

MINUTES OF THE POLICY & RESOURCES DEVELOPMENT COMMITTEE
MEETING HELD ON TUESDAY 7TH FEBRUARY 2017

PRESENT: Cllr. Goodchild (in the Chair), Cllrs. Bunyan, Clifford, Holmes, Rook Swann and Warne (in part). Tally Wade (in part)

APOLOGIES: Cllr. Veitch.

Declaration of Interests, Dispensations, Predetermination or Lobbying:

Members are required to declare any interests, dispensations, predetermination or lobbying on items on this agenda. Members are reminded that changes to the Register of Interests should be notified to the Clerk.

70/16: Internal Finance Check:

Cllr. Swann had confirmed that the internal finance check had been completed and everything was in order.

71/16: Authorisation of payments made after the January meeting:

A list of payments made after the January meeting, is filed with these minutes.

72/16: Cheques for Payment:

Cheques for February were signed for payment as per the list filed with these minutes. It was proposed by Cllr. Goodchild, seconded by Cllr. Swann and agreed to authorise payment of the cheques as presented.

These included:

Policy and Resources	£10,067.20
Burial and Properties	£ 909.72
Environmental Management	£12,459.40
General Funding	<u>£ 760.96</u>
Total	£24,197.28

73/16: Promotion of Parish Council

1. Magazine Presentation:

Cllr. Clifford welcomed Tally Wade to the meeting. Cllr. Holmes outlined their original aim, which was to look at ways of improving communication with residents as well as promoting the Parish Council. One of the ideas they had developed was a replacement for the current Parish Newsletter which they were confident would be self-funding and sustainable. It was also expected that an online version of the magazine would be available together with a link to and from the Parish Council website. With all of this in mind, they had invited Tally from Coffee Shop Media Ltd on to the sub-committee. Tally gave a summary of her background and considerable expertise and experience in the field of publishing and PR, tabling examples of her work to the Committee. She had taken the brief given and looked at how it could be made self-supporting. She believed that enough revenue could be generated from advertising to produce a quarterly, quality magazine of 42 pages working on a ratio of editorial to advertising pages of 60:40.

The brief was for a publication through which the community could talk to the community, and the PC could engage more thoroughly with Parishioners.

Taking cues from other magazines in the area, she had designed a product with content that also promotes every angle of the Parish of Cranbrook and Sissinghurst – its commerce, produce, open spaces and, of course, its people.

The name Parish Cake came from the sub-committee group, and all agreed it works well on several levels. It clearly identifies the magazine with the Parish, while providing an element of fun, which they believed would make the product more likely to be engaged with.

Tally tabled an example of a front cover and a proposed magazine structure showing a layout that she believed would work well but could easily be reworked. She concluded by informing the Committee of the total cost of her services which are listed below and amounts to £4,871 per issue which would need to be covered from advertising revenue.

The services from Coffee Shop Media would include the following:

- Editorial production
- Editorial design
- Advert design where required
- File check and file upload
- Printing and binding (3,500 copies)
- Preparation for mail out
- Mail out through Royal Mail
- Delivery of extra copies to the Parish Council office

It had been established that as a Parish Council, we did not need to charge VAT on the advertising which would allow us to offer very competitive rates. Some market research had already been undertaken with very promising results. Cllr. Warne went on to explain that advertising space would be sold on a commission based freelance basis and the fact that it would be delivered to every home in the Parish made it a very powerful tool. Invoicing for the advertising space would need to be completed via the Clerks but was not thought to be too onerous.

Cllr. Holmes emphasised that they would not recommend launching the magazine unless they were completely satisfied that the production costs would be covered. They were also delighted to report that they had received an offer of sponsorship from a highly respected local company.

Cllr. Clifford concluded the presentation by reiterating that the magazine would be self-funding, he would be the editor and the Parish Council would be legally responsible for the content and it would contain a letters page which would give us an excellent opportunity to promote the Parish Council. He asked Members for questions.

Prior to any questions being asked the Clerk confirmed that it would be in order for Cllr. Rook to ask questions because of his experience in the field, however as the producer of the current Parish Newsletter he would refrain from voting on any proposal because of his pecuniary interest.

In response to Cllr. Rook, it was confirmed that any outstanding debts in regard to advertising revenue would be the responsibility of the Parish Council, as it is currently when dealing with

invoices for the hire of the Vestry Hall, however this would be managed as payment for advertisements would be required in advance of the publication.

Cllr. Clifford confirmed to Cllr. Rook that the person that is given the opportunity to undertake selling the advertising content would be under contract, totally self-employed and given positive guidelines in what to say when selling advertising space.

In response to Cllr. Bunyan, it was confirmed that the details of the contract for the person responsible for selling the advertising space had yet to be agreed.

In response to Cllr. Swann it was confirmed that Cllr. Clifford would undertake the task of obtaining editorial content and pictures from the community groups within the community and the Parish Council would have plenty of space to subtly promote the work they do through various features. There will be a full page allocated to the Chairman's report.

Cllr. Clifford proposed that subject to costs being covered the magazine entitled Parish Cake should be published, as presented this evening, with the publishing team as listed including procuring the services of Coffee Shop Media and that the team be given the delegated authority to appoint a person to sell advertising space. This was seconded by Cllr. Bunyan and agreed unanimously. Following advice, Cllr. Rook abstained from voting.

Cllr. Warne and Tally Wade left the meeting.

2. Cllr. Swann raised his concern regarding the desire of the Neighbourhood Development Plan Steering Group to register an independent website separate from the Parish Council. They were requesting authorisation to spend up to £1000 on generating a new website. He felt that a tab on the homepage of the Parish Council website which would not incur any cost would be sufficient for their needs. The Clerk informed the Committee that the Steering Group had already registered a separate domain name and email address for the NDP. Members expressed some confusion over the role of the Steering Group and their Terms of Reference. Members agreed that if Cllr. Warne were to attend meetings of this Committee in her capacity as Chair of the NDP, that communication between the Steering Group and the Parish Council would improve and the current concerns and confusion may be resolved as a result. It was proposed by Cllr. Swann, seconded by Cllr. Rook and agreed that Cllr. Warne represent the NDP as a member of this Committee, which would also give the Steering Group more support. The NDP would also like to purchase display boards and 'A' boards to promote their forthcoming events, Cllr. Swann proposed that sufficient funds to purchase these boards be allocated, this was seconded by Cllr. Goodchild and agreed.

74/16: Solicitors:

This item was deferred until the next meeting.

75/16: Staffing:

The Clerks had obtained estimates for a new corporate uniform, it was proposed by Cllr. Swann, seconded by Cllr. Goodchild and agreed that the uniform be ordered as per the estimate tabled.

An issue had been identified that the Caretakers had not been receiving their correct salaries for a number of years, although the underpayment was minor it would need to be addressed. Cllr Holmes proposed that Cllr. Swann and Cllr. Goodchild be delegated the responsibility to

work out the most suitable solution to recompense the caretakers, this was seconded by Cllr. Rook and agreed.

76/16: Contracts:

It was decided that the contract renewal with EDF Energy be deferred until the next meeting.

The Grounds Contract was due to terminate on the last day of February 2017. Specifications and invitations to tender had been sent out to a list of four contractors as agreed at the January meeting of this Committee. Members opened the two returned tender envelopes and examined the email received from one company detailing their quote. After a full discussion it was proposed by Cllr. Goodchild, seconded by Cllr. Rook and agreed that the quote from Kent Grasslands Services in the sum of £29,000 + VAT with a 2% increase per annum for inflation be agreed for a three year term commencing on the 1st March 2017 and ending on the last day of February 2020.

77/16: Response Licence:

The Clerk explained that we had received a renewal notice for the Royal Mail Response Licence taken out originally for the Community Centre Loan Poll. The Clerk confirmed that the licence covers responses only and could not be utilised for anything else the Parish Council sends out. Cllr. Swann proposed the licence was not renewed subject to the agreement of the Chairman of the Parish Council who unfortunately was unable to be present tonight, this was seconded by Cllr. Goodchild and agreed.

78/16: Grant Applications:

a) An application had been received from Sissinghurst Flower Show Society for the sum of £400 to assist with the provision and maintenance of the flower troughs in Sissinghurst. Cllr. Bunyan declared an interest on the item as the Chairman of the organisation.

It was proposed by Cllr. Holmes, seconded by Cllr. Clifford that the grant be awarded.

b) An application had been received from Linda Page on behalf of Cranbrook in Bloom for financial assistance towards the 'Cranbrook Goes Nuts in May' event scheduled to take place at the end of May as a Chelsea Fringe event. The amount requested was £700 with the total cost of the project estimated at £1900 - £2200. Events planned included demonstrations, wigwam building, and wood carving, flower arranging workshops and fruit/vegetable sculptures and many others. Cllr. Clifford confirmed that he had authorised the hire of the Vestry Hall free of charge to support the event.

It was proposed by Cllr. Rook, seconded by Cllr. Holmes and agreed to award the amount requested with the condition that Cranbrook and Sissinghurst Parish Council are included in the list of sponsors on all printed promotional materials.

c) An application had been received from St. Dunstan's Messy Church requesting £500 towards capital expenditure of a project totalling £1300. Cllr. Swann declared an interest as he sits on the Church Finance Committee. After a full discussion it was proposed by Cllr. Bunyan, seconded by Cllr. Goodchild and agreed that the grant be awarded, however it should be stipulated that funds should only be used for capital expenditure and not towards any running costs as per our current Grant Awarding Policy.

d) Two requests had been received from 1st Cranbrook Rainbows, the first being a financial request for £500 for craft supplies, the second, a request from their leader for concessionary rates for the hire of the Vestry Hall.

After a full discussion and taking previous experience into account, Members agreed that a concessionary rate could not be approved, however the request for £500 be awarded, this was proposed by Cllr. Swann seconded by Cllr. Rook and agreed. The Clerk agreed to ensure the applicant was fully aware of our Grant Awarding Policy and criteria necessary to comply.

e) An application had been received from Cranbrook Voluntary Car Service for the sum of £200 to enable the continuation of the valuable service to the community. It was proposed by Cllr. Rook, seconded by Cllr. Goodchild and agreed to award the full amount requested.

f) An application had been received from Cranbrook Primary Out of School Club requesting £869.97 to cover the cost of a DVD combi television and a desktop PC and monitor. Cllr. Goodchild declared an interest as a Trustee. Members agreed that the club was a benefit to many children and their parents in the Parish and should be supported. It was proposed by Cllr. Rook, seconded by Cllr. Bunyan and agreed to award the amount requested.

79/16: Items for Information:

The Clerk informed the Committee that we had been notified that our water and waste water company was changing due to a decision made by Southern Water. The company taking over that part of their business is called Business Stream.

Cllr. Goodchild was very sad to report that he had been told this evening that an Ex-Chairman of Cranbrook and Sissinghurst Parish Council, Peter Jempson had passed away peacefully in hospital just before 6pm this evening. Members unanimously agreed that he would be greatly missed by this Community. Members agreed that the sad occasion should be marked by way of a minute's silence in memory of Peter Jempson at the Full Council meeting on Thursday evening.

Cllr. Rook informed members that he would be resigning as a Member of the Parish Council on Thursday evening. He had taken this decision now, so that should this vacancy cause an election, it would be combined with the County Council elections in May which would save money. Members agreed his resignation would be a great loss to the Council.

Cllr. Clifford wished to record thanks to Cllr. Swann for the sound financial advice he had given to the magazine project.