



Seaford Town Council Community Services Agenda – Thursday 12th September 2024

To the Members of the Community Services Committee

Councillors M Wearmouth (Chair), I Taylor (Vice Chair), S Ali, C Bristow, S Dubas, O Honeyman, R Honeyman, S Markwell, J Meek, G Rutland, and L Wallraven

A meeting of the **Community Services Committee** will be held at The View, Seaford Head Golf Course, Southdown Rd, Seaford BN25 4JS, on **Thursday 12th September 2024** at **7.00pm**, which you are summoned to attend.

A handwritten signature in black ink, appearing to read 'A Chugg'.

Adam Chugg
Town Clerk

6th September 2024

- **Members of the public are advised to register to attend to guarantee a place**
- **The meeting will be video recorded and uploaded to the Town Council's YouTube channel after the meeting**
- **See the end of the agenda for further details of public access and participation**

AGENDA

1. [Apologies for Absence](#)

To consider apologies for absence.

2. [Disclosure of Interests](#)

To deal with any disclosure by Members of any disclosable pecuniary interests and interests other than pecuniary interests, as defined under the Seaford Town Council Code of Conduct and the Localism Act 2011, in relation to matters on the agenda.

3. [Public Participation](#)

To deal with any questions, or brief representations, from members of the public in accordance with relevant legislation and Seaford Town Council Policy.

4. Presentation from Seaford Town Football Club

To hear a short presentation from the football club on a number of matters.

5. [Seaford Town Football Club - Request for a Temporary Infill to the Pitch Side Barrier](#)

To consider report 78/24 seeking Full Councils approval for the installation of a temporary infill for the barrier around the football pitch for the upcoming season (Pages 5 to 16)

6. [Projects & Facilities Update Report – September 2024](#)

To consider report 73/24 informing the committee on progress and actions relating to the Town Council's assets and services (pages 17 to 19).

7. [Community Services Income & Expenditure up to 31st July 2024](#)

To consider report 71/24 informing the Community Services Committee of Income and Expenditure up to 31st July 2024 (pages 20 to 31).

8. [Seaford Town Football Club Pitch Maintenance Trial](#)

To consider report 70/24 providing an update on the one-year pitch maintenance trial conducted by Seaford Town Football Club at The Crouch and to note the trial's scheduled conclusion in Summer 2024 (pages 32 to 35).

9. [VE Day & Armed Forces Day](#)

To consider report 74/24 informing the committee on the planned commemorations for VE Day and plans for Armed Forces Day (pages 36 to 37).

10. [Badging Assets Trial](#)

To consider report 75/24 presenting a trial proposal to badge Seaford Town Assets (pages 38 to 40).

11. [Sponsorship Update](#)

To consider report 76/24 updating the Committee on the sponsorship role and the current position of Seaford Town Council (pages 41 to 43).

AGENDA NOTES

For further information about items on this Agenda please contact:

Adam Chugg, Town Clerk, 37 Church Street, Seaford, East Sussex, BN25 1HG

Email: admin@seafordtowncouncil.gov.uk

Telephone: 01323 894 870

Circulation:

All Town Councillors and registered email recipients.

Public Access:

Members of the public looking to access this meeting will be able to do so by:

1. Attending the meeting in person.

The Town Council asks that you contact meetings@seafordtowncouncil.gov.uk or 01323 894 870 to register your interest in attending at least 24 hours before the meeting.

Spaces will be assigned on a first come, first served basis.

Please note that if you don't register and just attempt to turn up at the meeting, this could result in you not being able to attend if there is no space.

OR

2. Watching the recording of the meeting on the [Town Council's YouTube channel](#), which will be uploaded after the meeting has taken place.

Public Access to the Venue:

If you are attending the meeting in person, please arrive for 6.45pm where you will be shown into the meeting for a 7.00pm start.

Please note that the front door of the building will be locked at 7.00pm and remain locked during the meeting for security reasons. As such, if you arrive after this time, you will not be able to access the meeting.

When members of the public are looking to leave, they must be escorted out of the building by a Town Council officer. There is also a signposted back door which can be exited through if required.

Public Participation:

Members of the public looking to participate in the public participation section of the meeting must do so in person, by making a verbal statement during the public participation section of the meeting.

Below are some key points for public participation in the meeting:

1. Your statement should be regarding business on the agenda for that meeting.
2. You will only be able to speak at a certain point of the meeting; the Chair of the meeting will indicate when this is.
3. You do not have to state your name if you don't want to.
4. If you are unsure of when best to speak, either query this with an officer/councillor ahead of the meeting or raise your hand during the public participation item of the meeting and ask the Chair – they will always be happy to advise.
5. When the Chair has indicated that it is the part of the meeting that allows public participation, raise your hand and the Chair will invite you to speak in order.
6. Statements by members of the public are limited to four minutes and you don't automatically have the right to reply. The Chair may have to cut you short if you overrun on time or try to speak out of turn – this is just to ensure the meeting stays on track.
7. Where required, the Town Council will try to provide a response to your statement but if it is unable to do so at the meeting, may respond in writing following the meeting.
8. Members of the public should not speak at other points of the meeting.
9. A summarised version of your statement, but no personal details, will be recorded in the minutes of the meeting.

Public Comments

Members of the public looking to submit comments on any item of business on the agenda can do so in writing ahead of the meeting and this will be circulated to all committee members. Comments can be submitted by email to meetings@seafordtowncouncil.gov.uk or by post to the Town Council offices.

Health & Safety Measures:

While Covid restrictions are no longer mandated the Town Council wishes to stay vigilant and mindful of the health and safety of its meeting participants by upholding the requirement that you should not attend the meeting if you are displaying any Covid-19 symptoms (or have tested positive) as identified on the [NHS website](#) or symptoms of any similarly contagious illness.



Report No:	78/24
Agenda Item No:	5
Committee:	Community Services
Date:	12th September 2024
Title:	Seaford Town Football Club (STFC) - Request for a Temporary Infill to the Pitch Side Barrier
By:	Adam Chugg, Town Clerk and Louise Lawrence Head of Assets, Projects and Services
Purpose of Report:	To seek the Town Council's approval for the installation of a temporary infill for the barrier around the football pitch for the upcoming season

Recommendations
Full Town Council is recommended:
<ol style="list-style-type: none"> 1. To approve the placement of a temporary pitch infill to the perimeter barrier for the upcoming season. 2. To instruct officers to produce a report which considers the impact of the erection of a permanent infill to the barrier around the football pitch

1. Background

- 1.1** Please note that this report and decision relates to a temporary infill to the barrier around the football pitch, and no other matters.
- 1.2** In 2011, STFC erected a barrier around the football pitch on the Crouch, with Seaford Town Council permission ([Appendix Three](#)).
- 1.3** In 2013, STFC added an infill to the barrier, and this was augmented in 2020. The Town Council made no objections to either arrangement. In addition, the Town Council gave Seaford Town Football Club a Grant towards the 2022 infill.

- 1.4 In August 2024, Seaford Town Council carried out a Health and Safety inspection of the barrier and infill. ([Appendix Two](#)). The infill was found to be unsafe and has been removed.
- 1.5 STFC have asked the Town Council for permission for a new temporary infill for the 2024/25 season – this request is shown at ([Appendix One](#))

2. The Proposal

- 2.1 Appendix One shows the request from STFC that this meeting is being asked to consider, namely the erection of a temporary infill for the perimeter barrier as described in the request.
- 2.2 Please note that this is a landowner decision, and one for the Town Council to make. In addition, while we note the dates set out by STFC in its letter, it is clear that this decision needs to be made as soon as possible.
- 2.3 Under the terms of STFC's lease, STFC have 'primary' but not 'sole' use of the pitch. These arrangements will not prevent the pitch being used by others.

3. Why is the Infill Wanted

- 3.1 STFC has confirmed the following to the Town Council;
 - (a) A temporary mesh infill to the perimeter barrier will enable disability players to play in a safe and secure environment.
 - (b) STFC have disabled younger users who are prone to running off and could be at risk from nearby roads.
 - (c) The football club has three disability teams – Adults, U16s, U12S- that are no longer training Saturday mornings at the Crouch as there is no barrier to protect them.
 - (d) STFC also wish to protect the players from dogs when they are using the pitch. The football club report an incident since the infill was removed where a dog has entered the pitch and chased a football and burst it during a session for U16s. The club have a duty to protect players from the risk of dog bites.
 - (e) Over 60 players use the Crouch each week.
- 3.2 Please note that the choice of barrier by STFC is shown at ([Appendix One](#)) and the officer view is that this is safe and compliant and, as a temporary measure, reasonable.

- 3.3** At the same time, it will be vital for there to be careful consideration and community engagement before any permanent solution is agreed.

4. Looking Ahead

- 4.1** If approved, the temporary infill to the perimeter barrier would be in place for the duration of the season while STFC researches a more permanent solution.
- 4.2** If approved, following on from the installation of the temporary infill to the perimeter barrier, STFC will bring forward proposals for a more permanent solution for the Town Council to carefully consider.

5. Financial Appraisal

- 5.1** The installation of the temporary infill to the barrier will be at the cost of Seaford Town Football Club. There will be no cost to Seaford Town Council.

6. Contact Officer

- 6.1** The Contact Officer for this report is Adam Chugg, Town Clerk.

Appendix One



Wednesday, 14 August 2024

Seaford Town Clerk – Adam Chugg
Seaford Town Council
37 Church Street
Seaford
East Sussex BN25 1HG

Dear Sir,

Re: Crouch Football Pitch Fence Proposal

Following on from your Health & Safety report, STC and STFC meeting held on Friday 9 August and your subsequent email dated Friday 9 August encompassing the football pitch fence we would like to propose the following:

- Retain any safe grey metal barriers and install them behind both goals and current sponsorship board side of the pitch. Sponsorship boards to be taken down and tidied up and attached safely to grey metal barriers
- Remove and take away all unsafe grey metal barriers by **31st August**
- Tidy and paint the white scaffold fence, paint and utensils provided by STFC and club volunteers to action
- Where there will be open areas around the fence, we will install debris scaffold safety netting and secure with secure cable ties, at a cost to the Football Club and no cost to STC. We will also ensure that the netting is clean and tidy, in keeping with the environment.

Netting is Lightweight open mesh. Minimal wind loading on scaffold structures. Quick and easy to install with cable or bungee ties. An ideal solution to protect personnel, buildings and traffic from debris on scaffolding and construction sites. Can also be used as a means of privacy when attached to site fencing. HDPE + UV fabric, weighing 60g per square metre. Tear resistance level - N. Temperature resistance -20°C to 150°C. Woven black reinforced yarn finish with knitted buttonholes. The buttonholes are every 5cm and tear resistance, level - N.

DEBRIS NETTING



•Netting to be installed by STFC by **Tuesday 6th September** (as we could potentially have a senior football fixture proposed to us on this date) the netting is a temporary measure, it is also being used and other football clubs, see photo of East Preston:



We appreciate that the fence will be discussed at length during our club presentation on Thursday 5th September with your Counsellors, however the period you have requested we remove the grey metal barriers by Tuesday 10 September and potentially our next home football match, leaves us no time at all for our volunteers to remove metal fences, erect and fit the temporary netting solution. We also cannot afford to waste a substantial amount of money on something, when we are looking to install a more permanent and robust pitch side fence, therefore we would be incredibly grateful if you could look at this proposal.

We do hope you agree our proposal and look forward to having a response by Wednesday 21 August.

Kind regards,

Handwritten signature of Sarah Scott in blue ink.

Sarah Scott
Seaford Town Football Club - Club Chair

Appendix 2

Site visit to Seaford Town Football Club on 5th August 2024 to inspect surrounding pitch fence.

The fence consists of two parts a scaffold frame and aluminium inserts (railing inserts) which have advertising boards attached.

The list below were observations on the condition of the fence that surrounds the football pitch at The Crouch.

1) White scaffold fence. Photos below.

- a) The fence is in reasonable condition and is fairly sound around the whole pitch.
- b) All of the scaffold fence needs painting to hold back rust that is developing.
- c) Parts of the scaffold fence need repairing due to rust (rusted through metal) these are in vertical and horizontal positions and need new scaffold parts installed.
- d) Attached are some photos of previous repairs.







2) **Aluminium inserts (railings) between scaffold posts. Photos below.**

- a) Large gaps on individual section
- b) Vertical uprights broken with spiky pieces sticking out at various angles.
- c) Many sections are now bent out of shape
- d) The U-bolts that hold the aluminium inserts to the scaffold fence have sharp edges.
- e) Some sections are loose or not attached.
- f) The hooks that connect each aluminium section are not attached and corroded.
- g) Advertising boards may have had some impact on the inserts due to high winds







Recommendations.

If the surrounding fence is to be retained and not removed and new provided the below are my recommendations.

Scaffold fence.

I would recommend that the scaffold fence is repaired in a few locations, new parts are required and when completed the fence can be painted to hold back any new corrosion.

The scaffold fence is overall in a reasonable condition.

Aluminium inserts (railings) between scaffold posts

I recommend the aluminium inserts that are damaged and are a health and safety hazard are recovered and replaced.

All of the inserts need to be locked together correctly as not to expose the rusty hazardous hooks.

Appendix Three

Mr B Thomsett
Seaford Town Football Club
c/o Cinque Ports Public House
49 High Street
Seaford
BN25 1PP

Direct dial 01323 894870
E-mail Ben.king@seafordtowncouncil.gov.uk
Your ref
Date 4th August 2011

Dear Bob

RE: Access route and Fencing for Seaford Town Football Club

At the Community Services Committee meeting held on 28th July 2011; one of the items up for discussion was the construction of a new access route and fencing for the Football Club.

It was agreed that the Football Club could install fencing and barriers for secure access at Seaford Town Football Club and first team pitch subject to the final approval of the scheme by me, the Projects and Facilities Manager.

Please arrange a meeting with me at the earliest opportunity to discuss the new installation, via my assistant, Dawn Thompson, who holds my diary.

Yours sincerely

Ben King
Project & Facilities Manager



Report No:	73/24
Agenda Item No:	6
Committee:	Community Services
Date:	12th September 2024
Title:	Projects & Facilities Update Report
By:	Louise Lawrence, Head of Assets, Projects & Services
Purpose of Report:	To inform the Committee on progress and actions relating to the Town Council's assets and services

Recommendations
The Committee is recommended:
1. To note the contents of the report.

1. Christmas Lights

1.1 Seaford Town Council currently has a 3-year tender for the town's Christmas light install, removal and storage with Blachere Illuminations. This contract is in its final year and at present worth £20,307.00 across its 3-year term.

Given financial regulations and inflation officers would like to advise that a project is underway to obtain a minimum of three competitive quotes for a new 3-year contract from 2025-2028. This project will commence between October and November 2024 with review on whether a tender process will be required should quotes exceed £24,999.

1.2 Blachere Illuminations have agreed that Seaford Town Council can store their lights following removal in January 2025 at their warehouse until the end of February 2025 without any further charges. However, this project will require completion and sign off ahead of this date to ensure our current equipment is covered. Given the size and costs of the existing equipment officers recommend we do not take the storage on in house. In addition, as we already own a large sum of fully operational lights so options to rent or

sell these would not be a financially viable option. Officers will present a further update on completion of this project work.

2. CCTV

2.1 Seaford Town Council currently has CCTV placed at assets, which is now out of contract for maintenance and monitoring. Officers have reviewed the current equipment & challenges;

- Vandalism to cameras in Salts recreation grounds
- Lack of recording capacity
- Running at full capacity
- Out of Date equipment in places
- Monitoring systems

2.2 Upon the review officers will be sourcing 3 quotes to address these challenges and look at further requirements to improve and update the current CCTV and monitoring systems for assets;

- Additional/ New CCTV cameras
- New Network Video Recorders
- Increase storage
- New Cabling
- Anti climb pole and brackets
- New CCTV signage to all areas

2.3 Officers will present a further update on completion of this project work.

3. Health & Safety

3.1 Key Health and Safety Inspections and Maintenance completed in July/August 2024 for Seaford Town Council Assets.

3.2 Inspection of Seaford Town Football Club (STFC) pitch surrounding fence, recommendations issued for Health & Safety maintenance to be conducted by Seaford Town Football Club.

3.3 Inspection of chain link fence on Seaford Head, with repair and replacement maintenance recommendations made, contractor instructed

3.4 Fire extinguishers serviced at South Hill Barn & The Crypt Gallery

3.5 Risk Assessments reviewed for events being held on Green Spaces

- 3.6 Vandalism and damage to the Salts Recreational Grounds toilets, resulting in the facility being temporarily closed, whilst repair works is completed
- 3.7 Cleaning Maintenance for outside of Martello Beach Huts at Splash Point end of promenade. Links have been made with Probation Service, for people carrying out community services to assist with the maintenance tasks within our community.
- 3.8 CCTV signage placed at allotment site.
- 3.9 Compostable toilets closed in July due to misuse and they will be re sited in the future.

4. Financial Appraisal

- 4.1 There are no further direct financial implications as a result of this report.

5. Contact Officer

- 5.1 The Contact Officer for this report is Louise Lawrence, Heads of Assets, Projects and Services.



Report No:	71/24
Agenda Item No:	6
Committee:	Community Services
Date:	12th September 2024
Title:	Community Services Committee Income & Expenditure up to 31st July 2024
By:	Lucy Clark, Responsible Finance Officer
Purpose of Report:	To inform the Community Services Committee of Income and Expenditure up to 31st July 2024

Recommendations
The Committee is recommended:
1. To note the contents of the report.

1. Information

- 1.1** Attached in Appendix A is the detailed income and expenditure for the period of 1st April – 31st July 2024 for the Community Services Committee compared with the annual budget:
- 1.2** The significant variances are attached in Appendix B.
- 1.3** Although some account codes have exceeded their budgets, the underspends elsewhere and exceeded income, offset these overspends.

2. Financial Appraisal

- 2.1** This report represents the income and expenditure figures from 1st April 2024 to 31st July 2024.
- 2.2** The overall income is already at 82% / £208,546 of budget which is primarily due to rents being invoiced and paid earlier in the year with some payments being made on a quarterly basis. The fact that two quarters have already been received has contributed significantly to reaching this 82%.
- 2.3** The overall expenditure stands at 65.3% of the annual budget, amounting to £344,853 out of the £528,026 budgeted for the year. This high

expenditure figure is predominantly due to the Martello Toilet refurbishment which totals £234,774 from 1st April to 31st July 2024. It's important to note that while this expenditure appears in the income and expenditure report, the funds are being drawn from Ear Marked Reserves rather than the current year's budget. Therefore, there is no concern regarding overspending on the Community Services overall budget at this stage.

3. Contact Officer

3.1 The Contact Officer for this report is Lucy Clark, Responsible Finance Officer

Detailed Income & Expenditure by Budget Heading 31/07/2024

Month No: 4

Committee Report

	Actual Year To Date	Current Annual Bud	Variance Annual Total	Committed Expenditure	Funds Available	% Spent	Transfer to/from EMR
Community Services							
<u>105 Salts Recreation Ground</u>							
1025 Income Sponsorship	230	230	0			100.0%	
1050 Income Rent	1,993	2,180	187			91.4%	
1051 Income Insurance Recharge	1,933	1,854	(79)			104.2%	
1057 Income Electricity Recharge	1,591	8,610	7,019			18.5%	
1058 Income Water Recharge	(473)	4,988	5,461			(9.5%)	
1066 Income Concession	25,000	24,000	(1,000)			104.2%	
1073 Sports Pitch Hire & Green Fees	2,276	5,000	2,724			45.5%	
1095 Income Tennis Annual Pass	2,035	3,025	990			67.3%	
1096 Income Tennis Pay & Play	1,358	3,500	2,142			38.8%	
	35,942	53,387	17,445			67.3%	0
Salts Recreation Ground :- Income							
4018 Water Refill Maint	279	0	(279)		(279)	0.0%	279
4052 Water & Sewerage	2,064	12,600	10,536		10,536	16.4%	
4053 Tennis Electric	35	404	369		369	8.8%	
4054 Salts Cafe Electric	1,590	8,434	6,844		6,844	18.9%	
4055 Electricity	186	674	488		488	27.6%	
4095 Tennis Court Expenditure	775	7,282	6,507		6,507	10.6%	
4096 LTA Loan	1,875	1,875	0		0	100.0%	
4100 Telecommunications	121	355	234		234	34.2%	
4115 Insurance	3,773	3,735	(38)		(38)	101.0%	
4155 Professional Fees	0	1,000	1,000		1,000	0.0%	
4201 Cleaning & Hygiene	3,959	16,725	12,766		12,766	23.7%	
4250 Memorial Bench	0	500	500		500	0.0%	
4251 Dog Bin Emptying	0	2,611	2,611		2,611	0.0%	
4252 Additional Litter Pick	0	1,000	1,000		1,000	0.0%	
4260 Grounds Maintenance Contract	17,739	74,500	56,761		56,761	23.8%	
4261 General Maintenance	820	6,100	5,280		5,280	13.4%	
4275 Building Maintenance	1,817	5,000	3,183		3,183	36.3%	
4276 CCTV	345	850	505		505	40.6%	
4283 Playground	30	20,000	19,970		19,970	0.1%	
	35,409	163,645	128,236	0	128,236	21.6%	279
Salts Recreation Ground :- Indirect Expenditure							
	534	(110,258)	(110,792)				
6000 plus Transfer from EMR	279						
Movement to/(from) Gen Reserve	812						

Detailed Income & Expenditure by Budget Heading 31/07/2024

Month No: 4

Committee Report

	Actual Year To Date	Current Annual Bud	Variance Annual Total	Committed Expenditure	Funds Available	% Spent	Transfer to/from EMR
<u>106 Crouch Recreation Ground</u>							
1050 Income Rent	1,275	2,550	1,275			50.0%	
1051 Income Insurance Recharge	724	668	(56)			108.4%	
1058 Income Water Recharge	(77)	600	677			(12.9%)	
1073 Sports Pitch Hire & Green Fees	217	10,500	10,283			2.1%	
	<u>2,139</u>	<u>14,318</u>	<u>12,179</u>			<u>14.9%</u>	<u>0</u>
Crouch Recreation Ground :- Income							
4052 Water & Sewerage	325	3,000	2,675		2,675	10.8%	
4115 Insurance	1,015	931	(84)		(84)	109.0%	
4155 Professional Fees	0	1,000	1,000		1,000	0.0%	
4250 Memorial Bench	0	500	500		500	0.0%	
4251 Dog Bin Emptying	0	1,778	1,778		1,778	0.0%	
4260 Grounds Maintenance Contract	9,526	28,400	18,874		18,874	33.5%	
4261 General Maintenance	6,110	5,000	(1,110)		(1,110)	122.2%	6,050
4275 Building Maintenance	0	4,000	4,000		4,000	0.0%	
4283 Playground	30	5,000	4,970		4,970	0.6%	
	<u>17,006</u>	<u>49,609</u>	<u>32,603</u>	<u>0</u>	<u>32,603</u>	<u>34.3%</u>	<u>6,050</u>
Crouch Recreation Ground :- Indirect Expenditure							
Net Income over Expenditure	<u>(14,867)</u>	<u>(35,291)</u>	<u>(20,424)</u>				
6000 plus Transfer from EMR	6,050						
Movement to/(from) Gen Reserve	<u>(8,817)</u>						
<u>107 Martello Fields</u>							
1050 Income Rent	4,963	5,000	37			99.3%	
	<u>4,963</u>	<u>5,000</u>	<u>37</u>			<u>99.3%</u>	<u>0</u>
Martello Fields :- Income							
4018 Water Refill Maint	258	0	(258)		(258)	0.0%	258
4115 Insurance	6	0	(6)		(6)	0.0%	
4251 Dog Bin Emptying	0	1,425	1,425		1,425	0.0%	
4260 Grounds Maintenance Contract	3,835	14,317	10,482		10,482	26.8%	
4261 General Maintenance	114	2,000	1,886		1,886	5.7%	
	<u>4,213</u>	<u>17,742</u>	<u>13,529</u>	<u>0</u>	<u>13,529</u>	<u>23.7%</u>	<u>258</u>
Martello Fields :- Indirect Expenditure							
Net Income over Expenditure	<u>750</u>	<u>(12,742)</u>	<u>(13,492)</u>				
6000 plus Transfer from EMR	258						
Movement to/(from) Gen Reserve	<u>1,008</u>						
<u>108 Other Open Spaces</u>							
1050 Income Rent	90	90	0			100.0%	
	<u>90</u>	<u>90</u>	<u>0</u>			<u>100.0%</u>	<u>0</u>
Other Open Spaces :- Income							

Detailed Income & Expenditure by Budget Heading 31/07/2024

Month No: 4

Committee Report

	Actual Year To Date	Current Annual Bud	Variance Annual Total	Committed Expenditure	Funds Available	% Spent	Transfer to/from EMR
4018 Water Refill Maint	28	0	(28)		(28)	0.0%	28
4052 Water & Sewerage	76	200	124		124	38.1%	
4115 Insurance	51	50	(1)		(1)	102.0%	
4154 Land Registry Fees	0	60	60		60	0.0%	
4155 Professional Fees	0	1,000	1,000		1,000	0.0%	
4250 Memorial Bench	0	500	500		500	0.0%	
4251 Dog Bin Emptying	0	2,844	2,844		2,844	0.0%	
4260 Grounds Maintenance Contract	11,148	45,248	34,100		34,100	24.6%	
4261 General Maintenance	4,589	7,200	2,611		2,611	63.7%	
4275 Building Maintenance	0	1,000	1,000		1,000	0.0%	
Other Open Spaces :- Indirect Expenditure	15,891	58,102	42,211	0	42,211	27.4%	28
Net Income over Expenditure	(15,801)	(58,012)	(42,211)				
6000 plus Transfer from EMR	28						
Movement to/(from) Gen Reserve	(15,774)						
<u>113 Crypt</u>							
1057 Income Electricity Recharge	209	0	(209)			0.0%	
1058 Income Water Recharge	57	0	(57)			0.0%	
1063 Income Gas Recharged	646	0	(646)			0.0%	
Crypt :- Income	912	0	(912)				0
4052 Water & Sewerage	57	0	(57)		(57)	0.0%	
4055 Electricity	209	0	(209)		(209)	0.0%	
4056 Gas	238	0	(238)		(238)	0.0%	
4115 Insurance	304	305	1		1	99.6%	
4275 Building Maintenance	0	3,000	3,000		3,000	0.0%	
4279 Fire & Security	61	75	15		15	80.7%	
Crypt :- Indirect Expenditure	868	3,380	2,512	0	2,512	25.7%	0
Net Income over Expenditure	44	(3,380)	(3,424)				
<u>114 South Street</u>							
4201 Cleaning & Hygiene	3,834	15,165	11,331		11,331	25.3%	
4275 Building Maintenance	0	2,000	2,000		2,000	0.0%	
South Street :- Indirect Expenditure	3,834	17,165	13,331	0	13,331	22.3%	0
Net Expenditure	(3,834)	(17,165)	(13,331)				

Detailed Income & Expenditure by Budget Heading 31/07/2024

Month No: 4

Committee Report

	Actual Year To Date	Current Annual Bud	Variance Annual Total	Committed Expenditure	Funds Available	% Spent	Transfer to/from EMR
115 Martello Tower							
4115 Insurance	3,419	3,420	1		1	100.0%	
4275 Building Maintenance	2,325	15,000	12,675		12,675	15.5%	
Martello Tower :- Indirect Expenditure	5,744	18,420	12,676	0	12,676	31.2%	0
Net Expenditure	(5,744)	(18,420)	(12,676)				
116 Seaford Head Estate							
1011 Income Filming	7,500	20,000	12,500			37.5%	
1021 Income South Hill Barn	0	1,000	1,000			0.0%	
1050 Income Rent	5,000	10,000	5,000			50.0%	
1053 Income Grants	0	3,250	3,250			0.0%	
1066 Income Concession	1,568	3,480	1,912			45.1%	
1200 Income Nature Reserve	362	0	(362)			0.0%	
Seaford Head Estate :- Income	14,431	37,730	23,299			38.2%	0
4115 Insurance	539	480	(59)		(59)	112.3%	
4155 Professional Fees	107	11,000	10,893		10,893	1.0%	
4156 Bank Charges	0	16	16		16	0.0%	
4250 Memorial Bench	0	500	500		500	0.0%	
4251 Dog Bin Emptying	0	1,425	1,425		1,425	0.0%	
4260 Grounds Maintenance Contract	312	1,344	1,032		1,032	23.2%	
4261 General Maintenance	134	3,000	2,866		2,866	4.5%	
4275 Building Maintenance	0	4,000	4,000		4,000	0.0%	
4279 Fire & Security	282	0	(282)		(282)	0.0%	
4500 Nature Reserve Expenses	7	21,450	21,443		21,443	0.0%	
4501 Filming Expenses	1,500	4,000	2,500		2,500	37.5%	
Seaford Head Estate :- Indirect Expenditure	2,882	47,215	44,333	0	44,333	6.1%	0
Net Income over Expenditure	11,549	(9,485)	(21,034)				
117 Seafont							
1011 Income Filming	0	200	200			0.0%	
1025 Income Sponsorship	460	460	0			100.0%	
1057 Income Electricity Recharge	1,150	12,600	11,450			9.1%	
1058 Income Water Recharge	39	150	111			25.8%	
1066 Income Concession	51,115	64,540	13,425			79.2%	
1084 Income Promenade	199	0	(199)			0.0%	
Seafont :- Income	52,962	77,950	24,988			67.9%	0
4018 Water Refill Maint	235	0	(235)		(235)	0.0%	235
4022 Telescope Expenditure	15	200	185		185	7.5%	

Detailed Income & Expenditure by Budget Heading 31/07/2024

Month No: 4

Committee Report

	Actual Year To Date	Current Annual Bud	Variance Annual Total	Committed Expenditure	Funds Available	% Spent	Transfer to/from EMR
4052 Water & Sewerage	39	150	111		111	25.8%	
4055 Electricity	869	12,600	11,731		11,731	6.9%	
4115 Insurance	1,248	975	(273)		(273)	128.0%	
4201 Cleaning & Hygiene	4,117	18,200	14,083		14,083	22.6%	
4250 Memorial Bench	0	500	500		500	0.0%	
4253 Shelters	532	2,400	1,868		1,868	22.1%	
4261 General Maintenance	1,451	10,000	8,549		8,549	14.5%	
4270 Vehicles & Equipment Maint	0	150	150		150	0.0%	
4275 Building Maintenance	219	1,000	781		781	21.9%	
4501 Filming Expenses	0	40	40		40	0.0%	
Seafront :- Indirect Expenditure	8,725	46,215	37,490	0	37,490	18.9%	235
Net Income over Expenditure	44,237	31,735	(12,502)				
6000 plus Transfer from EMR	235						
Movement to/(from) Gen Reserve	44,472						
118 Beach Huts							
1054 Income Other	192	0	(192)			0.0%	
1057 Income Electricity Recharge	75	50	(25)			150.0%	
1060 Beach Huts Site Licence	28,411	28,411	0			100.0%	
1061 Beach Hut Annual Rent	12,837	12,837	0			100.0%	
1066 Income Concession	0	4,900	4,900			0.0%	
1094 Income Seasonal Beach Huts	10,349	14,550	4,201			71.1%	
Beach Huts :- Income	51,864	60,748	8,884			85.4%	0
4051 Rates	1,959	4,677	2,718		2,718	41.9%	
4052 Water & Sewerage	187	100	(87)		(87)	186.9%	
4055 Electricity	109	300	191		191	36.4%	
4115 Insurance	588	600	12		12	98.0%	
4258 Seasonal Beach Hut Revenue Exp	5,637	15,225	9,588		9,588	37.0%	
4275 Building Maintenance	1,110	5,000	3,890		3,890	22.2%	
4502 Toilet Hire	432	0	(432)		(432)	0.0%	
Beach Huts :- Indirect Expenditure	10,023	25,902	15,879	0	15,879	38.7%	0
Net Income over Expenditure	41,842	34,846	(6,996)				
119 Old Town Hall							
1050 Income Rent	0	1,600	1,600			0.0%	
1051 Income Insurance Recharge	0	193	193			0.0%	
1066 Income Concession	444	0	(444)			0.0%	
Old Town Hall :- Income	444	1,793	1,349			24.8%	0

Detailed Income & Expenditure by Budget Heading 31/07/2024

Month No: 4

Committee Report

	Actual Year To Date	Current Annual Bud	Variance Annual Total	Committed Expenditure	Funds Available	% Spent	Transfer to/from EMR
4055 Electricity	49	0	(49)		(49)	0.0%	
4115 Insurance	198	193	(5)		(5)	102.6%	
4275 Building Maintenance	430	1,300	870		870	33.1%	
Old Town Hall :- Indirect Expenditure	677	1,493	816	0	816	45.3%	0
Net Income over Expenditure	(233)	300	533				
<u>121 Seaford in Bloom</u>							
1025 Income Sponsorship	500	500	0			100.0%	
Seaford in Bloom :- Income	500	500	0			100.0%	0
4402 Seaford in Bloom	4,229	6,000	1,771		1,771	70.5%	
Seaford in Bloom :- Indirect Expenditure	4,229	6,000	1,771	0	1,771	70.5%	0
Net Income over Expenditure	(3,729)	(5,500)	(1,771)				
<u>125 Allotments</u>							
1050 Income Rent	1,311	1,338	27			98.0%	
Allotments :- Income	1,311	1,338	27			98.0%	0
4261 General Maintenance	0	500	500		500	0.0%	
Allotments :- Indirect Expenditure	0	500	500	0	500	0.0%	0
Net Income over Expenditure	1,311	838	(473)				
<u>130 Other Recreation</u>							
4410 Swimming Pool	0	10,000	10,000		10,000	0.0%	
Other Recreation :- Indirect Expenditure	0	10,000	10,000	0	10,000	0.0%	0
Net Expenditure	0	(10,000)	(10,000)				
<u>134 CCTV</u>							
4055 Electricity	1,042	3,465	2,423		2,423	30.1%	
4115 Insurance	158	428	270		270	37.0%	
4276 CCTV	0	9,000	9,000		9,000	0.0%	
CCTV :- Indirect Expenditure	1,201	12,893	11,692	0	11,692	9.3%	0
Net Expenditure	(1,201)	(12,893)	(11,692)				
<u>135 Community Service Events</u>							
1025 Income Sponsorship	0	1,000	1,000			0.0%	
1083 Income Street Market	457	465	8			98.3%	
Community Service Events :- Income	457	1,465	1,008			31.2%	0

Detailed Income & Expenditure by Budget Heading 31/07/2024

Month No: 4

Committee Report

	Actual Year To Date	Current Annual Bud	Variance Annual Total	Committed Expenditure	Funds Available	% Spent	Transfer to/from EMR
4080 D-Day 80	1,941	10,000	8,059		8,059	19.4%	
4115 Insurance	64	65	1		1	98.8%	
4195 Events Expenditure	28	1,180	1,153		1,153	2.3%	
4273 Christmas Lights	0	10,000	10,000		10,000	0.0%	
4281 Christmas Event Expenses	0	6,000	6,000		6,000	0.0%	
Community Service Events :- Indirect Expenditure	2,033	27,245	25,212	0	25,212	7.5%	0
Net Income over Expenditure	(1,576)	(25,780)	(24,204)				
<u>225 Projects Pool</u>							
1014 CIL & S106 Receipts	2,531	0	(2,531)			0.0%	
1053 Income Grants	40,000	0	(40,000)			0.0%	40,000
Projects Pool :- Income	42,531	0	(42,531)				40,000
4095 Tennis Court Expenditure	(7,338)	0	7,338		7,338	0.0%	
4155 Professional Fees	0	5,000	5,000		5,000	0.0%	
4259 Bönningstedt Wall	720	0	(720)		(720)	0.0%	
4274 Projects Expenditure	3,874	16,500	12,626		12,626	23.5%	
4421 Martello Toilets Capital Costs	234,774	0	(234,774)		(234,774)	0.0%	234,774
Projects Pool :- Indirect Expenditure	232,030	21,500	(210,530)	0	(210,530)	1079.2%	234,774
Net Income over Expenditure	(189,499)	(21,500)	167,999				
6000 plus Transfer from EMR	234,774						
6001 less Transfer to EMR	40,000						
Movement to/(from) Gen Reserve	5,275						
<u>301 Planning & Highways</u>							
4263 Bus Shelter Maintenance/Clean	90	1,000	910		910	9.0%	
Planning & Highways :- Indirect Expenditure	90	1,000	910	0	910	9.0%	0
Net Expenditure	(90)	(1,000)	(910)				
Community Services :- Income	208,546	254,319	45,773			82.0%	
Expenditure	344,853	528,026	183,173	0	183,173	65.3%	
Net Income over Expenditure	(136,307)	(273,707)	(137,400)				
plus Transfer from EMR	241,623						
less Transfer to EMR	40,000						
Movement to/(from) Gen Reserve	65,316						

Detailed Income & Expenditure by Budget Heading 31/07/2024

Month No: 4

Committee Report

	Actual Year To Date	Current Annual Bud	Variance Annual Total	Committed Expenditure	Funds Available	% Spent	Transfer to/from EMR
Grand Totals:- Income	208,546	254,319	45,773			82.0%	
Expenditure	344,853	528,026	183,173	0	183,173	65.3%	
Net Income over Expenditure	(136,307)	(273,707)	(137,400)				
plus Transfer from EMR	241,623						
less Transfer to EMR	40,000						
Movement to/(from) Gen Reserve	65,316						

1000 Codes = Income

4000 Codes = Expenditure

Financial Variance Report for Community Services Meetings		
12th September 2024		
105	Salts Recreation Ground	
1025	Income Sponsorship	Fully invoiced for this year
1055	Income Insurance Recharge	Fully invoiced for this year
1058	Income Water Recharge	Recharging will be looked at in August
1066	Income Concession	Fully invoiced for this year with payments being received in quarterly instalments
4018	Water Refill Maintenance	The expenditure is covered by the Ear Marked Reserve which is topped up with income generated from the sponsorship of the water refill station. This is the same for all Water Refill Maintenance accounts within this Committee.
4096	LTA Loan	The budgeted amount of £1,825 was insufficient, as it should have been £3,650. Only one instalment was budgeted for when it should have been for two. Therefore, the account will show as overbudget by £1,825 by the year end
4115	Insurance	This has been fully paid for the year which is the same for all insurance accounts within this Committee. Whilst some cost centres show insurance as slightly overbudget, these are offset by those that are under budget.
106	The Crouch	
1051	Income Insurance Recharge	Fully invoiced for this year
1058	Income Water Recharge	The actual to date figure is showing a negative income which is the result of an accrual for the 23/24 year end. The recharges expected in August should correct this and bring the balance up
1073	Sports Pitch Hire & Green Fees	This account largely relates to the annual bowls fees which will be received by the end of August
4115	Insurance	This has been fully paid for this year
4261	General Maintenance	There is an overspend of £6,050 which relates to the Flint Wall. This amount has been covered using funds from the Grounds Maintenance/Open Spaces EMR326, which will result in no impact on the Income & Expenditure (I&E) at the year end
108	Other Open Spaces	
4261	Grounds Maintenance	This shows a higher expenditure % for this time of year due to necessary tree works in Normansal Park and High & Over areas.
113	The Crypt	
1057	Income Electric Recharge	There are not budgets allocated for these utility income and expenditure because the costs are recharged resulting in a nil balance. However, a discrepancy has been identified where the gas income is higher than the associated expenditure due to a missed accrual at the end of the 23/24. Specifically, the gas income of £408 should have been accounted for in the 23/24 financial year, but it was not, resulting in the current mismatch.
1058	Income Water Recharge	
1063	Income Gas Recharge	
4052	Water & Sewerage	
4055	Electricity	
4056	Gas	

12th September 2024		
116	Seaford Head Estate	
4279	Fire & Security	These costs were originally budgeted under the Building Maintenance account code. They have now been transferred to the designated account code for this type of expenditure, where a budget will be allocated for future years.
118	Beach Huts	
1057	Income Electricity	This income relates to the electricity cards purchased by the Bonningstedt Beach Hut owners. The budget was set conservatively low since its uncertain how many cards will actually be purchased throughout the year.
1060	Beach Hut Site Licence	Fully invoiced for this year
1061	Beach Hut Annual Rent	Fully invoiced for this year
4052	Water & Sewerage	This account is showing as overbudget due to the challenges in setting accurate annual budgets largely due to Castle Water invoicing in advance on estimated readings.
4502	Toilet Hire	These costs were originally budgeted under the Seasonal Beach Hut Revenue Expenditure account code. They have now been transferred to the designated account code for this type of expenditure, where a budget will be allocated for future years.
119	Old Town Hall	
1066	Income Concession	This income was initially budgeted under the Income Rent account code. However, since the site is now classified as a 'Concession', the income is being recorded under the correct code.
121	Seaford In Bloom	
1025	Income Sponsorship	Fully invoiced for the year
4402	Seaford In Bloom	The majority of this expenditure occurs in the summer months with the remaining portion being charged in winter.
125	Allotments	
1050	Income Rent	Fully invoiced for the year
225	Projects Pool	Projects Pool
1014	CIL & S106 Receipts	This income relates to the 25% of CIL passed on by Lewes District Council, which was received in April. A further amount will be received in October dependent on the developments that have taken place in the area. All CIL receipts are transferred into the CIL EMR
1053	Income Grants	This income is a grant from LDC specifically towards the costs of the Changing Places
4095	Tennis Court Expenditure	This is showing as a negative spend due to an accrual for these costs being made at the year end. Once the invoices for these costs are received, then the actual spend will return to zero (therefore all costs for the tennis courts will show in 2022 - 2023)
4259	Bonningstedt Wall	This expense relates to the storage of the timber and steel work of the Bonningstedt Wall. This is likely to double by the year end.
4421	Martello Toilets	Whilst there is no budget showing in the account code for the 24/25 financial year, this remaining expenditure for the rebuild has been covered using funds from the CIL EMR361 as previously approved and which will result in no impact on the I&E at year end.



Report No:	70/24
Agenda Item No:	8
Committee:	Community Services
Date:	12th September 2024
Title:	Seaford Town Football Club (STFC) - Football Pitch Maintenance
By:	Louise Lawrence, Head of Assets Projects & Services
Purpose of Report:	To provide an update on the one-year pitch maintenance trial conducted by Seaford Town Football Club at The Crouch and to note the trial's conclusion.

Recommendations
Full Council is recommended:
<ol style="list-style-type: none"> 1. To note the contents of the report. 2. To confirm the reversion of pitch maintenance responsibilities to Seaford Town Council's primary grounds maintenance contractor following the conclusion of the trial with Seaford Town Football Club.

1. Information

- 1.1** In 2022, the Council approved a one-year trial for pitch maintenance at The Crouch to be carried out by STFC, report attached ([Appendix A](#)). This decision was driven by concerns about the quality of pitch maintenance under the existing grounds maintenance contract.
- 1.2** As can be seen from Appendix A, the Council also voted to delegate power to the Projects & Facilities Manager, in consultation with the Chair of Community Services, to extend the agreement after the trial period.

1.3 The start of the trial was delayed due to STFC facing difficulties in securing a suitable contractor. Following discussions with the Chair of the Community Services Committee, the trial was extended, and it officially commenced in 2023.

1.4 The trial has now been completed.

2. Recommended Next Steps

2.1 Seaford Town Council have no immediate concerns over the work of the football club.

2.2 However, the alternative arrangements placed additional responsibilities and time commitments on the small Seaford Town Council team.

2.3 Instead, the Council has been working to strengthen communication between the football club and the Town Council's grounds maintenance operator, including feedback from the new Crouch Stakeholder Group.

2.4 Officers are working closely with the new Lewes District Council grounds maintenance manager and Seaford Town Football Club to facilitate discussions about the pitch maintenance and the services provided. This collaborative approach aims to address any issues and set clear expectations for the quality and delivery of services within the constraints of the current contract.

2.5 Officers will continue to monitor the situation closely and provide further updates to Council as necessary.

2.6 Therefore, officers recommend that the pitch maintenance responsibilities revert to the Town Councils' primary grounds maintenance contractor

3. Financial Appraisal

3.1 There are no direct financial implications for the Council.

3.2 Payments for this Grounds Maintenance will now revert to the Town Council's primary contractor.

4. Contact Officer

4.1 The Contact Officer for this report is Louise Lawrence, Head of Assets, Projects & Services.



Seaford Town Council

Report No:	195/21
Agenda Item No:	12
Committee:	Full Council
Date:	30th March 2022
Title:	Seaford Town Football Club - Football Pitch Maintenance
By:	Tony Jackson, Projects & Facilities Manager
Purpose of Report:	To approve, subject to a one year trial period, the request from Seaford Town Football Club to take on the maintenance responsibilities of the main football pitch at The Crouch.

Recommendations

Full Council is recommended:

1. To note the report.
2. To approve that Seaford Town Football Club (STFC) take on maintenance responsibilities of the main football pitch at The Crouch for a trial period of one year.
3. To approve, subject to approval of point 2, that money currently paid to Lewes District Council to maintain the pitch as part of the Grounds Maintenance Contract be transferred to STFC.
4. To delegate authority to the Projects & Facilities Manager in consultation with the Chair of Community Services, to extend the agreement after the trial period.

1. Information

- 1.1 The maintenance of the main football pitch at The Crouch is currently carried out by ID Verde on behalf of Lewes District Council (LDC).
- 1.2 The Town Council pays for this through the Grounds Maintenance Contract it has in place with LDC.

- 1.3 STFC is a successful, progressive and all-inclusive club.
- 1.4 STFC feels it is not possible to achieve the standard of football pitch they would like to have, through the current municipal maintenance contract.
- 1.5 Because of this, STFC would like to take on full maintenance responsibility of the pitch.
- 1.6 STFC will continue to let the pitch be used as public land when not in use.
- 1.7 Please see Appendix 1 which is an email sent by the Chair of STFC and gives further information on why the club would like to take on the football pitch maintenance, how this will be achieved and what it would mean for residents and the Town Council.

2. Timeframe



- 2.1 STFC have proposed taking on maintenance from 1st June 2022.
- 2.2 Officers recommend reviewing this after one year, before possibly granting a more permanent agreement should both parties wish to continue with this this arrangement.

3. Financial Appraisal

- 3.1 The Town Council at present pay approximately £4,750 to LDC to maintain The Crouch football pitch.
- 3.2 Should Full Council approve the recommendation to transfer maintenance responsibilities for the pitch, it is recommended that the yearly money that would have been paid to LDC be given to STFC instead.

4. Contact Officer

- 4.1 The Contact Officer for this report is Tony Jackson, Projects & Facilities Manager.

Projects & Facilities Manager	
Town Clerk	



Report No:	74/24
Agenda Item No:	9
Committee:	Community Services
Date:	12th September 2024
Title:	VE Day & Armed Forces Day
By:	Louise Lawrence, Head of Assets, Projects & Services
Purpose of Report:	To inform the Committee on the planned commemorations for VE Day and plans for Armed Forces Day

Recommendations
The Committee is recommended:
<ol style="list-style-type: none"> 1. To note the contents of the report. 2. To agree the planned VE Day commemorations 3. To agree that Seaford Town Council commemorates Armed Forces Day by raising a dedicated flag

1. Information

- 1.1 In anticipation of the 80-year celebration of VE Day on Thursday, 8th May 2025, officers wish to provide an update on the planned commemorations. Seaford Town Council will mark this significant occasion under the direction of the Civic team. The plans include raising a dedicated flag and laying wreaths at the war memorial to honour those who served and sacrificed during World War II.
- 1.2 Additionally, following the decision to forgo Armed Forces Day in 2024 in favour of the larger D-Day celebration, officers would like to propose a revised approach to this event moving forward. Specifically, it is recommended that Seaford Town Council commemorates Armed Forces

Day by raising a dedicated flag, rather than organising larger-scale events.

1.3 The rationale for this change includes:

- **Diminished Public Interest:** Recent years have shown a decrease in public attendance and enthusiasm for Armed Forces Day events.
- **Engagement:** The diminishing public interest has impacted the viability of the event, alongside the significant amount of officer time required to organise it.
- **Consultation with Neighbouring Councils:** Officers have consulted with neighbouring councils and conducted research into similar events, and it is felt that this new approach aligns with the consensus on how to appropriately mark such occasions.

1.4 Discussions have been taking place about these proposed changes, and the Chair of the AFD Committee is aware of these proposals.

1.5 Moving forward, any additional events or celebrations related to Armed Forces Day would need to be organised by external parties. These would follow the usual event process and policy, ensuring that they align with the council's standards and requirements.

1.6 This streamlined approach allows Seaford Town Council to continue to honour our Armed Forces in a respectful and dignified manner, while also addressing the practical challenges associated with larger events.

1.7 Councillors are encouraged to consider this update and provide any feedback on the proposed plans for VE Day and Armed Forces Day commemorations.

2. Financial Appraisal

2.1 There are no further direct financial implications as a result of this report.

3. Contact Officer

3.1 The Contact Officer for this report is Louise Lawrence, Heads of Assets, Projects and Services.



Report No:	75/24
Agenda Item No:	10
Committee:	Community Services
Date:	12th September 2024
Title:	Badging Assets Trial
By:	Louise Lawrence, Head of Assets, Projects & Services
Purpose of Report:	To inform the Committee on a trial proposal to badge Seaford Town Assets.

Recommendations
The Committee is recommended:
1. To approve the proposed badging trial for Seaford Town Council assets from October 2024 to March 2025

1. Purpose

- 1.1 This report proposes a trial to badge Seaford Town Council (STC) assets to increase awareness and exposure to both residents and tourists regarding the assets managed and maintained by Seaford Town Council. The trial will also help the public to report if an Asset needs maintenance as it will be clear who owns the Asset. The trial will also showcase the 25th anniversary logo to raise awareness of the Council's milestone year and its achievements.

2. Trial Overview

- 2.1 Trial Period - The proposed trial period is from October 2024 to March 2025. During this time, selected assets within the Seaford Town Council portfolio will be badged. Should the trial prove successful, a broader rollout will be arranged to badge the remaining Council assets ahead of the summer 2025 season.

2.2 Phase 1 – Assets to be badged:

- Martello Toilets
- The Salts Toilets
- South Street Toilets
- The View
- Martello Tower
- The Compostables
- The Old Town Hall
- South Hill Barn
- High & Over

3. Design

The badging design will incorporate the Council's 25th anniversary logo, emphasising the celebration year and associated objectives.

4. Cost Considerations

4.1 The trial presents two potential options for the badging material:

4.2 Heritage Signage

- **Material:** Durable material used in other heritage plaques
- **Cost:** Approximately £200 per asset
- **Benefits:** Long-lasting, with a premium finish suitable for permanent installations

4.3 Temporary Signage

- **Material:** Cost-effective printed solution
- **Cost:** Approximately £13 per asset
- **Benefits:** Suitable for trial purposes, allowing the Council to gauge effectiveness before committing to a larger investment

4.4 The estimated total costs for Phase 1 are as follows:

- **Temporary Signage:** £117
- **Heritage Signage:** £1,800

Final costs may vary based on the number of assets selected for badging and potential fluctuations in material costs.

5. Next Steps

5.1 Decision on Material:

The Community Services Committee will decide whether to proceed with the more durable heritage signage or the temporary printed solution for the trial phase.

5.2 Monitoring and Evaluation:

During the trial period, officers will monitor the effectiveness of the badging in terms of increasing awareness and exposure. Feedback will be collected from residents, tourists, and stakeholders to assess the success of the initiative.

5.3 Report Back:

A follow-up report will be presented to the Council at the end of the trial period in March 2025, detailing the results and providing recommendations for the next steps, including the potential full rollout of the badging initiative ahead of the summer 2025 season.

6. Financial Appraisal

6.1 The costs to Council are, as shown in Section 4.4, around £2,000, to be taken from the general maintenance budgets.

7. Contact Officer

7.1 The Contact Officer for this report is Louise Lawrence, Heads of Assets, Projects and Services.



Report No:	76/24
Agenda Item No:	11
Committee:	Community Services
Date:	12th September 2024
Title:	Sponsorship Update
By:	Louise Lawrence, Head of Assets, Projects & Services
Purpose of Report:	To update the Committee on the sponsorship role and the current position of Seaford Town Council.

Recommendations
The Committee is recommended:
1. To note the contents of the report.

1. Sponsorship Update

- 1.1 Following an initial trial for the sponsorship role this is to update the committee on the current position of Seaford Town Council. As this role is in its infancy it is important to take a methodical and staged approach to avoid tying ourselves to long or undervalued opportunities.
- 1.2 As such, building an initial picture of the opportunities available and then looking at building a plan around a strategic approach to sponsorship has been important.
- 1.3 With no previous information or work to draw upon the initial trial has been working closely with the management team to grow the understanding of current opportunities within Seaford Town Council.
- 1.4 Given staff changes it is expected that this role will really start to grow in momentum and financial revenue between the years 2026-2028.
- 1.5 This part of the post was agreed to for one year last September – the long-term decision on this post will now form part of the staffing review.

2. Underway / Ongoing

- 2.1 **Event Sponsorship** - allows us to fully understand what events we hold and how we can utilise them for sponsorship
- 2.2 Christmas Magic – Chalk Cliff Trust Application in process- **Value £5,000**
- 2.3 Seaford Chamber of Commerce event sponsorship – looks like this will fall into other areas of the traders event now
- 2.4 **Asset Sponsorship** – allows us to fully understand what assets we hold and how we can utilise them for sponsorship
 - Badging Assets project
 - Seaford Town Council Asset portfolio project
 - Martello Build Sponsorship - Initial discussions with Harrity builders re: plaque sponsorship. Paused due to snagging and other building issues.
- 2.5 Creating a business approach list to start outreach for The View opportunities
- 2.6 Working on department negotiations and quotations to create more commercially viable partnerships and cost savings reducing the budget spend of events. Where sponsorship is difficult to source working to reduce

3. Completed

- 3.1 Conversations with neighbouring councils to understand where sponsorship sits for them and how they utilise it.
- 3.2 Detailed understanding of sponsorship opportunities at The View
 - a) Discussion with Seaford Town Council concession owners to establish their interest in 'T' sponsorship
 - b) Research into Golf sponsorship packages & associated costs
 - c) Research into T card printing and associated sponsorship potential
- 3.3 Discuss concessions map with Seaford Town Council concessions and look at the associated costs for involvement

4. Initial Next Steps

- 4.1 Building commercial portfolio concept for existing and viable assets
- 4.2 Build assets and collateral which can be used when doing outreach
- 4.3 Begin business outreach for The View sponsorship opportunities
- 4.4 Build a concessions map concept and get the project off the ground

- 4.5 Complete the Christmas Magic Chalk Cliff Trust Application
- 4.6 Build a network of associated businesses locally and start creating relationships which will allow sponsorship to organically grow
- 4.7 Look at communications plan around sponsorship

5. Financial Appraisal

- 5.1 There are no further direct financial implications as a result of this report.

6. Contact Officer

- 6.1 The Contact Officer for this report is Louise Lawrence, Heads of Assets, Projects and Services.