



# **Broadbridge Heath Parish Council**

## **Supporting Document for the**

## **Parish Council Meeting**

**3<sup>rd</sup> February 2025**

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## **SUMMARISED DETAILS OF RECOMMENDATIONS FOR COUNCIL CONSIDERATION.**

Sharepoint link for members - [02 February 3rd 2025](#)

Website link: [Full Council - Broadbridge Heath Parish Council](#)

**Item 5.1** - To approve the [minutes from the Parish Council meeting held on Monday 2<sup>nd</sup> December 2024](#)

**Item 5.2** – To adopt the [minutes of the Finance and Establishment Committee meeting held on 5<sup>th</sup> August 2024.](#)

**Item 5.2** – To adopt the [minutes of the Finance and Establishment Committee meeting held on 21<sup>st</sup> October 2024.](#)

### **Item 7 – Officer Updates**

Officers' updates and correspondence can be found in **APPENDIX 1 (to follow)**

### **Item 8 – Devolution and proposed unitary council**

Please see **APPENDIX 2.**

### **Item 9 – Document Retention Policy.**

The draft policy, as produced by SLCC, has been shared to [Sharepoint](#) for members review.

### **Item 10.1 – Business Planning Strategic Session**

Please see **APPENDIX 3** for details of the proposal/recommendations.

Recommendations:

- To approve the organisation of a Business Planning Strategic Session.
- To agree to review the current meeting schedule and structure as part of the session.

### **Item 10.2 – Councillor Recruitment Strategy and brand identity.**

Please see **APPENDIX 4** for the agenda request from Cllr Hazell.

Associated documents can be found on [Sharepoint](#).

Additional points to note:

- Potential to change PC logo to colour version
- Additional Councillor recruitment ideas for consideration, alongside printed leaflet, such as attendance at community group events, working party setup etc.
- To note, budget line 4220 – newsletter and promotion - £421 remaining in budget for 2024/25.

### **Item 11.2 – Grounds Maintenance Quotes**

Quotes received have been shared to [Sharepoint](#) and **APPENDIX 7** summarises received quotes.

### **Item 12.1 – Payments List for December 2024 and January 2025 Invoices**

The payments lists have been shared to the website under this meeting.

**Item 12.2 – Additional invoices** These will be circulated at the meeting.

### **Item 12.3 – Grant Application**

The grant application from the Gala Association can be found in **APPENDIX 5.**

### **Item 12.4 – CIL Funds use for Charrington Way**

Please see **APPENDIX 6** for details.

**Actions from previous meeting document has been shared to sharepoint.**

**4 The Youth**

Ahead of a review later, members are invited to review the last 2 term 4 The Youth reports as shared to Sharepoint:

[Youth Services](#)

**Facilities Update**

An update on actions at the Cricket Club, and a facilities review of the Parish Office, can be found in the below report (F&E Meeting held on 27<sup>th</sup> January):

[192173-Supporting\\_Document\\_Finance\\_27.01.25.pdf](#)

## **APPENDIX 2 – Item 8: Devolution Update and Proposed Unitary Councils**

**Recommendation:** To note the update on devolution and the proposal to establish new unitary councils to replace Horsham District Council and West Sussex County Council.

Further detail can be found here: [An opportunity for West Sussex to flourish and prosper - West Sussex County Council](#)

### **Background:**

The government has been considering local government reorganisation, including the potential move to unitary councils in place of the existing two-tier system. This update will provide an overview of recent developments, potential implications for the parish, and next steps in the process.

The Leader and Chief Executive of Horsham District Council, Martin Boffey and Jane Eaton, will be attending the 3 March parish council meeting to start the conversation on how we work together to ensure we keep our valued assets for our communities.

## APPENDIX 3: Proposal for a Business Planning Strategic Session

### Introduction

This report aims to outline the importance of strategic planning for the parish council and propose a Business Planning Strategic Session. The session would assist in shaping the short- and long-term direction of the council while addressing the challenges of reduced councillor numbers, resource efficiency, and community engagement. Additionally, the report introduces the idea of reviewing the council's meeting structure to better align with these goals.

### Role of Councillors and Officers in Strategic Direction and Delivery

The parish council's strategic direction is a shared responsibility:

- **Councillors:** Set the council's overall objectives and priorities, representing the interests of the community. They provide oversight and governance, ensuring that decisions align with the council's vision and statutory responsibilities.
- **Officers:** Support councillors by translating objectives into actionable plans. The Clerk plays a key role in managing the workforce, recommending budgets, and ensuring efficient delivery of objectives. A clear understanding of the council's goals allows the Clerk to align resources effectively, ensuring value for money and improved service delivery.

By establishing a clear strategy, the council can ensure that decisions are well-informed and proactive rather than reactive.

### Rationale for a Business Planning Strategic Session

A dedicated strategic session will allow councillors to collectively:

1. Define the council's vision and priorities for the short and long term.
2. Address operational challenges, including workforce capacity, budget pressures, and councillor time.
3. Consider a structure that supports efficient decision-making and community involvement.

This approach would provide a strong foundation for workforce planning, enabling the Clerk to make informed staffing structure recommendations to the Personnel Committee.

### Proposal: Changes to Meeting Schedule

To address the challenges posed by diminished councillor numbers and improve general council efficiency, the council is invited to consider revising its meeting schedule. By reducing the time commitment of formal meetings, councillors may find more value in focused, productive working parties, contributing to the overall strategic goals. This would form part of the conversations at the Strategic session.

#### Objective:

- Improve operational efficiency
- Free up councillors' time to engage in working parties or community-focused initiatives, which could assist in councillor retention. This could be achieved through 'lead councillors' in specific areas of interest.
- Allow for more detailed discussions in informal working parties that report back to the council with recommendations.

Following review of other West Sussex Parish Council meeting schedules, some options for trialling may include:

1. **Suspending scheduled committee meetings and Streamlining Decisions through Full Council**

- All items would be discussed at full council meetings, ensuring all members are involved in every decision.
- Reduces duplication of discussions across committees.
- Working parties could be introduced to allow informal further depth discussion in areas of interest, with the ability to include non-councillors.
- Committee meetings could be called where deemed necessary (such as budget setting).

## **2. Reducing Full Council Meetings to Bi-Monthly**

### **The Role of Working Parties**

Working parties offer a more flexible and collaborative way to engage councillors, officers, and the wider community:

Flexibility: Informal discussions allow for deeper exploration of specific issues.

Community Links: Non-councillors, such as representatives of community groups, can join working parties, fostering stronger community engagement.

Focus on Interests: Councillors can participate in areas of personal interest, increasing motivation and involvement.

### **Next Steps: Strategy and Communications Plan**

The proposed Business Planning Strategic Session will include discussions on:

- Setting a strategic direction that reflects the council's priorities and challenges.
- Determining the most appropriate meeting schedule and structure for the current council.
- Exploring a communications strategy to enhance transparency and community engagement, to include discussions on branding and communication methods.

Following the session, the Clerk will undertake a workforce planning exercise to inform the Personnel Committee on any staffing recommendations to ensure the resource aligns with the council's goals.

### **Conclusion and Recommendation**

The council is recommended to approve the proposal for a Business Planning Strategic Session. This will provide an opportunity to address strategic, operational, and structural challenges, ensuring the council operates efficiently and effectively in both the short and long term, maximizing its resources and making a meaningful impact on local issues.

### **Decision Required:**

- **Approve the organisation of a Business Planning Strategic Session – ideally in late February.**
- **Agree to review the current meeting schedule and structure as part of the session.**

## APPENDIX 4 – item 10.2 – Councillor Recruitment and brand identity

<b>Name:</b>	Sam Hazell	<b>Date:</b>	16/01/2025
<b>Meeting type:</b> (PC or name of committee)	Full Council	<b>Meeting Date:</b>	03/02/2025

**AGENDA ITEMS** – Insert wording to appear on the agenda. Please remember to make it clear what you are asking Councillors to decide. Please also note if you are looking for a specific resolution.

*“To consider...” “To note...” “To review...” “To agree....”*

To agree a strategy for councillor recruitment including leaflets and posters and consider a brand identity for rollout across all our media platforms.

The attached leaflet and poster have been created to highlight the councillor vacancies. The posters can be printed in A3 and strategically positioned on notice boards across the Parish. The leaflets will need to be delivered to residents and the council can consider if this is done through a delivery agent with a cost or delivered by Councillors.

The brand identity is to promote the Parish Council with a unified brand across electronic and traditional media to help promote the work that is done. This will involve agreeing a set of colours and fonts. The attached examples use the colours and fonts agreed for the Parish Bulletin in 2024. Utilising more functions of Canva would be useful for our social media engagement. Canva for one user, eg. admin@, would cost £100pa.

BBHPC marketing details

Main block colour

rgba(248,228,86,255)

#f8e456

Green

rgba(187,201,151,255)

#bbc997

Detail shade

rgba(250,239,156,255)

#faef9c

Pink bar

#b41080

rgba(180,16,128,255)

Header font

Windsor EF bold

Windsor Pro

Body font

Woodford borne pro regular

Additionally, as part of this project to create a brand identity this would be a good time to start preparing an e-newsletter. Utilising software for creation of the newsletter would allow for the brand image to be maintained while securely collecting, storing and managing recipient data. Utilising Mailchimp-used by WSALC and other Parishes will initially have no cost until we have over 500 recipients.

500 contacts-free

1500 contacts -£228pa

2500 contacts -£372pa

Mailchimp is easy to use and once you have set up your brand/campaign you just have to input the data for the newsletter/communication and schedule the send.

MailChimp allows a form to be embed into the PC website and a share link created, this limits the data handling requirement as sign up to the mailing list is automated.

I propose that if the council are minded to approve the branding/newsletter then I set this up in liaison with the Clerk. I have already worked on some of this as a trial to produce the attached. Training for Canva and MailChimp can be provided by Ducks in a Row for £30per topic. £60 total. Canva also has a learning centre which is free of charge.

#### Timeframes

e-newsletter and branding ready for first issue in new Council year May 2025

Councillor recruitment ready for distribution prior to April 2025

**BACKGROUND DOCUMENTS** - Please list names of any documents or supporting information to be attached. All documents must be submitted with the request.

Example branding for social media

Example e-newsletter.

Leaflet for councillor recruitment

Poster for Councillor recruitment

**COSTS** – Insert detail of costs associated with the decision that you are asking the council to make (if known).

#### Councillor recruitment

Printing of leaflets -Locally printed £150+VAT, online printing £63.69 or £73.72

Delivery by agent previously cost-£300 for the Parish bulletin but a new quote has not been requested.

*Proposal to use the communications budget for 2024/25*

#### Additional costs if required for change of brand.

Pull out roller banner-£39.67 each

Background for 2x Parish notice boards-£32.59

Vinyl banner for gazebo for Fete etc 6ft x 3ft-£32.44

Canva pro for one user £100pa

#### e-newsletter

MailChimp-initially free potentially £372pa if good uptake on newsletter (c£900 cost budgeted for in 2025/26).

#### Officer Training

Ducks in a Row for Canva and MailChimp £60 (if required, appreciate that our team might already have these skills).



**BROADBRIDGE HEATH PARISH COUNCIL**

**Application for Grant  
Local Government Act 1972, Section 137**

**Please note that this application will not be considered unless it is accompanied by a copy of the latest set of annual accounts showing the organisations income, expenditure and level of balances. If the organisation does not prepare annual accounts, copies of the bank statements covering the previous six months must be enclosed.**

1.	<b>1.</b> Name of Organisation	Broadbridge Heath Gala Association
2.	Name, Address and Status of Contact	Jonathan Crabtree -Treasurer  Broadbridge Heath Gala Association  Parish Office  Sargent Way  Broadbridge Heath  RH12 3TS
3.	Telephone Number of Contact	07703029831
4.	Is the Organisation a Registered Charity?	<b>2.</b> Yes
5.	Amount of grant requested	£517.50  Based on 2024 costs:  £438 - Toilets  £79.50 - Bin collection
5.	For what purpose or project is the grant requested?	The grant would be used to pay for the toilets and refuge that will be required to host the event.  As a condition of using the “Ducky” for the Fete the land has to be put back to its found state. Nothing including toilets or bins are allowed to remain on site. This increases the cost as they need to be delivered and collected on the same day.  Toilets including disabled toilets enable the Fete to be inclusive to all persons attending. There are no public toilets in the vicinity, the nearest would be Tesco’s (approximately 0.75 miles walk). Those attending are

		<p>encouraged to walk to the Fete due to limited parking while reducing the Fete's carbon footprint, this further increases the need for toilet facilities.</p> <p>Although there are public bins on the "Ducky", these would not be able to accommodate the waste. To prevent waste being left, multiple Gala bins are placed around the "Ducky" and consolidated into one for collection. Recycling of cans and plastic is also encouraged.</p> <p>The Fete aligns with Broadbridge Heath principles and benefits all the community.</p>
6.	What will be the total cost of the above project?	£2100 -Total costs of Fete 2024
7.	If the total cost of the project is more than the grant, how will the residue be financed?	Further fundraising would be achieved by other Gala events such as Quizzes, picnics, Christmas Fayre, Santa Sleigh and other events the Association put on during the year to benefit the community,
8.	<p>Have you applied for a grant for the same project to another organisation?</p> <p>If so, which organisation and how much?</p>	No
9.	Who will benefit from the project?	<p>The local residents of Broadbridge Heath. This is a community event to benefit local businesses while bringing residents of Broadbridge Heath together.</p> <p>The Summer Fete has been held on the "Ducky" for many years, and they have been well attended by local residents of all ages. Community groups also have stalls to raise awareness for their charities, causes, interests and hobbies.</p>
10.	Approximately how many of those who will benefit are parishioners?	During the event it is anticipated that approximately 1000 people will attend.
11.	Please state give details of the proposed end date, i.e. when the project will be completed and the grant spent?	Deposit will need to be paid in instalment prior to the Fete on the 5th July. Due to the cost of the refuge depending on weight the final cost will not be known till approximately seven days post event.

Please use a separate sheet of paper to submit any other information which you feel will support this application.

Signed.....Jonathan Crabtree (Treasurer).....Date 06th Jan 2025

**Title: APPENDIX 6 – Item 12.4 – CIL Funds**

A report detailing CIL funds received and CIL projects expenditure can be viewed on our website:

[Community Infrastructure Levy \(CIL\) - Broadbridge Heath Parish Council \(broadbridgeheath-pc.gov.uk\)](http://broadbridgeheath-pc.gov.uk)

The CIL funds of £21,286 remaining are held in EMR 381.

Of this sum, £8,133 earmarked for streetlight project

The Parish Council has previously approved EMR funding of £45,000 for the Charrington Way project, including use of EMR395 Asset repair and renewal (current funds are £41,603) and the remainder from CIL funds.

Due to advice from District council that the deadline for expenditure of the CIL funds was October 2024, and the Parish Council should be demonstrating plans for the expenditure, it is recommended to utilise the CIL funds first (£13k towards the Charrington Way project), then the remaining expenditure (£32k) from EMR395.

**The Finance and Establishment Committee agreed, at the meeting held on Monday 27<sup>th</sup> January, to approve the above recommendation to full council.**

**Title: APPENDIX 7 – Item 11.2 – Grounds Maintenance Quotes**

Quotes for grasscutting and grounds maintenance for the 2025/26 season were sought from 5 contractors, providing a schedule of works.

Quotes (excluding VAT) have been received from 2 contractors, (shared to sharepoint) summarised as below:

(N.B. Schedules include Weston Avenue allotment grounds maintenance)

	A	B	C	D	E
Annual Contract per schedule	<b>£16,544</b>	Unable to quote	<b>£40,130</b>	No quote submitted at time of report.	Email undeliverable

Members are asked to agree to appoint a contractor and to agree to delegate to the Recreation Committee to finalise the schedule for 2025/26.