

24 November 2020

Dear Councillor

A meeting of the Town Council will be held at **7:00 pm** on Tuesday 1 December 2020 via Zoom following the weblink:

<https://us02web.zoom.us/j/88342164316?pwd=Q2hEMjZ5WENIOG9EVTdMdCs1cXVHZz09>
Meeting Password 454698.

You are invited to attend for consideration of the matters shown on the agenda.

Members of the public can join the Zoom link to observe the meeting and ask any questions in the public participation section of the meeting.

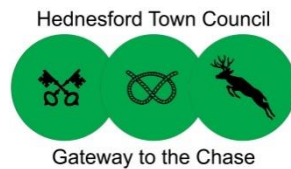
Yours sincerely

Steve Lightfoot
Clerk to The Town Council.

PUBLIC PARTICIPATION

Members of the public are invited to address the Council and ask questions before the meeting begins.

Additionally, County and District Councillors and local PCSO (if present)



AGENDA

1. Apologies

2. Declarations of Interest

3. Minutes

To review and approve the minutes of the Council Meeting held on 6 October 2020
(enclosed agenda pages 4 to 6)

4. Chairman's Announcements

a. Remembrance Sunday

5. Items from the Clerk

a. To receive an update on recruitment - caretaker role.

b. Verbal update regarding first weeks in role.

6. Items from the Town Regeneration Manager

a. Town Regeneration Manager Monthly Update – November 2020
To receive an update from the Town Regeneration Manager

b. 2021 Events Plan

7. Items from Support Staffordshire Community Officer

a. Community Christmas Competition

b. Events planning for 2021 – Community and Councillors

c. Update on applications received for funding

8. Reports from Principal Speakers

a. Regeneration, Communications and Engagement

i. Hednesford Life Magazine – to receive an update on preparation and distribution planning

- ii. PR Requirements Report (see attached)
 - b. Community Projects and Events
 - i. Christmas Lights - to receive an update on preparations
 - c. Planning
 - i. Update – List of Planning Applications (for noting). See attached.
 - d. Finance and Council Procedures
 - i. Budget process update 2021/22
 - e. Youth and Community Cohesion –
 - i. Use of Inclusive language in HTC. To consider the change of the phrase “Chairman” to “Chairperson”
 - f. Homelessness and Vulnerable Adults
 - i. Update on Community Fridge

9. PGCC discussion

10. Items for Information and next agenda

- a. Draft Budget

Meeting Closes. Next meeting due Tuesday 5 January 2021.



**MINUTES OF THE MEETING OF
HEDNESFORD TOWN COUNCIL**
(remotely on-line via Zoom)
Tuesday 3th November 2020 at 19:00

NALC had given advice concerning the legality of on-line meetings; it was resolved that the notes of this meeting should be ratified by the usual procedures at a time in the future once government restrictions (Covid-19) are lifted

Present: Cllr Kathryn Downs (Chairman), Cllr Emma Hunneyball, Cllr Mandy Dunnett, Cllr Sharon Jagger, Cllr Robin Kingston, Cllr Arthur Roden, Cllr Andy Fittes, Cllr Garry Jones, Cllr Deborah Cartwright and Cllr Paul Woodhead

In Attendance:

Officers: Steve Lightfoot (Town Clerk designate- starts formally 9 November), Michelle Baker (Town Regeneration Manager), Ginetta Adams (Administration) and Laura Dunning (Community Officer)

Members of the public: 1

1. Apologies

None

2. Declarations of Interest

None

3. Minutes

To review and approve the minutes of the Council Meeting held on 6 October 2020

RESOLVED – Minutes approved as a correct record of the meeting

4. Chairman's Announcements

a. Farmers & Craft Market

The Chairman noted what a success the first Farmers and Craft Market was and thanked the Town Regeneration Manager and all involved for making the event a great success.

b. Community Group Activities

The Chairman noted that community groups in Hednesford had done a great job of tidying and litter picking around the town, and that it was looking amazing as a result.

5. Items from the Clerk

a. Recruitment Update

The Chairman announced that all vacancies except the Caretaker role had been filled, for which interviews were taking place the next Thursday afternoon.

b. Support Staffordshire Community Officer

The Chairman updated Council on arrangements with Support Staffordshire for the Community Officer role. It was noted that 11 aims had been agreed based on the initial job description. Support Staffordshire would be putting a plan together to deliver the 11 aims and be subject to review every three months.

c. Community Centre Update

An initial meeting of the Community Centre working groups had taken place and a paper would be presented at the next Council meeting.

d. Policy Review

Cllr Hunneyball presented an updated Equality and Diversity and Inclusion Policy for consideration of Council.

RESOLVED – that the Equality and Diversity and Inclusion Policy be adopted.

e. SID Ongoing Operations

Cllr Hunneyball presented an options paper for the ongoing use of data from the two SIDs recently purchase by HTC in collaboration with Staffordshire County Council. It was recommended that Officers be given responsibility for downloading data and producing a monthly report, with an android tablet to be purchased to facilitate this.

RESOLVED – that the Council would purchase an android tablet and Officers would establish the required processes and reports.

f. Office Furniture

The Chairman noted that with the new clerk starting the current office was no longer big enough, so the small meeting room had been allocated to use as extra space. An additional desk and 4 new chairs were required due to the current ones not being fit for purpose.

RESOLVED – that the required furniture be purchased

6. Items from the Town Regeneration Manager

a. Town Regeneration Manager Monthly Update

The Town Regeneration Manager provided an update for Council on activities over the course of October. It was noted the Visit Hednesford Facebook page had reached 2,444 followers and 2,322 likes. Weekly competitions were being run with local businesses. Two double sided 'Welcome to Hednesford Town Centre' banners had been installed and suspended above Market Street funded by the Reopening High Streets Safely Fund. The first Farmers & Craft Market was held on Saturday 31st October 2020 10am-3pm and was a huge success, with 30 stalls in attendance. High levels of footfall meant that traders were happy and wanting to return. Local businesses also noted increased sales on the day. The high footfall on the day was due to a strong social media marketing campaign including videos from Ken from Coronation Street (6,800 views) and Barry from EastEnders (9,300 views). Bollard covers and banners had also been installed to raise awareness of the event. The market featured on BBC Midlands Today evening news and in the Express and Star. Due to lockdown, November's market had been cancelled and the December market would take place on Saturday 12th December. Feedback from businesses had been received with a request for the road closure to cover the whole of Market Street.

Two 'Free Parking' signs had been ordered by CCDC to be installed on Anglesey St and would be installed within 2-3 weeks unless lockdown caused delay.

A 3-page list of local businesses had gone live on the Visit Hednesford Facebook page today and would also be published on the HTC website.

7. Items from Community Officer

a. Grant Fund

The Community Officer updated Council on progress launching community grants, noting that forms had been produced and the grant fund was due to go live next week.

b. Remembrance Sunday

Council were updated on planning for Remembrance Sunday. It was noted that St Peters church would be live streaming their service from 9.30am, followed by Hednesford Town Council live streaming a service from the War Memorial at 10.45am.

8. Reports from Principal Speakers

a. Regeneration, Communications and Engagement

i. Hednesford Life Magazine

Cllrs Woodhead and Kingston updated Council on the production of Issue 3 of Hednesford Life, noting that the magazine had a good number of articles and advertisements, but that printing would be paused until after lockdown.

- ii. District Corporate Plan
To consider submitting a response

RESOLVED – That the Town Clerk co-ordinate a response once in post

- iii. NALC's Climate Change Survey
To consider completing the survey and the use of the Zero Carbon Audit tool.

RESOLVED - That the Town Clerk pick this up in collaboration with Cllr Woodhead

b. Community Projects and Events

Cllr Kingston provided an update on the Christmas Lights event taking place on 4th December. It was noted that Treeway were donating a Christmas tree for the town.

c. Planning

Cllr Fittes updated Council on planning activity for the prior month.

d. Finance and Council Procedures

- i. Bank reconciliation

Cllr Jones updated Council on the bank reconciliation, noting only one variance remained to be dealt with.

- ii. Q2 Variance & Forecast

Cllr Jones noted there were some variances between budget and actuals, but these mainly came from staffing and Covid-19 issues. It was noted that the forecast year end position was favourable.

- iii. Budgeting Process & Considerations

Cllr Jones shared the budgeting templates and process with Council, asking that budget requests from Members be filtered through the Town Clerk and Town Regeneration Manager.

- iv. Staff Covid-19 Related Self Isolation

With the current situation of Covid-19 and self-isolation Cllr Jones advised that this should be treated as sick leave and staff are not required to take holiday entitlement for self-isolation.

e. Homelessness & Vulnerable Adults

- i. Christmas Food Table

Cllr Cartwright introduced a request from Chase Lighthouse for free use of Pye Green Community Centre hall on Christmas eve to sort and allocate food donations to those in need.

RESOLVED – That Chase Lighthouse be allowed to use the facilities

13. Items for Information and next agenda

The Chairman noted that the following items would be included in the agenda for the December Council Meeting:

- a. Community Fridge Update
- b. PR Services Review
- c. PGCC Discussion
- d. Draft Budget

14. To resolve that the public be excluded from the meeting due to the confidential nature of the business to be transacted (if necessary)

<end>

Report To:	Full Council	Date:	22/11/20
Title:	8a ii - Refreshed PR Requirements		
Anticipated Time:	15 Minutes	Action:	For Decision
Confidentiality:	Public	Priority:	High Priority

Summary
<p><u>Current Position</u></p> <ul style="list-style-type: none"> • Hednesford Town Council (HTC) has a contractual arrangement with an external PR company for one day's effort per month • Over the past 12 months HTC has seen a good level of print/online media coverage, with roughly one story a month given prominent focus • While many Officers and Councillors have the skills to create press releases the Council recognises that continuing to outsource PR services allows Officers and Members to focus on "doing the do", while benefiting from the expertise and relationships of a PR professional • There is an opportunity to revise the requirements of our PR contract to match the scope of our ambition for Hednesford <p><u>Purpose of this Document</u></p> <ul style="list-style-type: none"> • The purpose of this document is to outline a proposed list of requirements for discussion and decision • The document also summarises the Council's options • This document is not intended as a comprehensive performance review of our existing provider or to open a debate about who is best to fulfil the requirements of the Council. Sourcing a provider will be a separate activity once requirements have been confirmed

Recommendation(s)
<p>That the following list of requirements for a PR contract be approved, and the tender process initiated</p> <p><u>High Level Requirements</u></p> <ol style="list-style-type: none"> 1. The PR professional will continue to work towards promoting one "hero" story per month 2. The PR professional will pro-actively review HTC agendas and minutes to identify "hero" stories and create a forward plan on a quarterly basis 3. The PR professional will have a good understanding of the aims and objectives of HTC and seek to align "hero" stories to the Council's overall strategy

4. The PR Professional will adapt "hero" stories for use on social media and as articles in Hednesford Life
5. Officers and Councillors may wish to promote smaller "non-hero" stories and should be free to do so. In this scenario the PR professional will act as a stakeholder, maintaining awareness of the stories being submitted and linking into the overall strategy as appropriate
6. The PR Professional will continue to seek story placement in local print and online media, predominantly the Express and Star
7. The PR Professional will develop relationships with local radio and television outlets, with an aspirational goal of achieving one story on BBC Midlands Today/ITV Central per quarter
8. The PR Professional will act as a reviewer for Hednesford Life Magazine. Hednesford Life is delivered to 10,000 homes and businesses every quarter and is therefore a key communication channel. The PR Professional will support content selection, copy editing and layout activity to ensure maximum impact of the magazine
9. The PR Professional will review HTC's current social media channels and suggest a social media strategy aligned to the Council's aims and objectives, and the communications forward plan.

Relevant Issues and Implications	
Financial	Meeting these requirements will require increased cost
Value For Money	A contractor who delivers to these requirements will provide a service that matches the scope of the ambition and activity of HTC
Risk & Control	<i>No relevant issues or implications identified</i>
Health & Safety	<i>No relevant issues or implications identified</i>
Legal	<i>No relevant issues or implications identified</i>
Human Resources	Refreshing PR contract requirements will allow clarity on Roles and Responsibilities to be provided to the PR Professional, Officers and Members
Equal Opportunities	The Tender process will be conducted in line with HTC's Equality, Diversity and Inclusion policy
People (Public, Centre Users and Councillors)	Delivering to these requirements will allow HTC to benefit from a comprehensive PR strategy aligned to the aims and objectives of the Council. This allows the Council to communicate clearly and effectively with local residents and stakeholders.

1.	Introduction
1.1	It was resolved in the October meeting of Full Council that PR services continue to be contracted for the next 12 months
1.2	It was resolved in the same meeting that requirements for a PR contract be refreshed, and a working group set up to complete this activity
1.3	This report is the output of the working group's findings
3.	Options and Recommendation
3.1	Continue with the current approach, which sees HTC receive a good level of coverage in the Express and Star. This option is not recommended: while it creates no additional cost it is not aligned to our ambition or our current level of activity. This misalignment creates the risk of missed opportunities to communicate about the Council's work
3.2	Adopt the above requirements, or an amended version, and approach the market for tenders. This is the recommended option. While it will require an increased cost it allows the Council to benefit from a strategic approach to PR which is aligned to the scope of this Council's ambition

For more information on this proposal please contact:
Cllr Emma Hunneyball Cllr Paul Woodhead

Item 8c (i) List of Planning Applications

Application	Application Location and Description	Response
CH/228	Proposed Development: Outline application - demolition of existing retail unit, erection of 8 x No. 2-bed dwellings, all matters reserved. (Re-submission of CH/18/343) - AMENDED/ADDITIONAL INFORMATION Location: 145 Green Heath Road, Green Heath, Cannock, WS12 4AU	We note the comments from a neighbour that although they have no objection they have concerns that access will be impaired to the already existing parking spaces due to the dividing fence and the issue over the effects on the drain-away

		If these concerns can be addressed we would not have any objections to the application
CH/384	<p>Proposed Development: Structure of retaining wall</p> <p>Location: Flat 1, Station House, 435, Cannock Road, Hednesford, Cannock, WS124AE</p>	We have no objections to this application
CH/399	<p>Proposed Development: Extension to dwelling (resubmission of CH/20/167)</p> <p>Location: 15 Anglesey Street, Hednesford, Cannock, WS12 1AB</p>	<p>With regards this resubmission the development remains a substantial one in a relatively confined space .</p> <p>We note amendments have been made to the original plans and would now accept the proposals if the impact on neighbouring properties is properly mitigated .</p>
CH/404	<p>Proposed Development: Single storey rear extension</p> <p>Location: 4 Buckthorn Close, Pye Green, Cannock, WS12 4SX</p> <p>Grid Reference: 398988 313736</p>	We do not have any objections to this application

<p>CH/396</p>	<p>Proposed Development: Construction of two new 4 bedroom dwellings. Re-submission of previous application on the side garden of 412 Rawsley Road.</p> <p>Location: 412 Rawsley Road, CANNOCK, WS12 1RB</p>	<p>With regards this resubmission and revised application we still feel that the area for development is limited to build two four bedroom homes but also accept that the developers have created more space in between the houses and on the site . They have removed one garage but added another on the tapering piece of the site and this seems appropriate to the shape of the plot.</p> <p>On balance we would accept this application subject to other bodies statutory permissions and no adverse impact on neighbouring properties / residents</p>
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