special meeting of the Community Engagement Key Area Group would be held to consider the applications and allocate the funding, taking into consideration any comments from the Lions.

13.5 RECOMMENDATION

Members' views are sought.

Risk Implications – None

14. MINOR GRANTS PHASE 1

14.1 The purpose of this report is to provide Members with a summary of the applications for Phase 1 grants. Each application is judged against the Grants Policy including financial need and the level of service provided to residents of Burgess Hill.

14.2 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.

14.3 The amount in the Grants Fund for 2020/21 is £20,133 (this includes an extra one-off £8k allocated for this year), to cover the Minor Grants Phase 1 and Phase 2 and Major Grants. Ten applications have been received for Phase 1 requesting grants totalling £8,944. A list of the applications is attached at Appendix 4.

14.4 **RECOMMENDATION**

Members are requested to consider the Phase 1 applications detailed in Appendix 4.

Risk Implications – None