Littlehampton
Town Council

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Town Clerk – **Peter Herbert**

13 November 2012

Notice is hereby given that there will be a Meeting of the **PERFORMANCE AND PUBLICITY OVERVIEW COMMITTEE** held in the **FLEMING ROOM, MANOR HOUSE, CHURCH STREET, LITTLEHAMPTON** on **TUESDAY 20 NOVEMBER 2012** at **6.30PM**

Committee: Cllrs Ayres (Chair), Caffyn, Hulmes, Northeast, Dr Walsh and Weston

PETER HERBERT
Town Clerk

AGENDA

2012/2013

1. **EVACUATION PROCEDURES**

2. **MOBILE PHONES**
Members and the public are reminded that the use of mobile phones (other than on silent) is prohibited at Town Council and Committee meetings.

3. **APOLOGIES**

4. **DECLARATIONS OF INTEREST**
Members and Officers are reminded to make any declaration of disclosable pecuniary or personal and/or prejudicial interests that they may have in relation to items on this Agenda.

You should declare your interest by stating:

(a) the item you have the interest in
(b) whether it is a disclosable pecuniary interest, whereupon you will be taking no part in the discussions on that matter, or
(c) (i) whether it is a personal interest and the nature of the interest
(ii) whether it is also a prejudicial interest
(iii) If it is a prejudicial interest, whether you will be exercising your right to speak under PUBLIC FORUM

You then need to re-declare your interest and the nature of the interest at the commencement of the item or when the interest becomes apparent.

QUALITY TOWN COUNCIL

5. **MINUTES**

To confirm the Minutes of the meeting held on 11 September 2012, circulated herewith.

6. **PUBLIC FORUM**

Members of the public are invited to ask questions or raise issues which are relevant and are the concern of this committee. A period of 15 minutes is allocated for this purpose. If possible, notice of intention to address the Committee should be given to the Clerk by noon of the day of the meeting.

7. **CHAIR'S REPORT AND URGENT ITEMS**

8. **OFFICER'S REPORTS**

8.1 **Second Quarter Performance Indicators Report** – attached
8.2 **Lamp Post Banners** – report attached
8.3 **Communication with the Public & Progress Newsletter** – report attached
8.4 **Budget Report 2012/13** - attached
8.5 **Draft Budget 2013/12, 2014/15, 2015/16** – report attached

9. **MASTERPLAN – NORTH LITTLEHAMPTON**

10. **EXEMPT BUSINESS**

It is **RECOMMENDED** that:

The public and accredited representatives of the press be excluded from the Meeting under Section 100 Local Government Act 1972 due to the confidential nature of the business to be conducted.

Littlehampton Town Council

Non-Confidential

Committee: **Performance and Publicity Overview**

Date: **20 November 2012**

Report by: **Town Clerk**

Subject: **Second Quarter Performance Indicators Report**

1. Summary

1.1 The Performance Indicators for the second quarter, 1st July to 30th September 2012 are presented for consideration and comment, together with the relevant figures from 2011/2012 for comparison.

1.2 The Performance Indicator figures for the quarter are attached as Appendix 1 and the Members attendance figures are attached as Appendix 2.

2. Recommendations

2.1 The Committee is RECOMMENDED to:

Note the 2012/2013 second quarter Performance Indicator results as set out in Appendix 1.

3. Performance Indicators (PIs – Attached as Appendix 1 to this report).

3.1 <u>Corporate Performance Indicators</u>

3.1.1 **No. of days to reply to correspondence (Pi 1)**
The target for 2012/13 is 3 days.
The total for this quarter is 2 days which is better than the target.

3.1.2 **Number of training days for staff development (Pi 2)**
The target for 2012/13 is 30.
The total for this quarter is 11. The target has already been achieved for this year.

3.1.3 **Number of Press Releases or Briefings per month (rolling annual average (Pi 3)**
The target for 2012/13 is 5 per month and an average of 3 per month has been achieved. There were 4 press releases in July, 2 in August and 2 in September. This does not reflect the fact that the Town Council often receives press coverage without a press release being sent.

3.1.4 **Average variation in days from target date for Progress Newsletter (Pi 4)**
The target for 2012/13 is 0 days.
The Progress Newsletter was delivered on target.

3.1.5 **Average variation from target date of rolling maintenance programme (Pi 5)**
The target for 2012/13 is 0 days.
The maintenance programme is currently up to date.

3.1.6 **% of Council agendas sent out within 5 clear days of meetings (Pi 6)**
The target for 2012/13 is 100%.
All Council agendas were sent out within 5 clear days of meetings.

3.1.7 **Percentage of due invoices paid within 21 Days (Pi 7)**
The target for 2012/13 is 92%.
86.70% of due invoices were paid within 21 days in this quarter. This is due to high unexpected expenditure and cash flow timings.

3.2 Democratic Representation and Management

3.2.1 **Councillor attendance at Committee (Pi 8)**
The figures for Members attendance is attached as Appendix 2.

3.3 Grants

3.3.1 **Percentage of grants budget allocated by year end (Pi 9)**
The target for 2012/13 is 98%.
86.7% of the grants budget has been allocated to date.

3.3.2 **Number of applications received for Grants (Pi 10)**
The target for 2012/13 is 40.
There were 5 applications received in the second quarter and 36 to date.

3.3.3 **Number of applications received for grants from organisations who have not applied during the last three years (Pi 11)**
The target for 2012/13 is 8.
There were no applications received for grants from organisations who have not applied during the last three years in this quarter, but 10 such applications have been received to date.

3.4 Amenity Team

3.4.1 **Percentage of reported incidents of graffiti removed within 3 working days (Pi 12)**
The target for 2012/13 is 100%.
The A Team has achieved 92% on this PI. There were 13 incidents and 12 were removed within 3 working days.

3.4.3 **Percentage of offensive graffiti removed within 1 working day (Pi 13)**
The target for 2012/13 is 100%.
The A Team has achieved 80% on this PI. There were 10 incidents and 8 were removed within 1 working day.

3.5 Public Room Lettings in the Manor House

3.5.1 **Percentage of income against expenditure for hiring of Manor House rooms (Pi 14)**
The target for 2012/13 is 180%.
Income was 123% of expenditure in the second quarter.

3.5.2 **Number of lettings per month of Fleming Room (Pi 15)**
The target for 2012/13 is 40.
There were 3 lettings in this quarter, making only 6 lettings in the year to date.

3.5.3 **Percentage of hirers 'satisfied' or 'very satisfied' with use of public rooms (Pi 16)**
The target for 2012/13 is 100%.
The satisfaction rate was 100%.

3.6 Street Lighting

3.6.1 **Percentage of faults on LTC street lights, reported by LTC, and corrected within 3 working days (Pi 17)**
The target for 2012/13 is 100%.
No LTC street lights were reported as not working in this quarter.

3.7 The Dairy Site

3.7.1 **Percentage of income against expenditure (Pi 18)**
The target for 2012/13 is 100%.
Income was 256% of expenditure in the quarter making 124% for the year.

3.7.2 **Percentage of hirers satisfied or very satisfied with their hire of the premises (Pi 19)**
The target for 2012/13 is 100%.
There have been no responses. Many of the users are regular bookings and have hired the Dairy for a number of years. The feedback is that they have completed questionnaires in the past and as there have been no changes they did not see the need to complete another.

3.7.3 **Number of lets per month as a rolling annual average (Pi 20)**
The target for 2012/13 is 63.
The number of average lets per month for this quarter is 32. The number is lower than the last quarter due to the school holidays and

groups not operating during this time. Lets will not meet the target this year due to the condition of the rooms and groups finding better accommodation. Some long term user groups at the Dairy have also folded.

3.8 Community Arts & Events

3.8.1 **Involvement of young people in SPACE (Pi 21)**
The target for 2012/13 is 800.
863 young people were involved in SPACE this year which exceeded the target.

3.8.2 **The number of sports available on the SPACE programme (Pi 22)**
The target for 2012/13 is 20.
27 sports activities were included in the SPACE programme exceeding the target.

3.8.3 **The number of opportunities for Littlehampton artists to display their skills to local people (Pi 23)**
The target for 2012/13 is 30.
There were 25 opportunities for Littlehampton artists to display their skills to local people in this quarter. The annual target has now been achieved.

3.9 Parks & Open Spaces

3.9.1 **Percentage of trees planted as part of the Annual Tree Planting Scheme in the municipal year agreed (Pi 24)**
The target for 2012/13 is 100%.
The trees will be planted between January - March.

3.10 Project 82

3.10.1 **Number of hours p.a. that the Project is open and available for face-to-face interaction with young people (Pi 25)**
The target for 2012/13 is 480.
The number of hours is 150 for this quarter and is above target for the time of the year.

3.11 Littlehampton Museum

3.11.1 **Number of educational visits to the Museum (Pi 26)**
The target for 2012/13 is 10 visits.
There was 1 education visit to the Museum in this quarter.

3.11.2 **Percentage of public research enquiries answered within one month (Pi 27)**
The target for 2012/13 is 100%.
All enquiries were answered within one month.

3.12 Allotments

3.12.1 **Number of newly vacant plots made available to re-let within 14 days (Pi 28)**
The target for 2012/13 is 100%.
All newly vacant plots have been made available within 14 days.

3.13 Community

3.13.1 **Meetings of the Town Traders Forum per annum (Pi 29)**
The target for 2012/13 is 3.
There are now only 2 Town Traders Forum meetings a year supplemented by several Town Trader Partnership meetings attended by the Town Clerk and Events and Publicity Manager.

3.14 Sports Forum

3.14.1 **Number of meetings of the Sports Forum per annum (Pi 30)**
The target for 2012/13 is 3.
There were two meetings held in this quarter, the annual target has been achieved.

3.15 Tourism

3.15.1 **Number of specific tourism initiatives per annum (Pi 31)**
The target for 2012/13 is 9.
There were 3 initiatives in this quarter.

3.16 Town Bus Route 12

3.16.1 **Passenger Usage (Pi 32)**
The target for 2012/13 is 75,000.
The figure for this quarter was 16,058, bringing the total to 31,953 this year. This is significantly lower than the comparable period last year (38,451). Unless the figures improve the annual target is unlikely to be met.

Peter Herbert
Town Clerk

Performance Indicators 2012/2013

2011/2012 Results

	Corporate Performance Indicators	Target 2012/13	QTR 1	QTR 2	QTR 3	QTR 4	Current Average/ Total	QTR 1	QTR 2	QTR 3	QTR 4	Published
Pi 1	No of days to reply to postal correspondence	3 Days	1	2			1.50	2.6	2.6	2.6	3.3	2.78
Pi 2	Number of training days (pa) for staff development	30 Days	46.5	11			57.5	2	18.5	14.25	19.5	54.3
Pi 3	Number of press releases or briefings per month (rolling annual average)	5	5.0	3.00			4.00	3.0	4.00	5.00	5.00	4.3
Pi 4	Average variation in days from target date for Progress Newsletter	0	0	0			0	0	0	0	0	0
Pi 5	Average variation from target date of rolling maintenance programme	0	0	0			0	0	0	0	0	0
Pi 6	% of Council agendas sent out within 5 clear days of meetings	100%	100%	100%			100%	100%	100%	100%	100%	100%
Pi 7	Percentage of due invoices paid within 21 days	92%	80.73%	86.70%			83.72%	96.13%	95.10%	98.53%	78.54%	92.08%

	Democratic Representation and Management	Target 2012/13	QTR 1	QTR 2	QTR 3	QTR 4	Current Average/ Total	QTR 1	QTR 2	QTR 3	QTR 4	Current Average/ Total
Pi 8	Councillors attendance at Committees (including substitute attendance) and to include Chair's briefings.		SEE APPENDIX 2					SEE APPENDIX 2				

	Grants	Target 2012/13	QTR 1	QTR 2	QTR 3	QTR 4	Current Total	QTR 1	QTR 2	QTR 3	QTR 4	Current Average/ Total
Pi 9	% of Grants budget allocated by year end	98%	83%	86.7%			86.7%	77.9%	73.5%	92.4%	97.7%	97.7%
Pi 10	Number of applications received	40	31	5			36	26	11	3	2	42
Pi 11	Number of applications received from groups that have not applied in the last three years	8	10	0			10	7	6	0	0	13

Appendix 1

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	Amenity Team	Target 2012/13	QTR 1	QTR 2	QTR 3	QTR 4	Current Average/ Total
Pi 12	Percentage of reported incidents of graffiti removed within 3 working days	100%	94%	92%			93%
Pi 13	Percentage of offensive graffiti removed within 1 working day	100%	87%	80%			84%

QTR 1	QTR 2	QTR 3	QTR 4	Current Average/ Total
100%	100%	90%	100%	98%
100%	100%	100%	100%	100%

	Public Rooms in the Manor House	Target 2012/13	QTR 1	QTR 2	QTR 3	QTR 4	Current Average/ Total
Pi 14	% income vs expenditure for hiring of Manor House rooms	180%	218%	123%			180%
Pi 15	Number of chargeable lettings per quarter of Fleming Room	40	3	3			6
Pi 16	Percentage of hirers 'satisfied' or 'very satisfied' with use of public rooms	100%	100%	100%			100%

QTR 1	QTR 2	QTR 3	QTR 4	Current Average/ Total
367%	211%	123%	99%	190%
6	7	4	2	19
100%	100%	100%	100%	100%

	Street Lighting	Target 2012/13	QTR 1	QTR 2	QTR 3	QTR 4	Current Average
Pi 17	Percentage of faults on LTC street lights, reported by LTC	100%	N/A	N/A			N/A

QTR 1	QTR 2	QTR 3	QTR 4	Current Average/ Total
100%	N/A	N/A	N/A	100%

	The Dairy Site	Target 2012/13	QTR 1	QTR 2	QTR 3	QTR 4	Current Average/ Total
Pi 18	Income as a % of expenditure of the whole Dairy Site	100%	48%	256%			124%
Pi 19	Percentage of hirers satisfied or very satisfied with their hire of the public rooms	100%	N/A	N/A			N/A
Pi 20	Number of lets per month (rolling annual average) of the Community Arts rooms	63	38	32			35.00

QTR 1	QTR 2	QTR 3	QTR 4	Current Average/ Total
191%	102%	120%	122%	126%
N/A	N/A	N/A	N/A	N/A
47	49	48	65	52.25

	Community Arts and Events	Target 2012/13	QTR 1	QTR 2	QTR 3	QTR 4	Current Total
Pi 21	Involvement of young people in SPACE	800	N/A	863			863
Pi 22	Sports on the SPACE Programme	20	N/A	27			27
Pi 23	Number of opportunities for Littlehampton artists to display their skills to local people	30	5	25			30

QTR 1	QTR 2	QTR 3	QTR 4	Current Average/ Total
0	1,036	N/A	N/A	1,036
0	32	N/A	N/A	32
26	7	4	4	41

0000143

	Parks and Open Spaces	Target 2012/13	QTR 1	QTR 2	QTR 3	QTR 4	Current Average
Pi 24	% of trees planted as part of the Annual Tree Planting Scheme in the municipal year agreed	100%	100%	100%			100%

QTR 1	QTR 2	QTR 3	QTR 4	Current Average/ Total
0%	0%	0%	100%	100%

	Project 82	Target 2012/13	QTR 1	QTR 2	QTR 3	QTR 4	Current Total
Pi 25	Number of hours p/a that the Project is open and available for face-to-face interaction with young people	480	172	150			322.0

QTR 1	QTR 2	QTR 3	QTR 4	Current Total
116	144	131	154	545.0

	Littlehampton Museum	Target 2012/13	QTR 1	QTR 2	QTR 3	QTR 4	Current Average/ Total
Pi 26	Number of educational visits to the museum	10	0	1			1
Pi 27	Percentage of public enquiries answered within one month	100%	100%	100%			100%

QTR 1	QTR 2	QTR 3	QTR 4	Current Average/ Total
1	7	2	3	13
100%	100%	100%	100%	100%

	Allotments	Target 2012/13	QTR 1	QTR 2	QTR 3	QTR 4	Current Average/ Total
Pi 28	Percentage of newly vacant plots made available to re-let within 14 days	100%	100%	100%			100%

QTR 1	QTR 2	QTR 3	QTR 4	Current Average/ Total
100%	100%	100%	100%	100%

	Community	Target 2012/13	QTR 1	QTR 2	QTR 3	QTR 4	Current Total
Pi 29	Meetings of the Town Traders Forum per annum	3	1	0			1

QTR 1	QTR 2	QTR 3	QTR 4	Current Average/ Total
3	1	1	1	6

	Sports Forum	Target 2012/13	QTR 1	QTR 2	QTR 3	QTR 4	Current Total
Pi 30	Meetings of the Sports Forum per annum	3	1	2			3

QTR 1	QTR 2	QTR 3	QTR 4	Current Average/ Total
2	1	1	2	6

	Tourism	Target 2012/13	QTR 1	QTR 2	QTR 3	QTR 4	Current Total
Pi 31	Number of specific tourism initiatives per annum	9	5	3			8

QTR 1	QTR 2	QTR 3	QTR 4	Current Average/
4	3	1	3	11

	Town Bus Route 12	Target 2012/13	QTR 1	QTR 2	QTR 3	QTR 4	Current Total
Pi 32	Passenger usage	70,000	15,895	16,058			31,953

QTR 1	QTR 2	QTR 3	QTR 4	Current Total
19,014	19,437	18,590	18,464	75,505

MEMBERS ATTENDANCE SUMMARY 2nd QUARTER 2012-13 **APPENDIX 2**

COUNCILLORS		LTC COUNCIL AND COMMITTEES		OTHERS INCLUDING CHAIRS BRIEFINGS AND OFFICER REQUESTS	TOTAL
Mrs AYRES	Attended Possible	**8** **9**		1	**9**
BELCHAMBER MBE	Attended Possible	**6** **6**		1	**7**
Mrs BOWYER	Attended Possible	**5** **5**		0	**5**
BRITTON	Attended Possible	**1** **4**		1	**2**
Mrs CAFFYN	Attended Possible	**5** **4**		0	**5**
SCRIVENER	Attended Possible	**5** **5**		0	**5**
Mrs EMBERSON	Attended Possible	**7** **7**		1	**8**
GAMMON	Attended Possible	**4** **7**		3	**7**
HULMES	Attended Possible	**5** **3**		0	**5**
Mrs LONG	Attended Possible	**8** **9**		2	**10**
Mrs NENO	Attended Possible	**1** **2**		1	**2**
NORTHEAST	Attended Possible	**6** **6**		0	**6**
SQUIRES	Attended Possible	**6** **5**		0	**6**
Dr. WALSH	Attended Possible	**4** **6**		0	**4**
WESTON	Attended Possible	**2** **1**		0	**2**

LITTLEHAMPTON TOWN COUNCIL

Non-Confidential

Committee: **Performance & Publicity Overview**

Date: **20th November 2012**

Report by: **Town Clerk**

Subject: **Lamp Post Banners**

1. Summary

1.1 The report outlines the income opportunities available to the Council through the rental of the Town Council's lamp post brackets for commercial advertising.

2. Recommendations

2.1 The Committee is RECOMMENDED to:

(1) Consider the introduction of a lamp post banner advertising scheme for commercial organisations.
(2) Approve the pilot 'rate card' for the scheme.

3. Background

3.1 The Town Council has the sole use of nine lamp post columns for the display of banners to advertise its events and initiatives. The columns are in sets of three and located at:

- Wick Street – outside the Post Office, True Blue houses and the Florist
- South Terrace – between Banjo Road and Windmill Road
- Beaumont Park – between the Wapple path and Tesco Express.

3.1.1 These sites are supplemented by twelve columns managed by Arun District Council. The Town Council has a mutual agreement with the District Council for the use of their sites at scheduled periods throughout the year, at no cost.

3.1.2 The banners for all sites are produced by a local company contracted by the District Council. The Town Council deals directly with the company for its own campaigns.

3.1.3 Officers have been approached by Harbour Park with the interest of using the nine sites for advertising. Harbour Park is aware of the costs involved in the production of the banners as they have been partners in Council events where the facility has been used.

3.1.4 In light of the interest and due to the fact that there is no precedent; Officers have developed a banner advertising scheme that could be trialled in 2013.

3.2 Lamp Post Banner Advertising

3.2.1 A scheme open to Littlehampton based businesses and event organisers only. A schedule would be devised around Town Council initiatives which would always take priority.

3.2.2 In order to make the scheme viable it would be essential for businesses to be vetted and their advertising messages checked for compliance with Council policies.

3.2.3 The artwork for the banners would have to be produced by the site hirer and designed to the manufacturer's specification. The Council would recommend that the design was not date specific as it would enable the repeat use of the banners for other campaigns.

3.3 Rate Card

3.3.1 Producing each banner costs £25+VAT inclusive of installation (the first time). Taking down the banners is free providing they are being replaced. Should the banners have to be taken down without others to follow the cost would be £45+VAT for the entire set.

3.3.2 Each campaign would be for a minimum of 2 weeks and up to a maximum of 6 consecutive weeks. All nine columns would have to be used in the campaign.

3.3.3 A four week campaign would look like this:

	Unit/Week	**Quantity**	**Total**
Banners	£30	9	£270
Bracket Rental	£60	4	£240
		Total (inc. VAT)	**£510**

3.3.4 The most economical way for the hirer to use the sites would be to produce banners that can be used for repeat campaigns. This would mean only incurring the weekly admin cost for and possibly an installation/taking down fee of £45+VAT.

3.3.5 The scheme would be initially advertised across the Trader's Partnership before being open to the wider business community.

3.3.6 Members are RECOMMENDED to approve the pilot scheme and to give Officers authority to implement a scheme that is of benefit to the community.

4. Financial Implications

4.1 The weekly bracket rental would generate a net income of £50 to cover the Council's administration costs. This would be a minimum of £100 net income per campaign.

Peter Herbert
Town Clerk

LITTLEHAMPTON TOWN COUNCIL

Non-Confidential

Committee: **Performance & Publicity Overview**

Date: **20th November 2012**

Report by: **Town Clerk**

Subject: **Communication with the Public & Progress Newsletter**

1. Summary

1.1 Following the debate at the last meeting of the Committee, the Town Clerk agreed to bring a report to the next meeting of the Committee setting out some of the background to the Progress Newsletter and identifying key issues that needed to be considered when looking at how best the Town Council communicates with its residents.

1.2 The report has been created to provide a broad oversight of the existing arrangements and the reasons why they are so. It principally looks at this stage at the Progress Newsletter, but in doing so also touches upon the other key ways that the Town Council currently communicates. Following discussions with the Chair and Vice-Chair, it is thought prudent that one of the key tasks of this Committee for the remainder of its existence (through to May 2013) is to draw up clear proposals for communication and consultation with the townspeople for the next Council year.

2. Recommendation

2.1 The Committee is RECOMMENDED to:

(1) Note the background to the current arrangements with regard to communicating and consulting with the public.

(2) Identify key areas for further exploration of the way forward for the Town Council in terms of both the Progress Newsletter and other media.

(3) Agree a timetable to ensure that key proposals are considered by Council at its meeting on 14th March at the latest.

3. Background

3.1 Progress

3.1.1 The involvement of the public is fundamental to the success of a parish council and regular newsletters are an established way of addressing at least some of this requirement. Progress was first produced in 1996/97 and was an A3, double-sided publication folded to make a four-page A4 newsletter printed in black and white. It was not produced on a regular basis, more on an "as and when, something to say" basis. The copy was prepared in-house with the design and layout by printers. Distribution was via public buildings in the town and Wick. Production then lapsed until 2000/01, when Best Value was introduced.

3.1.2 With the introduction of Best Value, the newsletter was produced bi-annually, with copy again being undertaken in-house and the design and layout by the printers. In October 2001 Progress went to a tabloid size and was produced in full colour, with a graphics company being brought in to design the Progress banner, the layout and arrange printing. Regular questionnaires were produced to consult on matters relating to Best Value and prizes offered to encourage the return of these questionnaires. Prizes were donated by local businesses. The newsletter was a success and it was agreed to produce four newsletters a year and to deliver to every household in Littlehampton and Wick.

3.1.3 In 2002 a copywriter was appointed and attended the Editorial Board meetings. Towards the final stages of each issue, the designer would also come along with proof layouts, etc. In 2004 advertising was commenced and space given over across the bottom of the centre pages. Adverts were offered to local businesses and it was hoped that they would commit to the four issues. The initiative, however, was dropped as administrative costs outweighed the revenue generated. Progress has continued to be well-received and in 2005 was voted Newsletter of the Year by the National Association of Local Councils.

3.1.4 In 2007 clear aims and objectives were agreed by Council. These were:-

- To create the opportunity for regular communication/dialogue with residents, i.e. to build an ongoing relationship with the residents the Council serves.
- To provide a Littlehampton publication which local people are able to recognise and identify with, which is bright, colourful and easy to read.
- To reinforce the Council's good reputation.
- To promote the work of the Town Council to all residents.
- To focus on activities and issues important to the community.
- To make residents aware of the services the Council provides and which they can access.
- To promote the success of the Town Council, including new initiatives or changes to existing services.
- To pass on information that the Council is required to provide by law, such as budget figures and meeting dates.

The Terms of Reference are attached as Appendix 1.

3.1.5 Each edition is overseen by the Progress Editorial Board, which is now an all-party sub-Committee of the Performance and Publicity Overview Committee. The role of the Board is to meet or liaise before the publication of each issue of Progress to agree the content. Members of the Board are also encouraged to suggest articles for inclusion, so long as they meet with the agreed aims and objectives and criteria for content. The Board is also responsible for approving the final design proof before printing, within the allocated timescale.

3.1.6 Council have also agreed the broad parameters of the content of the Newsletter, thus:-

- The publication must have a balance of stories to represent services and successes across the Council.
- The publication must have a balance between backward-looking and forward-looking stories.

- Stories must have a connection to the Council through direct working, partnership or funding, but priority will be given to Council stories above those from external organisations.
- If a story has already received extensive press coverage, it will have low priority for inclusion, unless there is an overwhelming need to cover it again, or there is significant change or development in the story.
- Stories that have already received coverage in Progress will not be repeated unless there is a significant change in the information conveyed.
- The final decision on the content of Progress lies with the Editorial Board and the Town Clerk.

3.1.7 The results of a public consultation on the newsletter, undertaken in 2011, are attached as Appendix 2.

3.1.8 Reference was made at the last meeting of the Committee to the Council's Quality Council status. This is a benchmark to enable both Councillors and the public to be assured that key administrative standards are met. In summary, a Quality Parish Council is able to demonstrate that it is representative of, and actually engages with, all parts of its community and that it is properly managed. To become a Quality Parish Council, certain tests must be demonstrated. These are:-

(a) To have at least 80% of seats filled by Members elected at the last election.
(b) To have a qualified Clerk.
(c) To have adopted a Local Code of Conduct.
(d) To hold at least six Council meetings each year.
(e) To publish an Annual Report.
(f) To provide regular information to residents on Parish Council activities.
(g) To prepare properly-prepared and audited accounts.

3.1.9 Further detail with regard to the circulation of newsletters includes the need for a newsletter to be delivered to every household four times per annum. Following discussions with the Sussex Association of Local Councils, it was agreed for 2011 to produce three newsletters going to every household and a further edition of Progress incorporating the Annual Report, which would be made available at a wide range of outlets across the town, rather than to every door. The success of this new form of Annual Report led Members to decide to circulate a copy to every household in 2012.

3.1.10 The Quality Council scheme is currently being reviewed by Central Government and the National Association of Local Councils. There have been concerns from some of the larger councils that its value has not been as high as first envisaged. Grants have occasionally been made and Quality Councils are regarded as being better placed to take on devolved services and funding. Regular meetings are held with the District and County Councils to agree shared areas of interest. The results of the review of the Quality Council scheme are expected early in the New Year and need to be considered as part of this review.

3.2 Other Means of Communication

3.2.1 The Council has a number of other ways of communicating with residents. These include:-

- The recently-redesigned website.
- Facebook pages for both the Town Council and the Museum.
- Twitter account for Project 82, who also will be redeveloping their website in the near future.
- Press releases.
- Flyers and events.
- Liaison with individual sectors of the community, including tourism providers, town traders and the Sports Forum.
- Work with local organisations and voluntary and community groups.
- Notice boards.
- Visit Littlehampton

3.2.2 All of these media have their attractions, but none are perhaps as all-encompassing as the Progress Newsletter. However, Members may wish to consider the following ideas:-

(i) Improving the Progress Newsletter, in terms of
   a) Design
   b) Content – making it more of a signpost to other sources of information, for instance.
   c) Circulation: to each household? To flats?
   d) The number of publications per year.
   e) Issues: picking up on the issues of the day.

(ii) Introducing weekly, fortnightly, monthly e-newsletters and possibly news flashes.

(iii) Undertaking more on-line consultation.

(iv) Linking communication and consultation to Littlehampton Town Council and other events.

(v) Providing access points to Littlehampton Town Council information, in addition to the Manor House.

(vi) Identifying how to meet the new Quality Council criteria, should Council wish to seek this in future.

4. Financial Implications

4.1 Until a way forward is agreed it is not possible to identify costs. Fewer newsletters, for instance, might result in alternative sources being required, both in terms of officer time and hardware. The Committee will need to assess this in its deliberations over the next few weeks/months and possibly, where outside of its budget or when there are staffing implications, involve other Committees (Policy & Finance and Property & Personnel).

Peter Herbert
Town Clerk

EDITORIAL BOARD

Membership:	Nominated representatives from each political group and the independent member, (each group to have a substitute).
Matters Delegated To Board:	• Report to Performance and Publicity Overview Committee • Publish four publications of the Newsletter annually • Ensure that these publications:- (i) Are non-party political. (ii) Are produced to a timetable agreed by the Performance and Publicity Overview Committee. (iii) Include comprehensive coverage of all major issues affecting the Town and Town Council. (iv) Include all necessary performance and Quality Council Information. • Ensure that the Procurement Policy is adhered to at all times in the publication process. • Ensure that the publication remains within budget. • Undertake regular consultation with the public of Littlehampton regarding the efficacy of Progress. • Report annually to the Performance and Publicity Overview Committee on the delivery of its Terms of Reference. • Report on all Town Council initiatives of importance or content. • Quote the relevant Chairs and/or Vice-Chairs of Committees and where appropriate Ward Councillors, when reporting stories. • Adhere strictly to the timetable agreed by the Performance and Publicity Overview Committee. • Be advised by the Town Clerk and Services Manager.

LITTLEHAMPTON TOWN COUNCIL

Non-Confidential

Committee: **Performance & Publicity Overview**

Date: **21 June 2011**

Report by: **Town Clerk**

Subject: **Progress Questionnaire**

1. Summary

The report details the results of the questionnaire that went out with the spring edition of Progress.

2. Recommendations

2.1 The Committee is RECOMMENDED to:-

a) Give their initial thoughts on the consultation responses
b) Invite the comments of the Editorial Board (Next meeting 21st July 2011)
c) Develop a way forward for Progress for 2012 at their next meeting.

3. Background

3.1 A questionnaire was developed and circulated with the Spring edition of Progress newsletter (See Appendix A).

3.2 103 surveys were returned with all respondees receiving a free Cadburys Cream Egg. The responses of the questionnaire were collated and are attached in full (See Appendix B).

3.3 The main points raised were:-

- 87 of the respondees find out about LTC from Progress
- 73 like to find out about whats happening in the Town from Progress
- 85 like having Progress delivered to their door
- 90 would like more about whats happening in the Town
- 46 like the current A3 size – but 50 would like Progress in A4
- 63 like to receive Progress quarterly
- 55 would like local adverts – although adverts was highlighted most often as what some people would NOT like to see!
- Development of the Town and whats going on (80 and 78) are the local issues most are interested in.
- Overall, feedback on Progress was very positive.

4. Financial Implications

4.1 It is anticipated that any future changes to Progress will be met within the budget for the newsletter.

Peter Herbert
Town Clerk

APPENDIX A

QUESTIONNAIRE 2011

PUBLIC CONTRACT

How do you find out about Littlehampton Town Council's activities, business and initiatives?

NEWSPAPER PRESS RELEASE

PROGRESS NEWSLETTER WEBSITE

How would you most like to find out about what's happening in the town and at the Town Council?

EMAIL
POST
PROGRESS NEWSLETTER
LOCAL NEWSPAPER
TEXT
FLYERS & POSTERS
WEBSITE
NOT INTERESTED

PROGRESS NEWSLETTER

How would you like to receive Progress newsletter?

☐ DELIVER TO MY HOME ADDRESS PICK UP FROM LOCAL DISTRIBUTION POINTS BY EMAIL ONLINE AS A 'VIRTUAL' MAGAZINE NOT INTERESTED IN RECEIVING IT

If Progress was available online, as a virtual magazine via the LTC website, would you read it?

YES

YES, with a reminder NO

DON'T KNOW NO COMPUTER

NOT ONLINE

How often would you like to receive Progress?

EVERY MONTH (12 issues per year) EVERY QUARTER (4 issues per year) EVERY 6 MONTHS (2 issues per year)

What would you like to see in Progress?

COMPETITIONS MORE FOR YOUNG PEOPLE MORE ABOUT WHAT'S ON IN TOWN OTHER please say.

What would you NOT like to see in Progress?

What size publication would you like Progress to be?

☐

☐

☐ CURRENT SIZE (A3 pages) SMALLER (A4 pages) MUCH SMALLER (A5 pages)

What do you think about advertising in Progress?

☐

☐

☐ I WOULD LIKE ADVERTS to find out about local organisations and businesses

I WOULD LIKE ADVERTS I run a local organisation/business and would advertise

I WOULD NOT LIKE ANY ADVERTISING IN PROGRESS

CONSULTATIONS

Are you interested in receiving regular information from LTC about current issues?

☐ YES

☐ DON'T KNOW NO

If yes, how would you like to receive this information?

DETAILS WILL BE USED BY LTC ONLY AND WILL NOT BE PASSED TO THIRD PARTIES

☐ BY EMAIL email address: BY TEXT mobile number: BY POST address:

☐ VIEW ON LTC WEBSITE DON'T WANT TO KNOW

Would you be interested in becoming part of a consultations focus group that LTC can consult with?

☐ YES

☐ DON'T KNOW NO

What local issues are you interested in?

☐ HOW THE TOWN COUNCIL WORKS AND WHAT IT DOES WHAT MY COUNCIL TAX IS SPENT ON DEVELOPMENTS AND FUTURE PLANS FOR THE TOWN EVENTS AND WHAT'S ON IN THE TOWN HOW TO BECOME A COUNCILLOR I'M INTERESTED IN:

Progress Questionnaire 2011 **APPENDIX B**

Out of 103 returned questionnaires the results are as follows:

Public Contact

How do you find out about Littlehampton Town Council (LTC) activities, business and initiatives?

Newspaper = 49
Progress Newsletter = 87
Press release = 6
Website = 11

How would you most like to find out about what's happening in the town and at the Town Council?

Email = 20
Post = 18
Progress Newsletter = 73
Local Newspaper = 55
Text = 2
Flyers & Posters = 13
Website = 15
Not Interested =2

Progress Newsletter

How would you like to receive Progress Newsletter?

Deliver to my home address = 85
Pick up from local distribution points = 17
By email = 10
Online as a 'virtual' magazine = 10
Not interested in receiving it = 4

If Progress was available online, as a virtual magazine via the LTC website, would you read it?

Yes = 27
No = 24
No computer = 17
Yes, with a reminder = 19
Don't know = 9
Not online = 19

What would you like to see in Progress?

Competitions = 17
More for young people = 13

More about what's on in town = 90
Other please say:

- Information about what is taken into consideration at Council meetings.
- Public efforts to help keep town smart and attractive, e.g. once/twice a year encourage all residents on a litter pick, planting, painting.
- The proposed development of West Bank of the River Arun.
- More about the area's natural history and environment.
- I like the photos of events that have taken place.
- To be kept up to date with what's being knocked down and what's being re-built.
- Swimming clubs/groups in competitions.
- Spotlight on other charities as well as Project 82. There's' lots of very good work being done.
- Progress is fine as it is.
- More for older people.
- Advice for the elderly and infirm.
- School holiday dates well in advance are much appreciated.
- Progress!!! (Review of shop closures, better management of litter etc).
- More details on proposed developments in the area.
- Positive news of organisations and individuals contributing time and effort to bring good in the community.
- Promote small independent businesses/charities in town.
- Latest news on regeneration of town.
- More about 'yesterday'.
- More short questionnaires regarding the future development suggested by LTC.
- More on arts and entertainment.
- Events and dates where happening.
- OAP activities, more details about what's on. Recycle items people no longer require/need.
- Would be interested in having more information about everything. More follow ups on previous articles and more advance dates.
- Events, plans for town development. A brief summary of Council business and what has been discussed, i.e. anything which makes the Council more meaningful to the town's people.
- Might be an idea to highlight those services that LTC deals with and those that are ADC area, might save LTC getting unfairly blamed for things.
- What's going on in the Arun area.
- Local history.
- Local planning.
- Profiles on people who put back into the local community, e.g. Tyndal Jones, beat PC's, work of ambulance staff, RNLI volunteers.
- More crème eggs all year round!

What would you NOT like to see in Progress?

- Matters which are freely available in other publicised media.

- Not sure – the current mix is very varied.
- Anything with party political bigs.
- The same old farts!
- Too many adverts.
- Self congratulations/back slapping, adverts.
- Adverts.
- Printing in colour on a coloured background – impossible for partial sighted to read.
- So many pictures of Councillors!
- No adverts.
- Not too many adverts and competitions.
- Adverts.
- Not too much about younger people because we always take care of them first.
- Too many advertisements.
- Property/car adverts.
- Adverts of local businesses.
- I'd like not seeing how 'good' or 'great' things are all the time and for you to explore publically the 'bad and horrible' and how it affects everyone and how we could move forward.
- I think you don't really need to change Progress – its not broke, don't fix it!
- World news.
- Adverts.
- Too many adverts.

What size publication would you like Progress to be?

Current Size (A3 pages) = 46
Smaller (A4 pages) = 50
Much smaller (A5 pages) = 7

How often would you like to receive Progress?

Every month (12 issues per year) = 28
Every Quarter (4 issues per year) = 63
Every 6 months (2 issues per year) = 7
Every 2 months = 1
Never = 1

What do you think about advertising in Progress?

I would like adverts to find out about local organisations and businesses = 55
I would like adverts. I run a local organisation/business and would advertise = 2
I would not like any advertising in Progress = 36

What age range are you in?

0 – 15 = 1
15 – 25 = 1

26 – 36 = 11
36 – 45 = 10
46 – 55 = 18
56+ = 60

Consultations

Are you interested in receiving regular information from LTC about current issues?

Yes = 65
No = 30
Don't know = 8

If yes, how would you like to receive this information?

By email = 26
By text = 2
By post = 37
View on LTC website = 15
Don't want to know = 2

Would you be interested in becoming part of a consultations focus group that LTC can consult with?

Yes = 17
No = 62
Don't know = 14

What local issues are you interested in?

How the Town Council works & what it does = 40
What my Council Tax is spent on = 41
Development & future plans for the town = 80
Events & what's on in the town = 78
How to become a Councillor = 4
I'm interested in:

- Solar power/energy.
- Selling our resort to impending visitors.
- Crème eggs.
- Arts & entertainment.
- The lack of interest of WSCC in the welfare of Littlehampton people.
- Cleaning up the centre of town more.

Additional Comments

- Colourful production, red writing on purple (grants for groups) difficult to read.
- Progress can inform people about all the developments in Littlehampton and give some people a reason to be glad they live in this town.
- We love the quality of the photos in the magazine.

- It is ok as it is.
- I think Progress is fine as it is and therefore there is no need to change anything.
- In the last Progress the finances only add up to 97%, where was the missing 3% spent?
- Progress seems quite short.
- I recently moved back to the area and think the town has improved.
- I would like to see disposable bags in a dispenser attached to litter bins for people to clear up after their dogs. Harsher penalties for any sort of litter or damage (including dog poop). People work hard, (I can see that) to make the centre of town as pleasant as possible and it makes me cross (as a very new resident) that selfish people are allowed to spoil it.
- Generally I think Progress is well designed and produced. Colourful and printed on decent paper. Keep up the good work!
- I would prefer you to join up with ADC and produce a joint one saving money and if even possible include the WSCC one is as well saving them money in this area.
- Please can the A Team help clear up the car compounds on the Beaumont estate, no-one seems to know who they belong to and many are used to drop dog mess (in little bags!) or other rubbish. Southfields Road into Fastnet and Solway Close are particularly bad at present.
- I am fairly new to the area and have found Progress very useful. I would like to see a monthly issue, but realise that cost would be an issue, but it would be helpful if the quarterly issues contained more information about what is going on in the future months.
- I am a great lover of our town Littlehampton and am very interested in what is, and will, be happening here. I think Progress is a good way of keeping in touch.
- At a time when cutbacks are the order of the day I cannot believe that someone wastes 40p on sending this useless magazine through the post. Why not save the money and perhaps have a column in the local paper once a month.
- I have recently moved down here at Littlehampton from East London living there over 40 years so this newsletter would be a big help, already find the Gazette a very informative paper, so this newsletter would give extra reading helping with all these lovely things going on. Favourite so far is walking along sea front, harbour etc, walk for life Wednesday us 'oldies'.
- Solar Panels – Government/Councils offer large incentives to householders/businesses to install. This would cut down on our using fossil fuels and any extra energy saved could be given to national grid. An article/discussion on solar power could be included in Progress newsletter.
- Progress helps me get to know the area; I've lived in Littlehampton almost 5 years. It's interesting for all to read. I have grandchildren under 5 years old living in Rustington and Progress is a good way to find out about the 'fun events' which happen during the years – thank you.
- All efforts made to regenerate Littlehampton should be commended and encouraged for the future. People should be informed about such developments. They will feel involved and supportive. The Council and other

local bodies have made great progress and have more ambitious plans – well done!!

- There is great concern about the effect on the local residents that future developments will have on all of us. In many cases (e.g. Toddington Lane area) where new properties have been permitted that are not in keeping with established resident's houses. There appears to be no contact between the Arun/West Sussex and Town Councils with properties in future proposed areas for development. This causes great concern to those who are likely to be affected most and could be avoided by some polite information as to what <u>really</u> is being proposed in the Wick area and how it is likely to effect home owners. More communication is needed.
- All the Council seem to be interested in is surrounding Littlehampton with as many houses as it can <u>regardless</u> of what we locals think. We already have far too many incomes of all types here already. Littlehampton is not as nice as it used to be! The building we <u>do</u> want is the hospital that we were promised years ago and asap.
- We have the best sandy beach, compared to our neighbours Worthing and Bognor, and yet I never see any adverts proclaiming this fact. Before I retired down here, many of my work colleagues had never heard of Littlehampton that alone ever visiting here. Such a shame. Our beach could almost compete with Alcudia in Spain and is definitely as good, if not better, than the Witterings. Littlehampton can offer the best family holidays but we need to advertise the fact!
- Although I state that I would not like to see adverts, I would accept them as long as they did <u>not</u> take up space currently used for LTC subjects. In my area we <u>always</u> receive the newsletter very late so often miss out on items. Sent by email would overcome this.
- I have been really pleased by the progress LTC has made in developing Littlehampton, I would like to see the cafés in Littlehampton have more seating outside in the spring/summer, as this would enhance the town and appeal to tourists.
- All Councillors of WSCC, ADC, LTC fighting for the rebuilding of our hospital. Continuous pressure please. Take issue with the Health Authorities about the cost to people referred to Worthing Hospital. Southlands and St Richards i.e. £23 each way taxi fare being the cheapest cost. Especially as not everyone lives near the station or a bus stop.
- I would not like the idea of bicycles being ridden on beach parade. I feel uncomfortable with the children's bikes and you can get a nasty sore on legs if hit by one. Please don't pass the idea. As I said even before it has begun, I find myself keep looking around as they don't have bells on bike to hear anything coming. We also have dust that comes as well in summer. It's hard to walk along beach as there are so many people running around. Please don't bring bikes on parade as well.
- The miniature railway recently completely overhauled with new tracking etc now shut down due to lack of engine, is there not someone who would take on this summer pleasure for locals and visitors. Now we have only one bus shelter left, the other two are just wind tunnels. The boast of the longest seafront bench is only one third finished, hope the engraved slats will allow it to be completed with money from this or shall we forget the boast of the longest bench in the country. Town band? What town band, last time I heard

them play on our seafront years ago on a patch of waste land outside the public toilets with people leaning on the walls to listen. Let us insist that if and when future large housing estates are being built that community centres and shops are built or at least laid out, before the housing starts not like Beaumont Park left without a promised centre! Forget Littlehampton hospital, perhaps you have already. Many of you must remember what a lovely thriving place Littlehampton used to be. I've retired; I just feel what the younger are missing.

LITTLEHAMPTON TOWN COUNCIL

Non-Confidential

Committee: **Performance & Publicity Overview**

Date: **20th November 2012**

Report by: **Town Clerk**

Subject: **Budget Report 2012/13**

1. Summary & Background

1.1 Very little has been spent on this Committee's budget and there are no significant expenditure variances to report.

1.2 The website budget is within the Councils IT budget

1.3 Actual figures are shown in Appendix 1.

2. Recommendations

2.1 The Committee is RECOMMENDED to

(1) Comment on the revised layout of the budget report
(2) otherwise, note the report.

Peter Herbert
Town Clerk

LITTLEHAMPTON TOWN COUNCIL

BUDGET REPORT 2012/13

PERFORMANCE & PUBLICITY OVERVIEW

SERVICE		Actual I & E as at 30/09/12	Budget 2012/13	Projected budget 2012/13	Variance from Projected Budget
		£	£	£	£
WEBSITE	Expenditure	-	-	-	-
NOTICEBOARDS	Expenditure	8	2,000	1,000	(992)
NEWSLETTER	Expenditure	8,136	17,000	8,500	(364)
PUBLICITY	Expenditure	-	1,000	500	(500)
	Total Expenditure	8,144	20,000	10,000	(1,856)

*ONLY THE PART OF THE BUDGET THAT P&PO IS RESPONSIBLE FOR IS SHOWN

FIGURES DO NOT INCLUDE RECHARGES FROM CENTRAL ADMIN, A TEAM, MANOR HOUSE OR SALARIES

LITTLEHAMPTON TOWN COUNCIL

Non-Confidential

Committee: **Performance & Publicity Overview**

Date: **20th November 2012**

Report by: **Town Clerk**

Subject: **Performance and Publicity Overview Committee Draft Budget 2013/14, 2014/15, 2015/16**

1. Summary & Background

1.1 The report sets out the draft Performance and Publicity Overview Committee budget for **2013/14**, and the projected budgets for **2014/15 & 2015/16.** The Actual figures are in the summary page attached as Appendix 1.

2. Recommendations

The Committee is RECOMMENDED to comment upon the draft Committee budget for **2013/14** and the projected budgets **2014/15, 2015/16** and recommend its proposals to the Policy and Finance Committee.

3. Background

3.1 Attached as Appendix 1 to this report is the draft budget for this Committee for 2012/13. There is no change to the total budget.

3.2 The overall Council budget has being complied keep increases to a minimum while still providing current services. The proposed Precept, Band D figure and General Reserves Balance at the beginning of the year are included on the Summary page in Appendix 1. These may change once the Band D base is known and each Committee has considered its budget.

3.3 The figures do not include recharges from Manor House buildings, Central Support Services or A Team. The Budget heads will be transferred to the new Committees from May 2013.

3.4 **Notice boards**

This budget has been decreased to £1,000 in 2013/14, to facilitate the maintenance of the current notice boards.

3.4.1 There is £11,184, in earmarked reserves. It is proposed to transfer this sum back to the General Reserve as it is no longer required.

3.5 **Progress Newsletter**

This budget has been increased from £17,000 to £18,000 for 2013/14 to enable Progress to be produced 4 times a year. The fourth issue will be combined with the Annual Report to be delivered to every house.

3.5.1 It is thought appropriate to progress this way as the future methods of circulation have not been agreed.

3.6 **Corporate Publicity**
This budget has been maintained at £1,000 for 2013/14.

Peter Herbert
Town Clerk

P & PO Draft Budget 2013/14

	Budget 12/13 £	Budget 13/14 £	Budget 14/15 £	Budget 15/16 £
Notice boards	2,000	1,000	1,000	1,000
Newsletter	17,000	18,000	18,270	18,544
Publicity	1,000	1,000	1,000	1,000
	20,000	20,000	20,270	20,544

Earmarked reserves

Notice boards 11,184

DRAFT PRECEPT FOR YEAR	**1,023,832**	**1,034,690**	**1,050,107**	**1,065,079**
BAND D COUNCIL TAX	**104.40**	**105.54**	**107.11**	**108.64**
INCREASE IN BAND D COUNCIL TAX	**1.93%**	**1.09%**	**1.49%**	**1.43%**

Additional Information

General Fund 01/04/2012		**£353,262**
Earmarked Reserves 01/04/12	**£1,521,421**	
Earmarked Reserves 01/11/12	**£870,121**	
Less Committed EMR	**-£158,366**	**£711,755**
Total useable Reserves		**£1,065,017**