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23 July 2020

To: **MEMBERS OF THE CUSTOMER SERVICES KEY AREA GROUP,
BURGESS HILL TOWN COUNCIL**

A **MEETING** of the **CUSTOMER SERVICES KEY AREA GROUP** will be held online on **28 July 2020** at **19:00** hours, when your attendance is required.

Steve Cridland
Chief Executive Officer

Following government advice on social distancing, essential Council Meetings will be held virtually during the Covid-19 period. All papers will be published on our website as usual. Members of the public can attend the meeting by using the Zoom link that will be placed on the town council's website and social media shortly before the meeting takes place.

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

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. 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 (in the Open Forum) 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.

2. APOLOGIES FOR ABSENCE

3. SUBSTITUTES

4. DECLARATIONS OF INTEREST

In respect of any matter on the agenda.

5. APPOINTMENT OF VICE CHAIRMAN

6. NOTES OF PREVIOUS MEETING

To consider the Notes of the Meeting of the Customer Services Key Area Group held on 28 April 2020 (previously distributed).

7. PLACE AND CONNECTIVITY PROJECT

MSDC has appointed Francis Knight to progress the Worlds End Bridge art project. Laura and Louise from consulting firm FrancisKnight will be attending the meeting to provide an update.

The Welcome to Burgess Hill signs have arrived and should be installed by the time of this meeting.

The Council's comments on the Space and Connectivity project were submitted to MSDC.

For Noting

8. PETANQUE

A meeting has been held with an officer from MSDC to consider Fairfield Rec as a suitable site for the Petanque facility. It appears that whilst there

is no objection to the use of this site, planning permission will be needed and an application is being compiled for submission. This will further delay the project 3 months.

For Noting

9. PAINTING OF VIRGIN BOXES

An update of this project will be provided at the meeting.

FOR CONSIDERATION/NOTING

10. BURGESS HILL CALENDAR

Burgess Hill calendar has been a community project since 2017. Over the years the calendar has generated much interest and given us the privilege to work with various local community groups, schools, charities, and local businesses. Our approach to this project has always been that we support the local community and independent businesses in Burgess Hill.

In 2019, the calendar was a joint venture with Burgess Hill Artists and Burgess Hill Academy Art students. Various local artists provided art work of Burgess Hill landmarks and popular places.

12 local, independent businesses each paid £120 (including VAT) to sponsor a month in the calendar and in return we advertised their business via our media platforms, About Town, posters and displays in the Help Point.

The sponsorship money funded the printing cost of the calendar which was £864.00 including VAT for 300 calendars and provided a profit.

Our printer provides a professional service and many compliments were received from customers on the design and format of the calendar. The printer has quoted £765.00 + VAT (£2.55 each + VAT) for this year's calendar

10% of each calendar sale previously went towards a local charity and in 2019 Age UK Cherry Tree Centre, Burgess Hill benefitted.

In total 199 out of 300 calendars were sold in 2019. 257 were sold in 2018 and Signposts was supported.

This year we intend working with Burgess Hill Local History Society. Councillor Anne Eves connected us with Heather Warne of the History Society and we are currently in discussion to create a Burgess Hill

History themed 2021 calendar. We are confident that this will be a popular theme and sell more.

As the History Society is currently unable to proceed with their annual events and activities it is suggested that any profit realised be given to them.

The Covid-19 pandemic has undoubtedly affected many businesses in the Town Centre. We would like to show our support and appreciation to all the previous participating businesses for their support of this project by providing them with free advertising. It is suggested that the 'Bridge the Gap' initiative fund the printing costs of the calendar and help support this venture.

CEO Comment:

The KAG is asked to consider whether this project is one worth pursuing. Originally it was developed as a community project to create income for the council and a charity and to promote the town.

Whereas advertising covered costs in the past, the Bridge the Gap initiative is asked to underwrite the calendar this year. The cost is £765 plus VAT (£918). If all 300 calendars are sold at £5 each, the project will realise a profit of £582. From previous experience it is unlikely that all 300 will be sold though the history theme should be popular. If only 200 are sold then a profit of just £82 will be realised.

The intention is to provide a year of free advertising to the businesses which previously advertised. Is the effort which goes into this project worth the coverage the advertisers receive or are there better ways of promoting businesses?

A further question which the KAG is asked to consider is whether under normal circumstances the Council is offering a good deal to advertisers if only around 200 calendars are sold, bearing in mind that they do receive exposure in About Town, on Social Media and on the website. The concern is that 300 sales are promised whereas it is not possible to guarantee the sale of this number.

FOR CONSIDERATION

11. REQUEST FOR A LAMP POST

The following request has been received from a resident living in Ryeland road:

"I live in the estate off Folders Lane that backs onto Birchwood Grove Road. Would it be possible for another street lamp to be put up on Birchwood Grove Road that would light up the section of road near our

estate? There is already an electric pole there so it would just be a matter of fitting another lamp.”

The Council has previously installed additional street lights (98) where it has felt it to be necessary. The cost to the council is as follows:

- Supply and install 1nr. lighting column and LED lantern £668.41
- Provide new connection onto LV main £1,167.6 (based on UKPN carrying out the connection - site survey required to locate LV main)

There might also be the cost of traffic management, but a site survey will need to be undertaken to ascertain whether this is required. This would add an additional £2000 to the project.

There is also the ongoing maintenance and electrical cost which is estimated at £65 per annum.

FOR CONSIDERATION