

NEIL HITCH  
Town Clerk

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The Town Hall  
Heath Road  
Petersfield  
Hampshire  
GU31 4EA

11<sup>th</sup> September 2023

Dear Councillor,

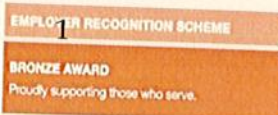
I hereby summon you to attend a meeting of the Finance and General Purposes Advisory Group to be held on Monday 18<sup>th</sup> September 2023 at 6.30 p.m. via Teams video-conference facility. The log in details to join via Teams: [Join a Microsoft Teams Meeting by ID | Microsoft Teams](#) with meeting ID 319 861 408 479 (members of the public are asked to email [admin@petersfield-tc.gov.uk](mailto:admin@petersfield-tc.gov.uk) by 5.p.m on the day of the meeting for the password).

Yours sincerely,

Neil Hitch  
Town Clerk

#### AGENDA

1. Chairman's comments.
2. To receive and record apologies for absence.
3. To consider the granting of a dispensation under Section 33 of the Localism Act (2011) to enable members to participate in, and vote on, an item of business on the agenda where they would otherwise have a Disclosable Pecuniary Interest and to confirm how long this dispensation may have effect.
4. To receive and record Declarations of Interest. Councillors are reminded of their responsibility to declare any disclosable pecuniary interest which they may have in any item of business on the agenda no later than when that item is reached. Unless dispensation has been granted, members may not participate in any discussion of, or vote on, or discharge any function related to any matter in which they have a pecuniary interest as defined by regulations made by the Secretary of State under the Localism Act 2011. Councillors must withdraw from the Chamber when the meeting discusses and votes on the matter.
5. To approve as correct and authorise the signing of the minutes of the meeting of Finance and General Purposes Advisory Group held on 17<sup>th</sup> July 2023 (*previously distributed*).



6. Public Representation - Councillors to receive representation (including agenda items) from members of the public provided they (public) have given due notice of their intention to the Town Clerk no later than 10.30 a.m on the day of the meeting. The maximum time limit allowed per person is 3 minutes although this may be reduced if a large number of people express their wish to address councillors.
  7. To receive and consider the Digital Marketing Team contract proposal for year August 2024 to July 2025 *(attached)*
  8. To consider items for inclusion in the first draft budget for 2024/25
  9. To receive financial and other recommendations from Advisory Groups.
  10. To receive and note a report detailing decisions made under delegated authority since the previous meeting on 17<sup>th</sup> July 2023 *(attached)*.
  11. To receive the Finance report from the Town Clerk *(attached)*.
  12. To receive and consider the Digital Marketing Team Report for July and August 2023 *(attached)*
  13. To receive and consider a proposal for DDAY 80 *(attached)*
  14. To receive the Local Authorities Property Fund Statement of Accounts *(attached)*
  15. To receive and consider the Climate Officer's Report *(attached)*
  16. To receive and consider a proposal from PECAN for the 2024 Eco Fair *(attached)*
  17. To receive and note the quarterly report as at 31<sup>st</sup> July of the investments with Rathbones Investment Managers *(attached)*
  18. To receive and approve the bank reconciliations for June and July 2023 *(attached)*
- Confidential
19. To consider any staff, financial or other recommendations from committees.
  20. To consider any financial recommendations from the Staff Panel meeting of 8<sup>th</sup> August and 5<sup>th</sup> September 2023

~ End ~

# **Visit Petersfield**

## **Digital Marketing Team Proposal**

Brought to you by:

**THE**  
**Homework**  
**- G R O U P -**



# INTRODUCTION TO HOMETOWN



Starting with the launch of Petersfield Festivals in 2011, we have organised and hosted numerous large community based events over the years in our wonderful hometown and beyond. As the events have grown, so has our team and we are now proud to have a strong and talented network of staff members, contacts and the ongoing support of local businesses.



From saving and re-branding the local August Bank Holiday Festivities, to organising national events, launching a successful logistics company, and building a team with multiple strengths, we go from strength to strength. Our creative marketing agency, Hometown Creative is proud to support lots of local businesses with their digital marketing - from social media to website design. We put passion, planning and commitment into everything we do, which is what makes us so awesome!



**Hometown**  
- C R E A T I V E -

**PETERSFIELD**  
COMMUNITY EVENTS

**Hometown**  
- E V E N T S -



# OUR TEAM

We are a local team with a passion for our hometown and many of our staff members have lived in Petersfield their whole lives. Our skills cover a wide range of industries and expertise from social media marketing to event organisation, design and customer relations to name a few! The team is constantly growing and evolving, but we always try to employ locally to provide jobs for our Hometown.

Since we've started working for Visit Petersfield, we've been learning to love our town even more than we already did! We are the town's biggest advocates and we care a lot about supporting the local people and businesses so that it continues to thrive. It is a pleasure for us to promote Petersfield every day!





# WHAT SKILLS CAN WE BRING?

Alongside our event management and customer relations skills, we have our in-house creative marketing agency, Hometown Creative. Our team bring a huge range of skills and experience including but not limited to:

## Digital Advertising

- Facebook ads trained
- Experience running/reporting Google Ads
- Creating Ads content - design, copy etc.
- A/B Testing
- Building target audiences
- Re-targeting ads

## Copywriting

- Press Releases
- Blog Posts
- Social Media Content
- Email Marketing

## Photography/Videography

- Professional photo & video skills
- Professional editing skills
- Image resolution/optimisation for web & social media

## Social Media Marketing

- Data-driven social media strategies
- Creating engaging content themes
- Experienced and innovative team
- Up-to-date knowledge of new SM features
- Promotion of B2B and B2C brands
- Hashtag research
- Growth from no online presence to large engaged followings
- Facebook Groups for community building
- Detailed reporting of reach/impressions
- No posting and ghosting! Engaging is key!

## SEO/Website

- Building websites from scratch
- Managing/Updating Website content
- SEO Research & current trends
- Google Analytics

## Graphic Design

- Over 40 years of design experience
- Up to date knowledge of Adobe Suite
- Website Design
- Posters, leaflets & other printed content
- Digital imagery - social media specific

## Marketing Strategy

- Analysing Customer Journey
- Creating high-converting funnels
- Audience Market Research
- Customer Personas
- Content Marketing
- CRM

## And much more!



# SOFTWARE & SYSTEMS WE CAN PROVIDE

With years of experience in marketing, our team have trialled and tested various softwares and apps that support the necessary activities for growing an online audience and digital marketing.

As we are already an established agency, the software we use can come as part of our agency fee, at no extra cost.

**Canva**  
Design Software

**Dropbox**  
File Storage

**Loomly**  
Social Media Scheduling

**Stock Image Sites**  
Free stock imagery

**Google Drive**  
Free stock imagery

**Adobe Creative Cloud**  
Photoshop, Indesign, Premiere Pro & Illustrator

**Asana**  
Task Management

# BUILDING RELATIONSHIPS

This really is the heart of what we do, and with over 11 years of running businesses in Petersfield, we have built lots of fantastic relationships with business owners in and around the town.

During the process of building the Visit Petersfield website and maintaining the listing information, we have been lucky enough to engage with many business owners in town. We are a friendly bunch and we always have big smiles on our faces, so it isn't hard for us to build connections with local people and listen to their ideas and opinions regarding the website.

As we move forward with promoting the site, we want to have more of a presence with the local business owners and act as the go-to team to come to with ideas for promoting the wonderful things to see and do in the area.



Photos of local business owners from the website launch



# WHAT HAVE WE DONE SO FAR?

We're extremely proud of the work we have done so far for Visit Petersfield. Alongside this document, we have attached a full list of activities that we do on an ongoing basis. Our work is not limited to these tasks and we will always go above and beyond.

## Digital Marketing Team List of Marketing & Design Activities

This is a list of activities we currently carry out as the Digital Marketing Team for Visit Petersfield.

### Social Media

- Daily stories on Instagram
  - 2-3 posts on Instagram and Facebook every week
  - Caption Writing
  - Scheduling
- Management of social media platforms
  - Responding to comments
  - Tailoring and interacting with local businesses to help promote and build relationships with them
  - Finding reliable banners to increase reach and engagement
- Content creation in town for news and images
  - Full video shoots for news
- Capturing special occasions such as town council events and/or markets in town
- Organising Competitions & Giveaways to promote Visit Petersfield

### Blog

- 2 x blogs per month on the website
  - Brainstorm and write first
  - Connecting with and interviewing local people to take part in the blog
  - Writing the blogs
  - Gathering images and/or get permission to use other imagery
  - Design layout
  - Upload to website and edit on Elementor site
  - Link and/or tag local businesses if included in blog
  - Social Media posts to promote blog

### Email Marketing

- 2-3 x Emails to the public list each month
  - Design a banner for top of email
  - Write and edit text promoting new blog and/or special event
  - Add links and design the email to send out
- 1 x Email to event organisers to prompt them to submit their events on the website per quarter

### Design Work

- Using our design skills to create marketing assets for promotion
  - Window Stickers
  - Flags
  - Boards
  - Bunting
  - Gazabo Signs
  - Leaflets
  - ... and more!
- Organising printing and printing collections for events

### Other Tasks

- Daily check of DMT emails
  - Respond to questions and queries sent in
- Creating a Monthly report of statistics from website and social media platforms
- Creating Quarterly Campaign documents to present our plans for the quarter
  - Digital Advertising
    - Google Ad Campaigns
    - Audience Research
    - Keyword Research
    - Build and Management of Adverts
  - Meta Ad Campaigns
    - Audience Research
    - Building ads for both Facebook and Instagram
- Updating the Visit Petersfield Directory designs on a monthly/quarterly basis
  - Re-design & Re-upload to the website
- Organising and managing pop-up events to promote the Visit Petersfield Website
  - Setting up and attending events
  - Organising freebies such as cupcakes etc.
- Regular meetings with the Petersfield Town Council team, updating them on our work and brainstorming new exciting ideas for Visit Petersfield

.... there's hardly anything our team will say no to doing if it promotes and supports the Visit Petersfield brand!

- 1 x Email to listings/businesses to prompt them to check and update their Visit Petersfield site listing - adding new images etc.
- Campaign related Email Marketing
  - When we run events/pop-ups we create automated emails for competitors entries etc.
- Edit/Update the automated "Thank you for subscribing" email that people get when they sign up to the Visit Petersfield Website.

### Website

- Daily check of Event submissions for the What's On Page
  - Approve and upload events when submitted
  - Changing slug and excerpt for main page
  - Altering text/ layout of events if wrong
- Contacting event organisers to mark them for submitting their events
- Check Listing Form for new business submissions multiple times a week
  - If a new submission is there...
    - Create new template
    - Copy over text and images from submission and create a new listing
    - Upload to the website
- Daily check of pages to maintain neat format in text of "What's On" page
- Update "Inspire Me" section on website
- Quarterly update of banner images
- Updating and editing social share images for each page of website
- Support and research for new phases of the website
  - Attending meetings to give our design input
  - Connecting with local businesses and societies to get information
  - Designing new areas of the website and sending designs to web builder

### Photography/Videography

- Regular photohoots in and around town
- Every week we take up-to-date imagery and videography
- Location specific; video shoots to highlight local businesses and activities
- Shoots to support blogs and other content on the website

# GOALS/AIMS FOR VISIT PETERSFIELD

We understand that the goals for the Visit Petersfield website and brand are to not only promote tourism in the area, but also to act as a resource for local townspeople and support local businesses.



Whilst we didn't have much input in the original build/design of the website, we are able to update it on a regular basis to keep it fresh and up-to-date.

Our Social Media is a fantastic way of engaging with our audience, both locally and further afield. Our skills with digital advertising and experience with working with influencers allows us to reach new audiences on a regular basis to increase the following to our social media accounts. This in-turn supports our main aim which is to get traffic to the website.

Also, by managing the Digital Marketing Team Email Address, we are able to stay connected with our audience, answering their questions and learning what they are looking for and what elements of the website are used the most.



# SOCIAL MEDIA

A huge part of what we do, and have done for Visit Petersfield is having a consistent presence online with our social media. We have been working hard to build and engage a community of people who are in Petersfield, or are interested in visiting.

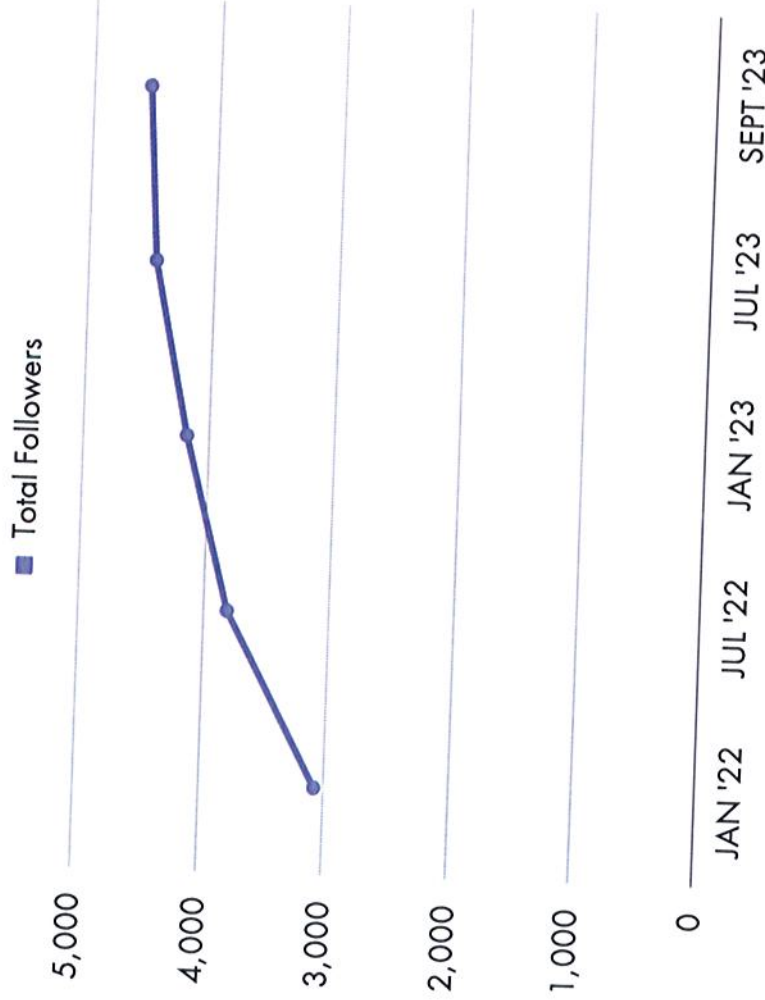


**DEC 2021**



**SEPT 2023**

We have developed a strong and consistent brand identity for Visit Petersfield on Social Media. We have used the Visit Petersfield branding and we continue to create content that aligns. We've been told that people recognise our posts within their social news feeds which we are very proud of.



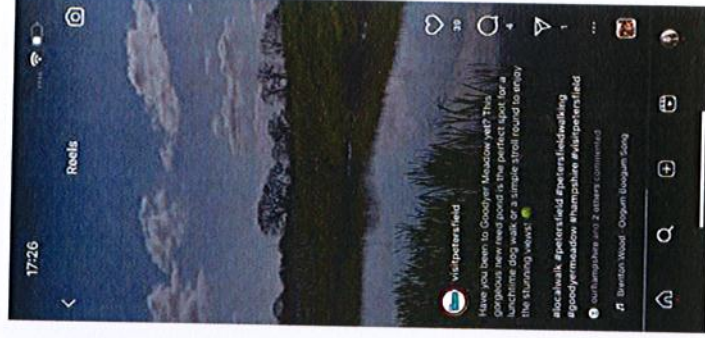
We are pleased to have seen a steady increase in followers since we took on the social media in January 2022.



# VIDEO CONTENT

Video content can contribute to a 157% increase in organic traffic to your website. It is a huge part of marketing in the present day and should not be overlooked.

Our team are experts in creating video content for digital advertising and social media. We have already collaborated with lots of local businesses in town to create some fantastic video content which has performed extremely well on social media and has increased our clicks through to the website.





# CONTENT CREATION

Not only are our team strategy experts, but we can also CREATE the content that we need for social media, email marketing and for promoting the Visit Petersfield website.

From photography to graphic design to relationship building, our range of skills are the perfect concoction for getting BRILLIANT content!





# THE WEBSITE

The Visit Petersfield Website needs to be edited and updated on a regular basis. This is one of the most important tasks for the Digital Marketing team. We can now update banners, imagery and wording throughout the site.

We also write blogs for the site which are great for SEO. They are becoming a really useful resource for local people and visitors and they are an excellent way to get users to the website. We love collaborating with local people on businesses to write these blogs!



**Mini Holidays in and around Petersfield**  
Why not consider a refreshing change of place this summer? With the world still navigating its way through uncertainties, there is a brilliant alternative to trying across the world: a local staycation. Clipping the traditional holiday plans, you may discover the hidden treasures just outside your garden! So, lets embark on a few examples of why staying close to home might be a brilliant option for this year's summer holiday.  
[Read More >>](#)

**Visit Petersfield's outdoor event picks of the month**  
Here are a few of our favourite outdoor themed events and activities from our 'What's On' page this August. Now the weather is warming up again, why not get outside and enjoy some of the wonderful events Petersfield and surrounding villages have to offer.  
[Read More >>](#)

**Stargazing in and around Petersfield**  
On Tuesday 1st August we will be able to see a full Sturgeon Moon. Here are a few places in and around Petersfield you can experience this spectacular force of nature!  
[Read More >>](#)

**Mini Holidays in and around Petersfield**  
Why not consider a refreshing change of place this summer? With the world still navigating its way through uncertainties, there is a brilliant alternative to trying across the world: a local staycation. Clipping the traditional holiday plans, you may discover the hidden treasures just outside your garden! So, lets embark on a few examples of why staying close to home might be a brilliant option for this year's summer holiday.  
[Read More >>](#)

**Fun for the kids in town**  
With the weather warming up and the kids breaking up for school soon it's time to start planning some fun things to do this summer. Lucky Petersfield is filled with fun things for all the family!  
[Read More >>](#)

**Celebrating Father's Day in Petersfield**  
Father's Day is more than just a date on the calendar. It is an opportunity to recognize the great effort that fathers have on our lives. Help to show how much you love them this Father's Day in Petersfield.  
[Read More >>](#)

**Celebrating World Chocolate Day in Petersfield**  
With the weather warming up and the kids breaking up for school soon it's time to start planning some fun things to do this summer. Lucky Petersfield is filled with fun things for all the family!  
[Read More >>](#)



## Why refill and how it works in Petersfield

Petersfield is lucky enough to have not one but two sustainable, extra shops in town. We have [Juniper Sustainable Goods](#) and [Hettley on Lavant Street and Refill and Replenish on The High Street](#).

**Keep reading to enjoy a wonderful insight on refilling from the owner of Refill and Replenish.**

When you see the news headlines that plastic pollution is being found in the arctic and then you see plastic litter surrounding you at your local park / beach or woods, it's hard to turn a blind eye to just how much our planet is being consumed by plastic. In 2021, 2.5 million metric tons of plastic packaging waste were generated in the UK. From that, only 12% was recycled. The rest was landfilled, incinerated for energy in the UK. You would think that with all of the recycling systems throughout the UK provided by our councils, that the amount recycled would be higher right? Unfortunately, not. Why? I believe it's due to there being so many different forms of plastic being used and they aren't all recyclable, which is confusing for the public. It also doesn't help that all of the councils have different forms of recycling too.





# INFORMATION

Our team have an excellent knowledge of Petersfield. Through our connections in town and our personal use of social media, we are always the first to know if there's a new shop or restaurant opening! We do our best to keep our listings up to date and we are in regular contact with businesses that already exist on the Visit Petersfield website, prompting them to send us up-to-date imagery and blurb as often as possible.

We have been working on the Petersfield directories and the Petersfield Town Council team also support us in ensuring they are up to date.





# WHAT DO WE PROVIDE?

See below a list of some of the regular documents we provide and tasks we complete as the Digital Marketing Team, alongside the ongoing tasks.

**Monthly Report  
for Website and  
Social Media**

**Digital Marketing Team Report**  
-Visit Petersfield Marketing & Web Management-  
August 2023

**Q3 Campaign Plan**  
Outline of Marketing Activities from  
July - September 2023

**Quarterly Campaign  
Planning & Strategy  
Documents**

**On-site, in person events  
& event management**



**Our existing  
relationships and  
network**

We're on

visit

Petersfield



visitpetersf

**Ad-Hoc Design Work  
such as posters, leaflets,  
stickers & flags!**

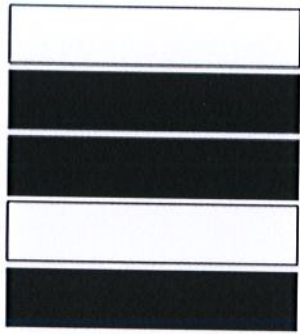
**PETERSFIELD**  
COMMUNITY EVENTS



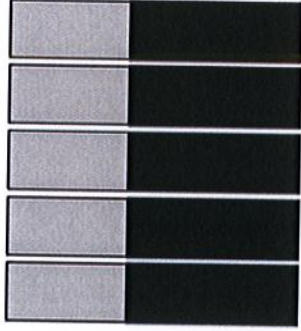
# TIME

As a team, we can be flexible and "on call" for this role, covering 5 working days rather than 3. Under the approved strategy of the Petersfield Town Council and with our combined experience, we work with a balance of proactive and reactive time.

## 1 team member



## Full team



 Working

 Flexible "On Call" time

### Proactive Time

Planned time putting everything into action including meetings with team.

### Reactive Time

Dealing with enquiries from different platforms, including responding and engaging on social media.

### Ongoing

Reporting, building relationships/liaising, content creation, scheduling, updating online presence, market research etc.

# FUTURE GOALS

We have lots of exciting plans for the future of the Visit Petersfield brand. Here's some ideas we are working on.

**Collaborations with other Visit sites**

**Collaborating with Travel Bloggers & Travel Groups**

**More UGC (User-Generated Content)**

**Improvements/Updates to Website - better imagery, refreshed wording etc.**

**Build Relationships with local businesses - collaborate for Christmas, Valentine's etc.**

**Even more video content - potentially start a TikTok account to reach a younger audience**



# PROPOSAL

We would love to continue working with you as your out-of-office, in-house Digital Marketing Team. As we will have been working together for 4-5 years, we are asking for a 15% increase to our prices from £24,000+VAT a year to £27,600+VAT a year.

We are thrilled to be a part of this team, promoting our town and supporting the growth and management of the Visit Petersfield digital channels. We love bringing our local passion and knowledge to the responsibilities and objectives and we hope you can see and appreciate the work that we've put in so far... and will continue to do so!



**Thank you!**

If you have any questions, please contact [abi@the-hometown-group.com](mailto:abi@the-hometown-group.com)



## Digital Marketing Team **List of Marketing & Design Activities**

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  - Caption Writing
  - Scheduling
- Management of social media platforms
  - Responding to comments
  - Responding to direct messages from people, answering questions
  - Tagging and interacting with local businesses to help promote and build relationships with them
  - Finding relatable hashtags to increase reach and engagement
- Content creation in town for reels and images
  - Full video shoots for reels
  - Capturing special occasions such as town council events and or markets in town
- Organising Competitions & Giveaways to promote Visit Petersfield

### Blog

- 2 x blogs per month on the website
  - Brainstorm and research
  - Connecting with and interviewing local people to take part in the blog
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## **Website**

- Daily check of Event submissions for the What's On Page
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    - Copy over text and images from submission and create a new listing
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  - Attending meetings to give our design input
  - Connecting with local businesses and societies to get information
  - Designing new areas of the website and sending designs to web builder

## **Photography/Videography**

- Regular photoshoots in and around town
- Every week we take up-to-date imagery and videography
- Location specific video shoots to highlight local businesses and activities
- Shoots to support blogs and other content on the website



## **Design Work**

- Using our design skills to create marketing assets for promotion
  - Window Stickers
  - Flags
  - Boards
  - Bunting
  - Gazebo Signs
  - Leaflets
  - ... and more!
- Organising printing and printing collections for events

## **Other Tasks**

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    - Keyword Research
    - Build and Management of Adverts
  - Meta Ad Campaigns
    - Audience Research
    - Building ads for both Facebook and Instagram
- Updating the Visit Petersfield Directory designs on a monthly/quarterly basis
  - Re-design & Re-upload to the website
- Organising and managing pop-up events to promote the Visit Petersfield Website
  - Setting up and attending events
  - Organising freebies such as cupcakes etc.
- Regular meetings with the Petersfield Town Council team, updating them on our work and brainstorming new exciting ideas for Visit Petersfield
- 

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## Finance & General Purposes Advisory Group

### Scheme of Delegation Decision

#### **Background**

Members will be aware that under the Scheme of Delegation approved by Council at its Annual Meeting on 19<sup>th</sup> May 2022 all decisions made between Advisory Group meetings require reporting to the next available meeting on the grounds of openness and transparency. To this end the following decisions have been made since the last Advisory Group meeting in June.

- The protocol for the recording of Council meetings has been renewed with a review date in 2025.
- The provision of broadband for the Town & Festival Hall has been reviewed and upgraded. This should significantly enhance the experience of 'Teams' where the download and upload speeds are insufficient at present. The upgrade will provide a 1 gig line at an annual cost of £5,040 with Newt Communications. There will be some savings on the removal of existing costs totalling £1,773 leaving a net increase in spend of £3,267. The extra capacity that this buys us will not only improve the Teams meeting experience as already mentioned but give us significant 'growth' capacity in usage for several years to come.

Neil Hitch  
Town Clerk  
11th September 2023





## FINANCE REPORT

As with the Clerk's Report to Council, this report is not an item of debate, but seeks to inform councillors of all matters financial, including income and expenditure against budget, the level of balances held, proposed movements of deposits, future plans as well as seasonal issues, such as the Audit and Budget setting processes. If councillors consider a matter included in the report is in need of debate, the subject can be added to a future meeting's agenda for this purpose. I will always endeavour to answer any questions raised from the content of the report, but please bear in mind that if further investigation is necessary, answers will need to be given outside the meeting.

### Bank Accounts

	<u>£</u>	<u>Rate</u>
Lloyds Current Account	25,030.50	
Lloyds 30 Day Account	182,460.93	1.10%
Lloyds Ticketsource	38.50	
Cambridge & Counties 31 Day Account	1,814,617.40	3.98%
CCLA Public Sector Deposit Fund	78,833.40	varies

**Total** **2,100,980.73**

Business Credit Card 760.67

### Investments

CCLA Local Authorities Property Fund	2,245,750.13	varies 732,465 units approx. 4.5%
Rathbones Investment Management Ltd	2,940,000.00	varies but approx. 3.5%

**Total** **5,185,750.13**

Town Mayor's Charity Account 232.10

The annual rate of return on the Rathbones investment portfolio has far exceeded the anticipated rate of return this year **yielding 6.43% after payment of management fees** to the investment managers.

Council has budgeted to make a withdrawal of £1,220,000 from its investments in order to meet all of its budget commitments for the current financial year.

### Finance & General Purposes Committee

	<u>£</u>	<u>Budget</u>	<u>% Budget</u>
Income	100,999	158,750	63.62
Expenditure	206,638	570,986	36.19

Income receipts are from bank deposits plus the Local Authority Property Fund & Rathbones Investment. Expenditure reflects the payment of perennial grants plus the costs of the Coronation and other events and other statutory expenses. The consultancy budget has exceeded its allocation due to the Occupational Health referral for a member of staff. As at today's date, not all of August's expenditure has been processed.

### Public Halls Committee

	<u>£</u>	<u>Budget</u>	<u>% Budget</u>
Income	74,283	148,021	50.18
Expenditure	159,171	415,150	38.34

The Festival Hall complex year to date income is 50.9% (2022: 52.4%) and Avenue Pavilion income is at 41.9% (2022: 29.6%). The uncertainties surrounding Covid-19 when the budget was set meant that the Festival Hall income budget was set at three quarters of its pre-Covid levels so the percentage performance figure is artificially inflated. Other income received is from the Nursery and Petersfield Town Juniors for the rental of the pavilion at Love Lane plus commercial lease income at the Town & Festival Hall. Expenditure costs include Business Rates which has exceeded its annual budget for the Festival Hall because of the charge being levied for the empty Suite in Festival Hall chambers. The cleaning equipment budget is higher than expected, particularly for the town & Festival Hall. The equipment repairs provision is greater than expected, largely due to maintenance on the Genie and Rose Room chairs being re-covered. The tiered seating in the Festival Hall has also had seating recovering approved. Additionally, utility costs for The Avenue Pavilion are higher than budgeted plus maintenance costs for Love Lane Pavilion with the hot water problem and repairs to the shutters having caused the problem.

### Grounds Committee

	<u>£</u>	<u>Budget</u>	<u>% Budget</u>
Income	39,817	99,102	40.18
Expenditure	130,491	421,611	30.95

Income received is from the lease of property and concessions on The Heath, some of which is received quarterly in advance plus the work that the grounds team undertake for local parishes. This year to date £5,732 has been received from this source. Expenditure at this stage is generally routine work. Higher than anticipated costs have been incurred so far on litter collection, electricity costs for the Heath Toilets, equipment maintenance where the 2 ride-on mowers are currently in for repair plus play equipment maintenance on the Heath. The Street furniture repairs & Renewals budget has been fully spent in replacing (currently on order) the 2 benches outside Lloyds Bank.



## Overall

	<u>£</u>	<u>Budget</u>	<u>% Budget</u>
Income	215,099	405,873	52.99
Expenditure	496,300	1,407,747	35.25

If everything was on track the year to date figures would show an 41.67% spend. Not all expenditure has yet been entered for the end of August, including the monthly wages. Overall the finances are where I would expect to see them for this time in the financial year. Income has been helped by the increasing interest rates being received.

This report aims to provide an overall summary of the position of the Council financially with any significant anomalies or variances being reported for your attention and potentially, action. It also demonstrates that councillors are fulfilling their role in monitoring the Council's finances and ensuring that good governance is being followed.

Neil Hitch,  
Town Clerk & Responsible Finance Officer  
11th September 2023

# **Digital Marketing Team Report**

**-Visit Petersfield Marketing & Web Management-**

**July 2023**



As well as managing ongoing event submissions, keeping listings up to date (where possible!) answering the DMT emails and responding to comments and enquiries, please see the next few slides for statistics and information from what the DMT team have been doing this past month.

## **- Additional projects we've been working on -**

- Adding new listings to website manually
- Creating more reels and video content
- Getting our own content from new businesses
- Q3 Campaign Plan

# WEBSITE STATISTICS - TRAFFIC

## Top Page title by Views

Jul 1 - Aug 1, 2023

PAGE TITLE	VIEWS
HOME - Vis...etersfield	1.5K
What's On ...etersfield	875
Shopping - ...etersfield	572
Car Parks i...etersfield	489
Where to Ea...etersfield	455
What to Do ...etersfield	316
Petersfiel...etersfield	152
About Pete...etersfield	145
Where to S...etersfield	128
Petworth H...etersfield	127



To £ >

Average engagement time ⓘ

New users

0m 52s

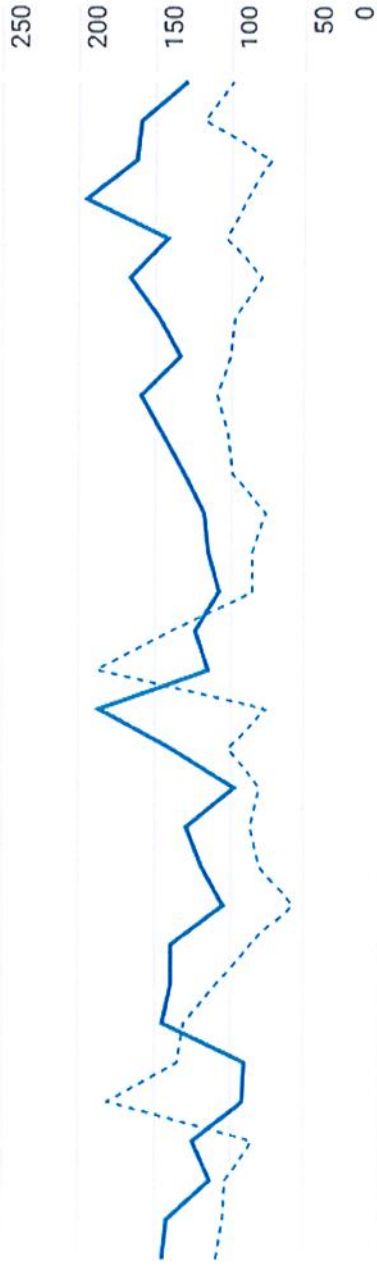
3.9K

4K

↓ 51.8%

↓ 30.7%

↑ 38.4%



02 Jul

09

16

23

30

— Custom — Last calendar year

1. Home

2. What's on

3. Where to shop

4. Carparks

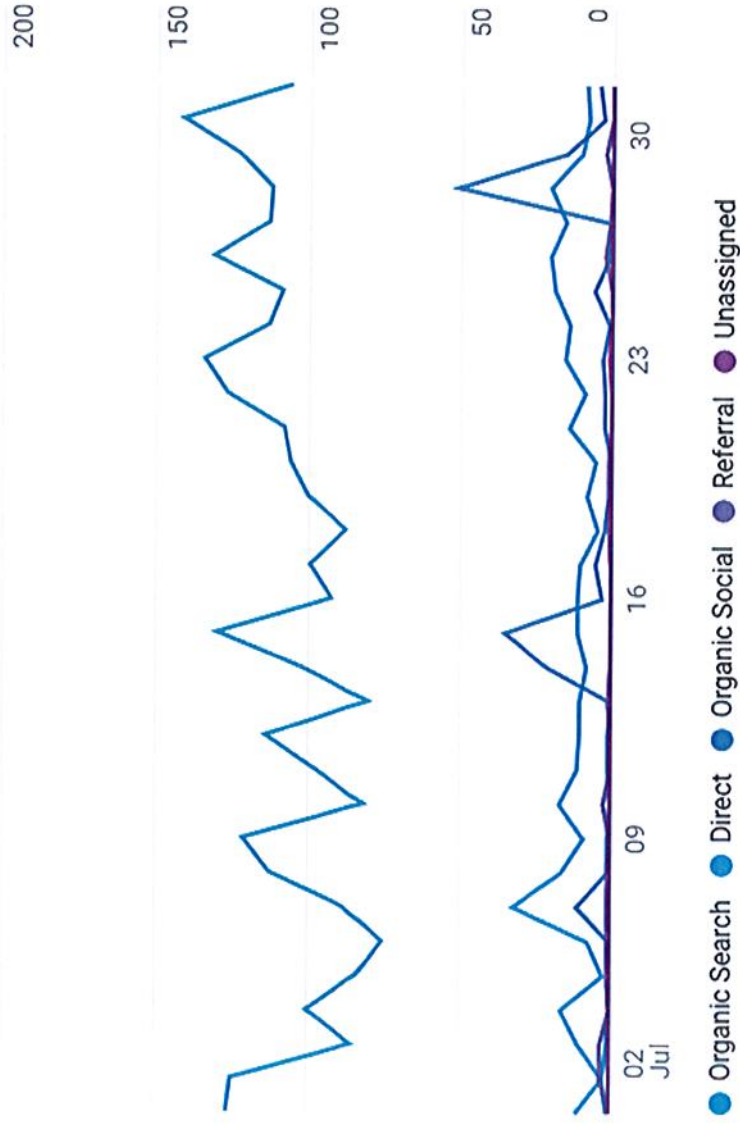


# WEBSITE STATISTICS - TRAFFIC

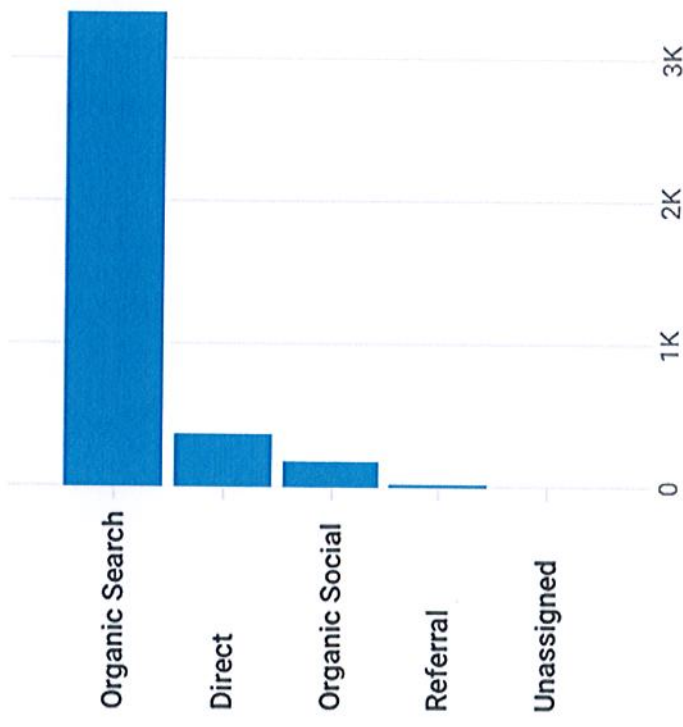
- Traffic Acquisition is WHERE the user is coming from when they click through to the website.

The organic search for Visit Petersfield has increased dramatically! This means people are searching for us specifically.

New users by First user default channel group over time



New users by First user default channel group



# GOOGLE SEARCH TERMS

- These are some new stats we are pulling to stay in the loop with the search terms people are using to find our website on Google.

Top queries	↓ Clicks	Impressions
petersfield	645	19,387
petersfield shops	66	436
visit petersfield	48	61
shops in petersfield	43	236
petworth house	36	21,862
parking in petersfield	31	101
petersfield town centre	29	89
petersfield restaurants	28	819
what's on petersfield	27	74
petersfield parking	25	114

**It is interesting to see that Visit Petersfield itself is becoming a more popular search term. This means people know our name and are searching for us specifically.**



# EMAIL MARKETING

- 2 emails were sent out this month to promote blogs and to try and get more event submissions

View this email in your browser

Submit your event details!

We'd love to share your event on our What's On page!

Just a reminder about our "What's On" page. Local people and tourists can use this page to find out all the wonderful events going on in and around our town.

**Please note - you are receiving this email as we have your details on our system as "Event Organiser/Promoter" - please let us know if you do not wish to be on this list. We plan to send one email every quarter to remind you to upload your events to our site.**

If you would like your event to be featured on the website, please submit your event details via the link below. *(Please note, the approval process may take a few days and we cannot guarantee that all events will be approved.)*

SUBMIT YOUR EVENT DETAILS HERE

2 (100%)

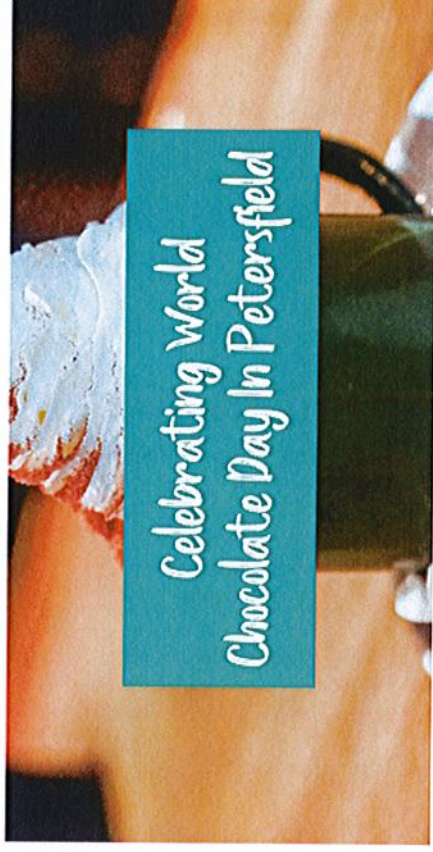
If you have any questions or feedback about the new website, please don't hesitate to get in touch! Our team would be happy to help!

Thank you!

18.2 % opens  
88.1 % clicks

View this email in your browser

3 (4.1%)



World Chocolate Day in Petersfield is a day dedicated to honoring the irresistible allure of all things chocolate. From artisan chocolatiers to local cafes and bakeries, Petersfield is overflowing with a myriad of delectable chocolate creations that are sure to tantalize the taste buds of any chocolate enthusiast.

Click the button below to read more!

Read the blog here.

42 (57.5%)

64.8 % opens  
17 % clicks

14 (19.2%)

# EMAIL SUBSCRIBERS

- +6 Contacts this month



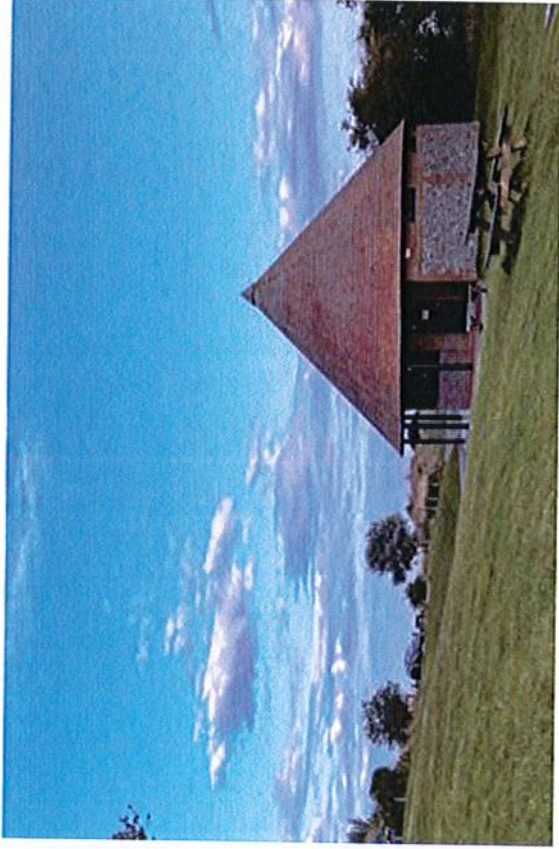
Not living in Petersfield  
50.9%

Living in Petersfield  
49.1%



# THE PETERSFIELD BLOG

- 2 blog posts were written this month.



## **Stargazing in and around Petersfield**

On Tuesday 1st August we will be able to see a full Sturgeon Moon. Here are a few places in and around Petersfield you can experience this spectacular force of nature!

[Read More »](#)



## **Celebrating World Chocolate Day in Petersfield**

With the weather warming up and the kids breaking up for school soon it's time to start planning some fun things to do this summer. Luckily Petersfield is filled with fun things for all the family!

[Read More »](#)



# SOCIAL MEDIA

- This table shows statistics from the last two months.
- PLEASE NOTE, the table moves right to left.

Dated from right to left

A	B	C	D	E
<b>Social Media Statistics</b>				
<b>FACEBOOK</b>	<b>01 Aug</b>	<b>%</b>	<b>01 Jul</b>	<b>%</b>
Page Followers	1623	1%	1607	0%
Post Reach	4,180	20%	3,489	-45%
Post Engagement	614	60%	384	-69%
Actions on Page - Website Clicks	50	4%	52	-73%
<b>INSTAGRAM</b>		<b>%</b>		<b>%</b>
Accounts reached	1,980	-48%	3,827	14%
Clicks to Web	10	43%	7	-72%
Followers	1,428	3%	1,389	3%
Impressions	10,009	-17.5%	12,133	-3.7%
Content Interactions	278	-6%	297	-18%
Reels interactions	71	-14%	112	-5%
<b>TWITTER</b>		<b>%</b>		<b>%</b>
Followers	1,468	0%	1,468	0%
Tweet Impressions	1,192	-1%	1,194	1%
Profile Visits	101	1%	97	-1%

Things to note this month:

- We are pleased to see that Facebook followers, reach and engagement have all gone up by a lot last month! This could be due to us creating for content for this platform individually that is more catered to it's audience and algorithm.
- Instagram followers are steadily increasing each month as we are becoming more known around town.



# POSTS THIS MONTH

- These are the posts we designed, wrote and posted to all our social media channels in the last month.





# STORY POSTS THIS MONTH

- These are the stories we designed, wrote and posted to all our social media channels in the last month.



# **Digital Marketing Team Report**

**-Visit Petersfield Marketing & Web Management-**

**August 2023**

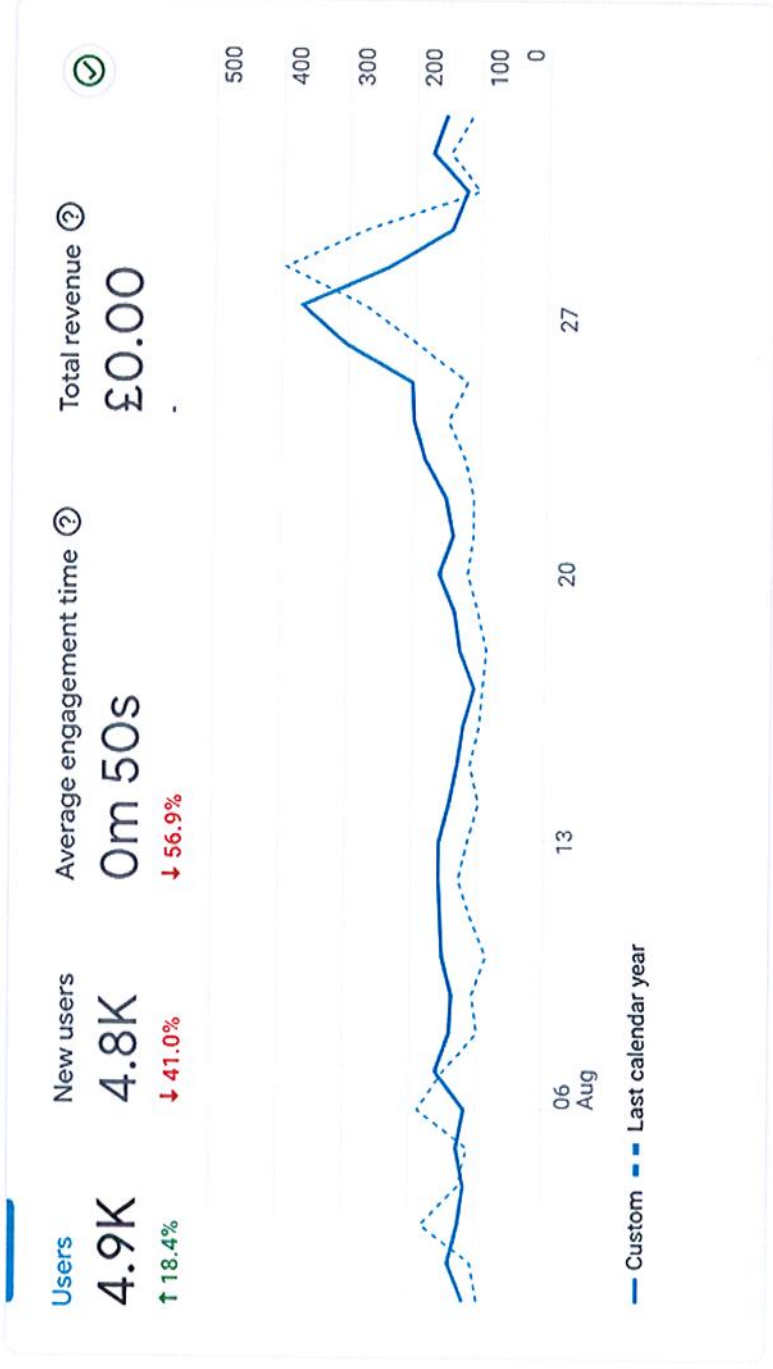


As well as managing ongoing event submissions, keeping listings up to date (where possible!) answering the DMT emails and responding to comments and enquiries, please see the next few slides for statistics and information from what the DMT team have been doing this past month.

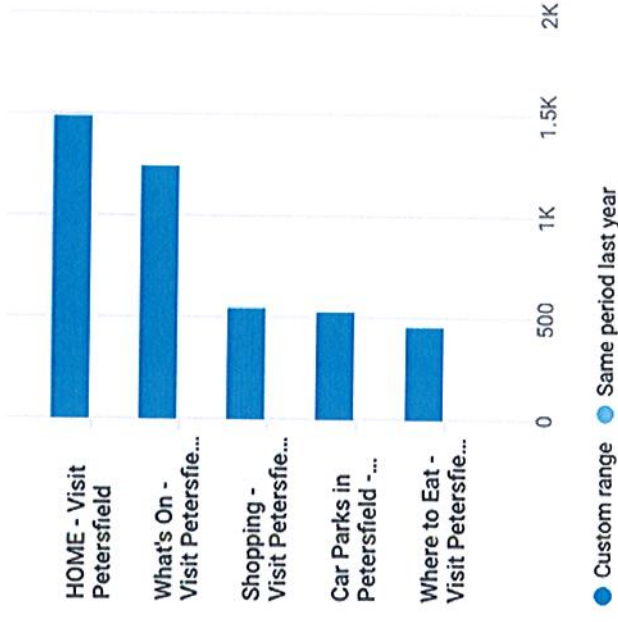
## **- Additional projects we've been working on -**

- Adding new listings to website manually
- Creating more reels and video content
- Getting our own content from new businesses

# WEBSITE STATISTICS - TRAFFIC



Views by Page title and screen class



1. Home
2. What's on
3. Where to shop
4. Carparks

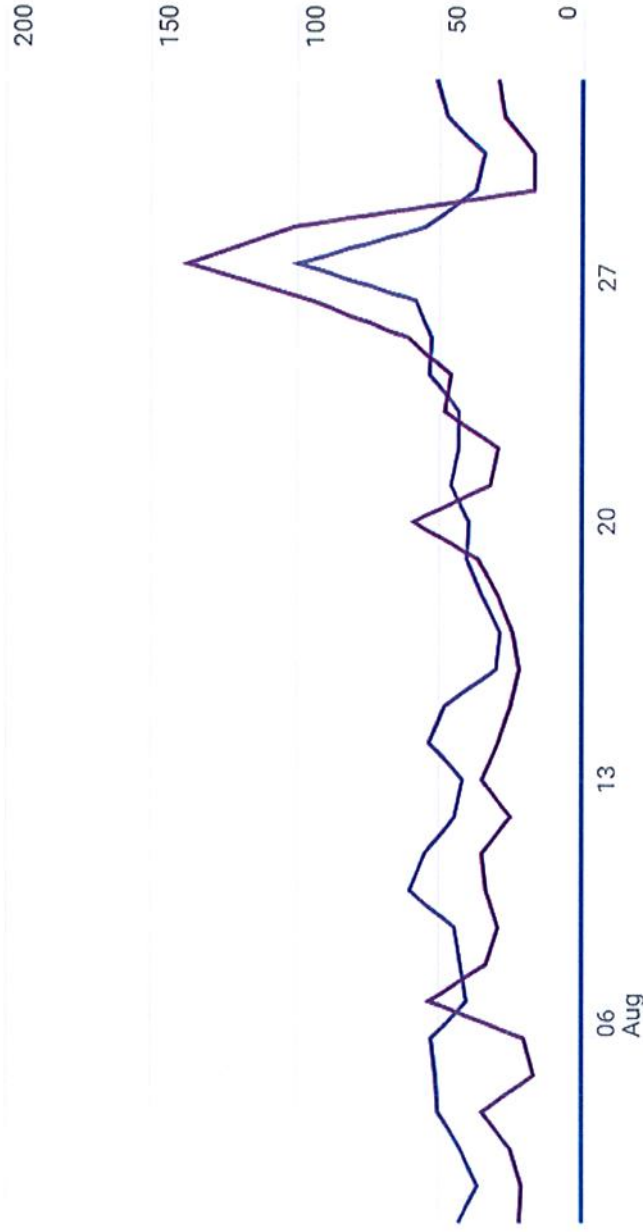


# WEBSITE STATISTICS - TRAFFIC

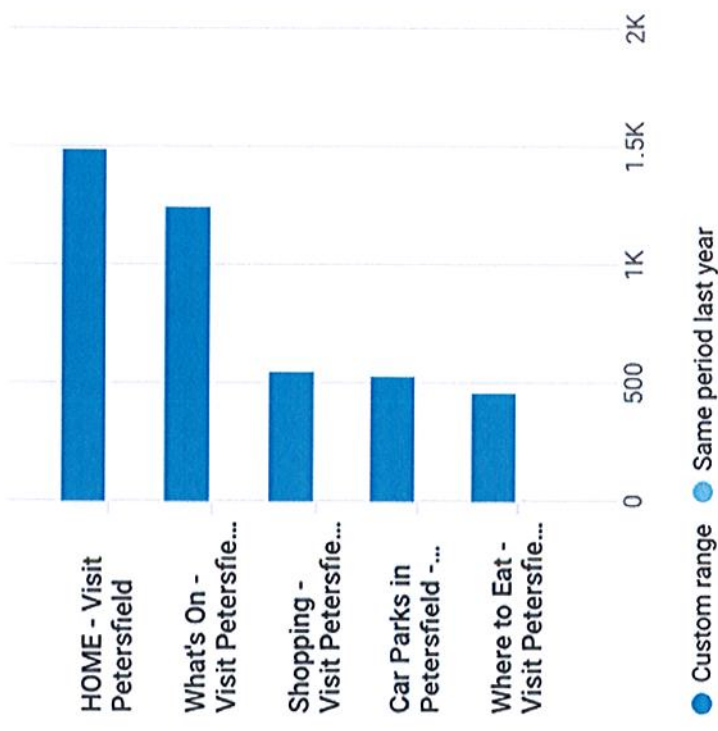
- Traffic Acquisition is WHERE the user is coming from when they click through to the website.

The organic search for Visit Petersfield has increased dramatically! This means people are searching for us specifically.

Views by Page title and screen class over time



Views by Page title and screen class



● HOME - Visit Petersfield 2022 ● What's On - Visit Petersfield 2022 ● Petersfield Summer F ● Petersfield Summer F >

# GOOGLE SEARCH TERMS

- These are some new stats we are pulling to stay in the loop with the search terms people are using to find our website on Google.

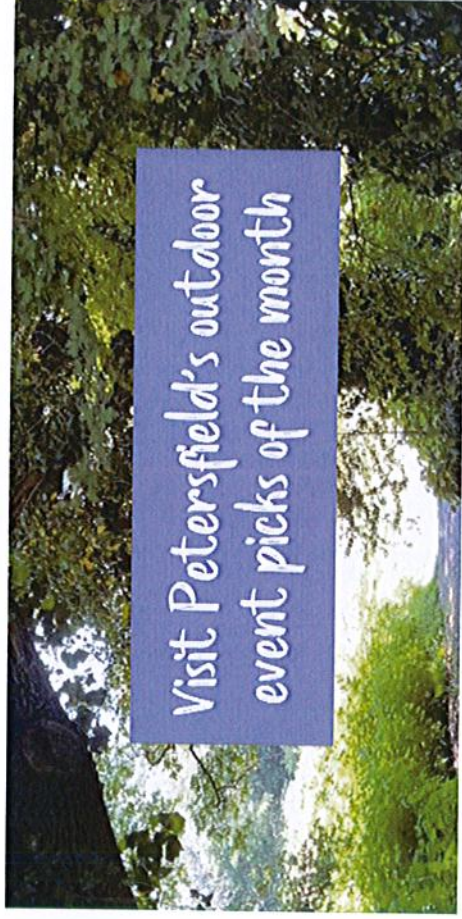
Top queries	↓ Clicks	Impressions
petersfield	670	18,638
petersfield summer festival	73	1,130
petersfield shops	67	463
shops in petersfield	45	255
steep flower show 2023	40	182
petersfield festival	39	2,094
visit petersfield	39	53
petworth house	32	24,902
petersfield town centre	30	118
petersfield parking	29	116

**It is interesting to see that The Petersfield Summer Festival was one of the highest searches, you can see this throughout the report as many people were looking up Petersfield and what to do when they got here.**



# EMAIL MARKETING

- 2 emails were sent out this month to promote blogs and to try and get more people using the website

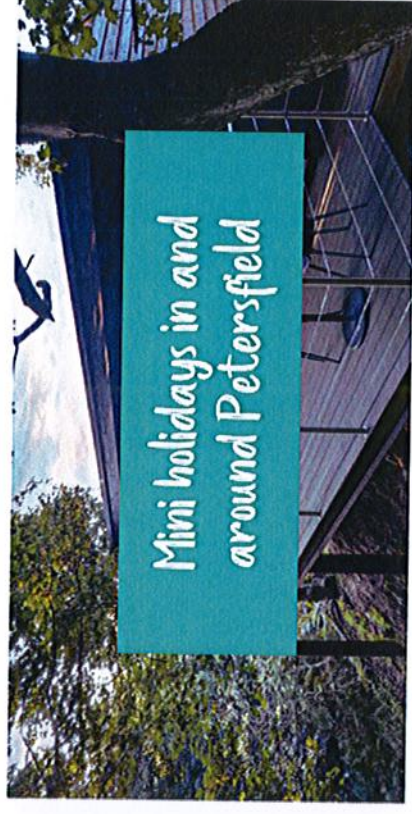


Here are a few of our favourite outdoor themed events and activities from our "What's On" page this August. Now the weather is warming up again, why not get outside and enjoy some of the wonderful events Petersfield and surrounding villages have to offer.

Click the button below to read more!

Read the blog here!

64.8 % opens  
15.3 % clicks



Why not consider a refreshing change of pace this summer? With the world still navigating its way through uncertainties, there's a brilliant alternative to flying across the world: a local staycation. Ditching the traditional holiday plans, you may discover the hidden treasures just outside your garden! So, let's embark on a few examples of why staying close to home might be a brilliant option for a last minute summer holiday.

Click the button below to read more!

Read the blog here!

What's On Page!

59.7 % opens  
9.6 % clicks

# EMAIL SUBSCRIBERS

- +3 Contacts this month



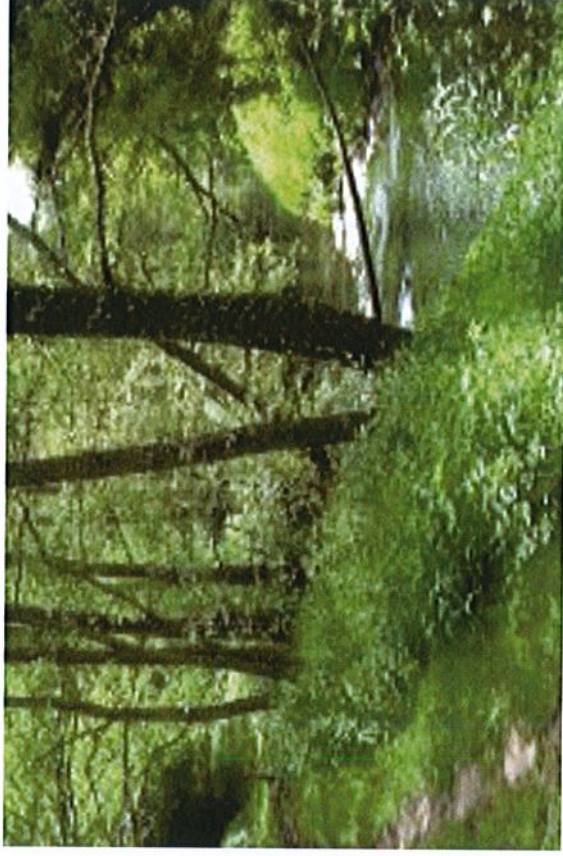
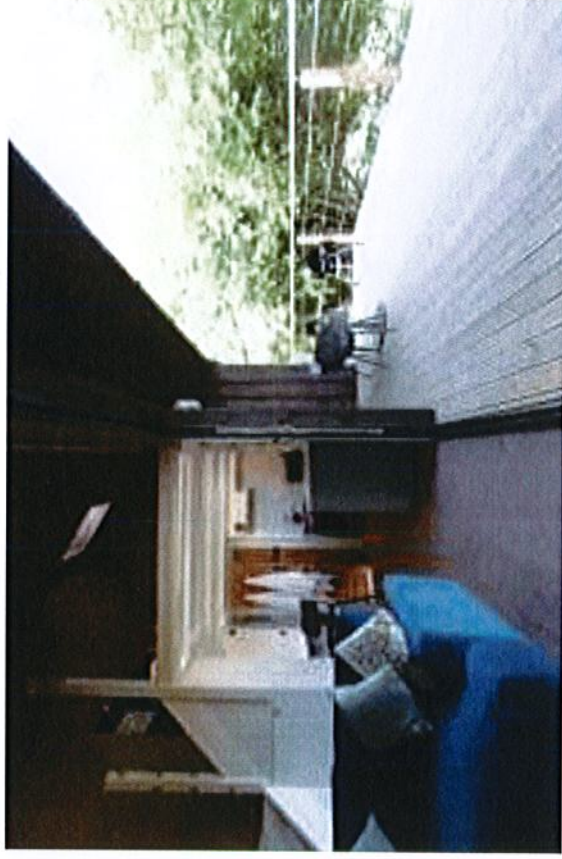
Not living in Petersfield  
50.4%

Living in Petersfield  
49.6%



# THE PETERSFIELD BLOG

- 2 blog posts were written this month.



## Mini Holidays in and around Petersfield

Why not consider a refreshing change of pace this summer? With the world still navigating its way through uncertainties, there's a brilliant alternative to flying across the world: a local staycation. Ditching the traditional holiday plans, you may discover the hidden treasures just outside your garden! So, let's embark on a few examples of why staying close to home might be a brilliant option for this year's summer holiday.

## Visit Petersfield's outdoor event picks of the month

Here are a few of our favourite outdoor themed events and activities from our "What's On" page this August. Now the weather is warming up again, why not get outside and enjoy some of the wonderful events Petersfield and surrounding villages have to offer.

[Read More »](#)



# SOCIAL MEDIA

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← Dated from right to left

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<b>FACEBOOK</b>	<b>01 Sep</b>	<b>%</b>	<b>01 Aug</b>	<b>%</b>
Page Followers	1,625	0%	1623	1%
Post Reach	6,246	49%	4,180	20%
Post Engagement	919	50%	614	60%
Actions on Page - Website Clicks	110	120%	50	-4%
<b>INSTAGRAM</b>		<b>%</b>		<b>%</b>
Accounts reached	2,207	11%	1,980	-48%
Clicks to Web	28	180%	10	43%
Followers	1,455	2%	1,428	3%
Impressions	10,116	1.1%	10,009	-17.5%
Content Interactions	348	24%	278	-6%
Reels interactions	107	12%	71	-14%
<b>TWITTER</b>		<b>%</b>		<b>%</b>
Followers	1,470	1%	1,468	0%
Tweet Impressions	1,185	-2%	1,192	-1%
Profile Visits	100	0%	101	1%

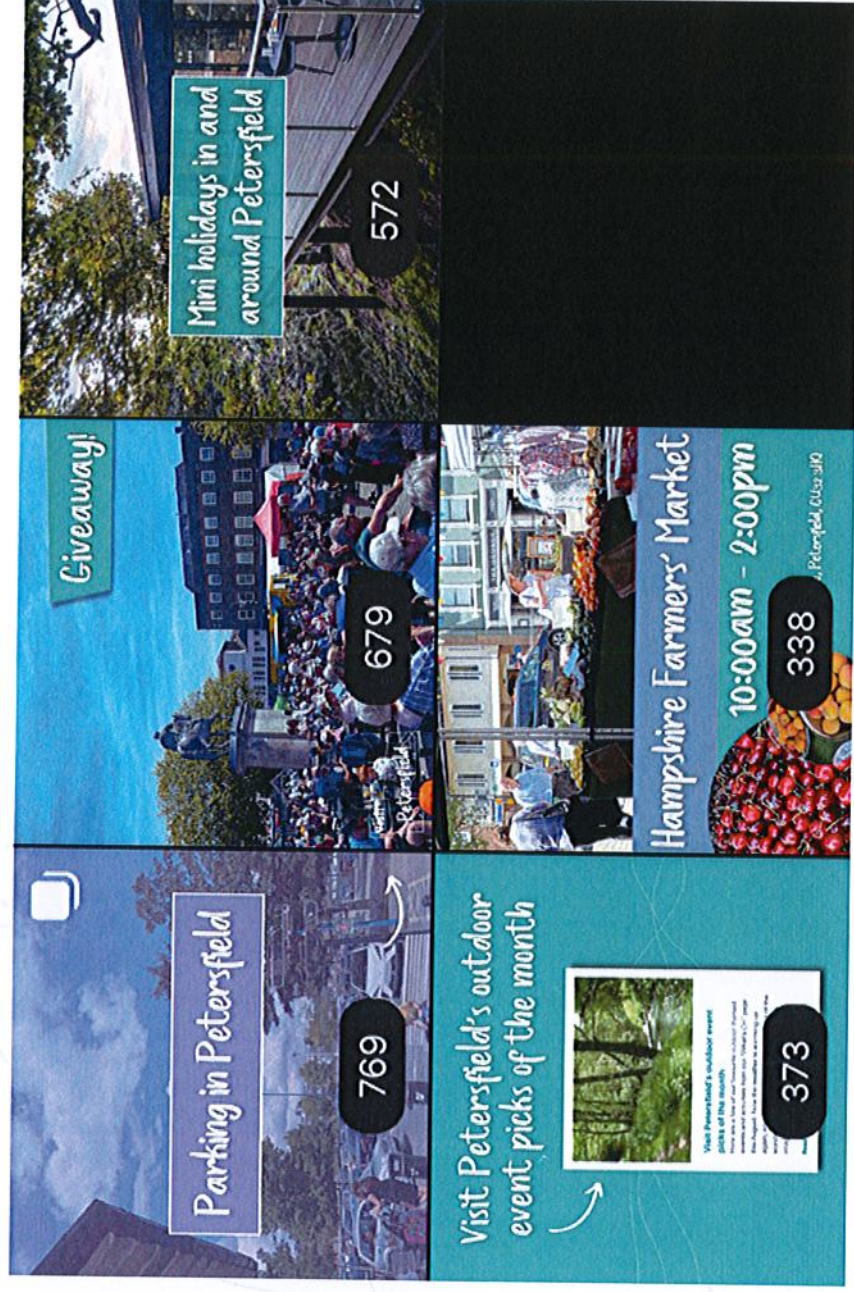
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- Instagram interactions are increasing as we are getting more people onto the site from socials.



# POSTS THIS MONTH

- These are the posts we designed, wrote and posted to all our social media channels in the last month.



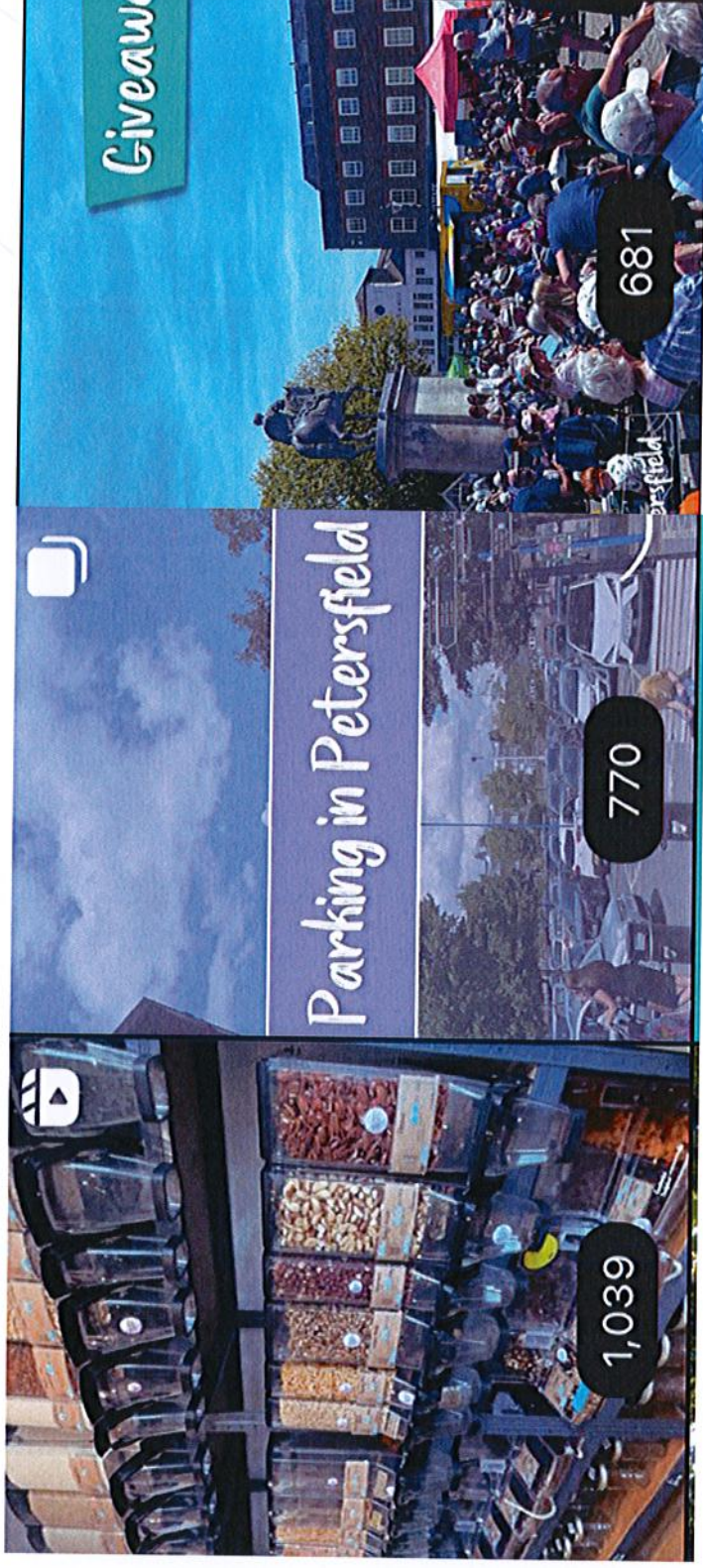






# WHAT CONTENT IS PERFORMING BEST?

- These are our top performing posts for this month:



- These are our best performing types of content for this month:

## CONTENT BUCKETS

BLOGS SHOPS RESTUARANTS NATIONAL DAYS PUBS/BARS PARKS EVENTS A TRACTIONS TOWN TRAVEL INFO HISTORY



# PHOTOGRAPHY/VIDEO

- Over the month, we have taken video content in and around town to support our social media posts and listing updates.

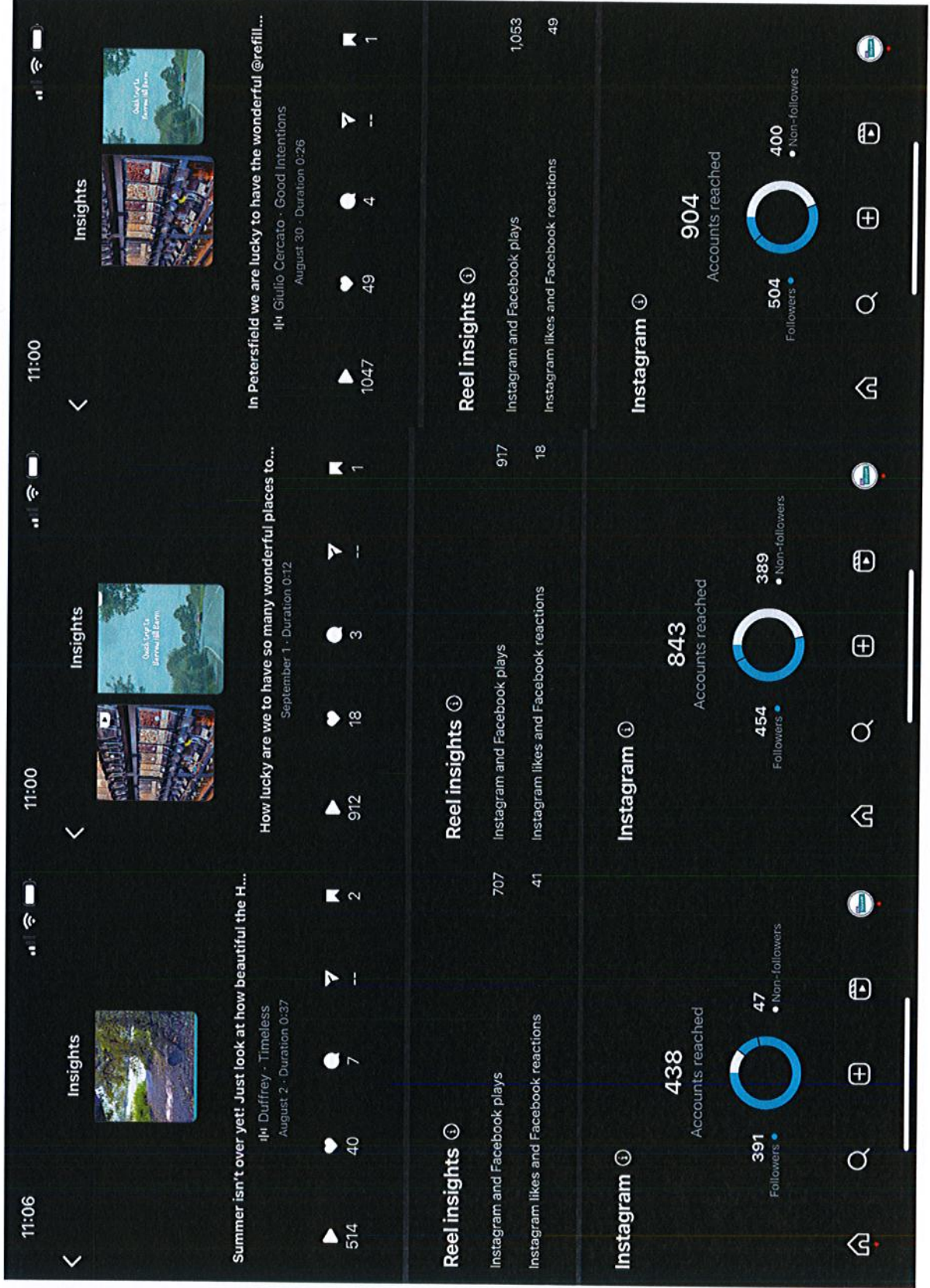
We got content to make a reel on Gallery no 30 on the High Street.





# REELS

- We visited local shops and events in and around town to get content for reels



2473 total plays

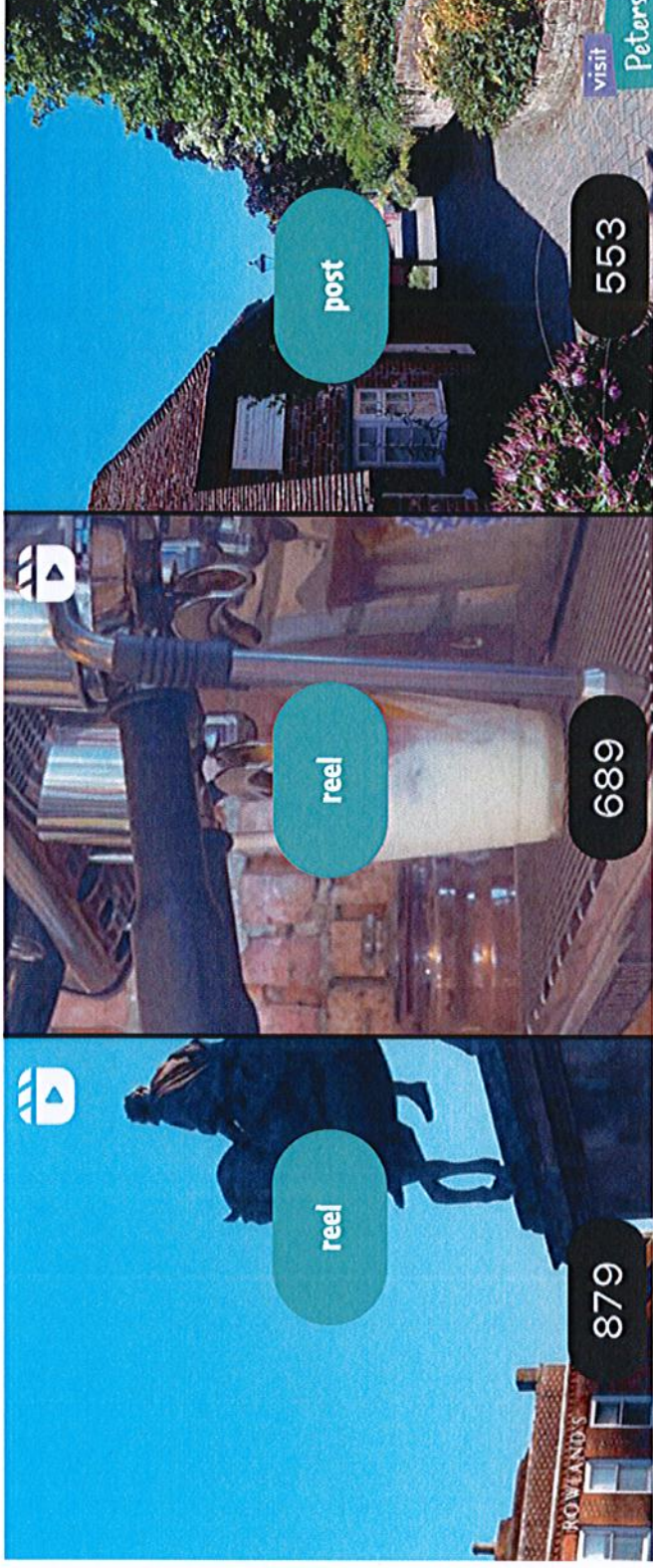
**Thank you!**

If you have any questions, please contact [marketing@petersfield-tc.gov.uk](mailto:marketing@petersfield-tc.gov.uk)

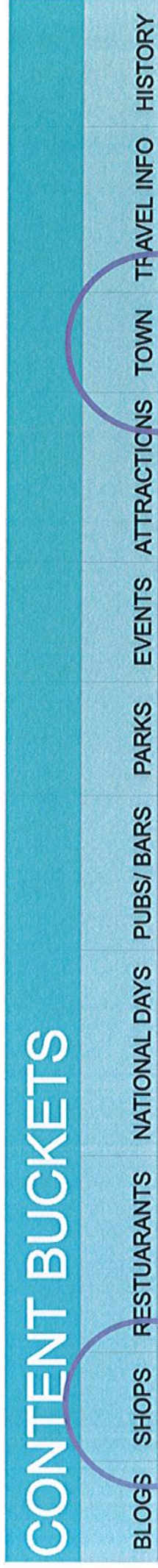


# WHAT CONTENT IS PERFORMING BEST?

- These are our top performing posts for this month:



- These are our best performing types of content for this month:



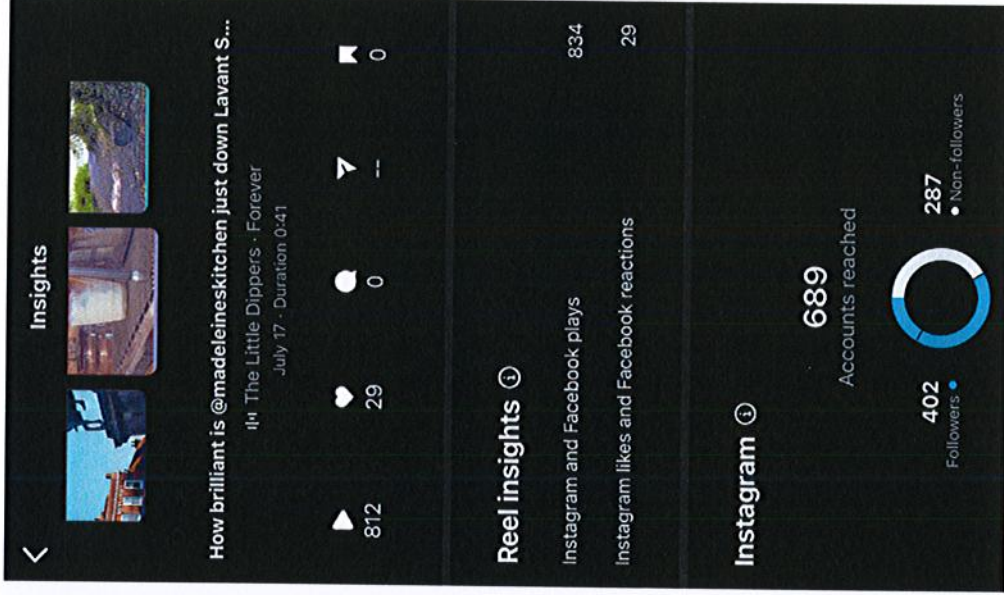






# REELS

- We visited local shops and events in and around town to get content for reels



1891 total plays

**Thank you!**

If you have any questions, please contact [marketing@petersfield-tc.gov.uk](mailto:marketing@petersfield-tc.gov.uk)





## D- Day – Marking the 80<sup>th</sup> Anniversary in Petersfield

### Proposal to PTC Council via F & G – September 2023

#### Proposal 1

To establish the principle that PTC agrees that Petersfield should mark the occasion with a small Working Group with a budget of £15,000. Budget to include all costs and which include any need for overtime by Council Officers.

#### Proposal 2

Should Proposal 1 be approved or with an amendment accepted it is further proposed that the outline event (s) should be in two phases. The first is a form up of local organisations at The Square with a March down the High Street (adorned with our Union Flags) to the War Memorial for a Service of thanksgiving on Thursday 6<sup>th</sup> June 2024. The second phase to be a D-Day themed ‘Event’ (similar to previous fêtes) at the Avenue on the following weekend from 10 am to 4 pm.

#### Proposal 3

Should Proposals 1 and 2 be approved or with amendments accepted it is further proposed that the Terms of Reference presented are accepted.



# Terms of Reference (Proposed)

## D- Day – Marking the 80th Anniversary in Petersfield

6 June 2024 & 8 or 9 June 2024

### 1. Purpose

1.1 The WG is to represent Petersfield Town Council (PTC) with the organisation, planning and delivery of PTC’s plans to mark the 80<sup>th</sup> Anniversary of the D-Day Landings (“The Beginning of the End”) under the auspices of the Finance and General Committee.

### 2. Principal Responsibilities

2.1 The principal responsibilities of the Working Group (WG) will be to:

- Establishing PTC’s civic role and responsibilities for this 80<sup>th</sup> Anniversary.
- Develop proposals relating to the scope and content of Events in terms of an Action Management Plan which should be a live document during the process.
- Draw up proposals and maintain updates for presentation to Full Councils via F & G at each Full Council Meeting from October 2023 to May 2024 (inclusive)
- Laise with and partner where appropriate from Businesses/Organisations/Parishes and Schools. if considered necessary the Membership of the WG can consult with any such person or organisation which is considered to add value to the occasion.
- Maintain a watching brief on information from any organisation publishing such details on a National Level.
- Establish a Media Plan to commence in January 2024 so that PTC’s plans can be shared in the Community. (early note for PTC news in December 2023, February and May 2024)

### 3. Membership of The Coronation Working Group

3.1 Membership is as follows:-

- Two PTC Councillors
- Two members of the Petersfield Branch of the Royal British Legion (RBL)
- Mr Neil Hitch (Town Clerk) and/or an appointed PTC Officer as Responsible Officer.
- Finance Officer to maintain financial account and propriety.
- Events Officer to assist with PR and Media.



NB: Other Council Members/Officers should be allowed to join the Working Group on request if they wish to assist in a practical way.

## **4. Reporting**

4.1 WG formal reports are to be collated by an officer appointed by Town Clerk or any members of the WG depending on circumstances for presentation to Council. Formal reporting chain is to F & G through to Full Council.

4.2 The WG should keep all Members and Officers of PTC up to date of progress by circulation.

4.3 A final report should be compiled and formally presented to Full Council in a time not more than three months following the Event(s) Main purpose - for archival purposes

## **5. Meetings**

5.1 Work can be undertaken by exchange of e-mails at will. Formal meetings with Agenda and Minutes should take place monthly **as a minimum**. Additional meetings can be held if necessary either in person or by virtual means however any details gathered during those ad hoc meetings must be ratified in the formal monthly report.

## **6. Funding**

6.1 Funding and expenditure as approved by Full Council is to be monitored by the Finance Officer of Petersfield Town Council. A monthly statement of balance should be made available to accompany the monthly formal report.

## **7. Reading Material**

7.1 A host of media and other organisation plans will doubtless be forthcoming Some information which may be of value in terms of clashes/conflicts and partnering

## **8. Duration of the WG**

8.1 The Working Group will continue to exist until the recovery phase is complete and work is handed over to a new or existing body or subject to a majority resolution at Full Council or simply closed down by consent or other formal action in view of any unknown circumstances that might emerge.

<Ends>

**The Local Authorities' Property Fund**  
Statement of Account

Mr N R Hitch  
Petersfield Town Council  
Town Hall  
24 Heath Road  
PETERSFIELD  
Hampshire  
GU31 4EA  
UK

30 June 2023

In order that the Fund can continue to pay distributions gross of tax, unit holders are required to inform the Manager promptly if their tax status changes.

**Client Name:** PETERSFIELD TOWN COUNCIL  
**Account Number:** 626631901 - PETERSFIELD TOWN COUNCIL

Statement of unitholding held on 30 June 2023					
Date	Description	Cost/Proceeds £	Price per unit p	Number of units	Total unitholding
01/04/23	Brought Forward				732,465.00
30/06/23	Carried Forward				732,465.00

**On 30 June 2023 the mid market value (net asset value) of one unit in the Fund was 287.87 pence and the bid market value of one unit was 283.41 pence giving your investment at that date a mid market value of £ 2,108,547.00 and bid market value of £ 2,075,879.06.**

Advice of management expenses for the period to 30 June 2023			
For Period Ended	Number of units held	Expenses per unit p	Total Expenses £
30/04/23	732,465.00	0.147800	1,082.58
31/05/23	732,465.00	0.152900	1,119.94
30/06/23	732,465.00	0.148600	1,088.44
			3,290.96

Statement of dividends for the period to 30 June 2023					
For Period Ended	Number of units held	Gross per unit p	Gross Distribution £	Expenses Paid £	Amount Payable £
30/04/23	732,465.00	1.212500	8,881.14	1,082.58	7,798.56
31/05/23	732,465.00	1.364300	9,993.02	1,119.94	8,873.08
30/06/23	732,465.00	1.226700	8,985.15	1,088.44	7,896.71
			27,859.31	3,290.96	24,568.35

The dividend payment of £24,568.35 for the period will be paid to the nominated bank account, reference Petersfield Town C on 31/07/2023

Registered address: One Angel Lane, London, EC4R 3AB  
Freephone: 0800 022 3505





## Climate Officers Report

August 2023

- The grant policy for the Climate Action Plan item T10 has been drafted and has been checked by the volunteer deputy clerk. **It is attached to this report for review and recommendation to adopt as part of the council's grants policy.**
- The Climate Emergency Strategy Working group meeting has not yet been rescheduled. The final item on the terms of reference is being undertaken - the review of the Climate Emergency Strategy and once this has been completed the working group would have completed all three tasks.
- The second & third CARR Boot sales were held on Sunday the 16<sup>th</sup> of July and Sunday the 20<sup>th</sup> of August. These were great successes with 41 cars and vans and in attendance in July and 70 in August. July sale -PeCAN were not in attendance as they were at the Alton ECO fair. The Petersfield WI were also not available to attend. August Sale - The Petersfield WI did attend the August Car Boot Sale.  
These are held at the Avenue Playing fields and the town council are working with PeCAN to promote the Reduce, Reuse, Recycle message.  
These Car boot sales have been so successful that Cllr Lesley Farrow has offered to run one last one on the 24<sup>th</sup> of September. The Climate Officer will not be in attendance. This has been approved under delegated powers.
- The Climate Officer was to arrange the Eco Fair working group meeting (as per the April minutes) to discuss the organisation of Eco Fair but was informed of another proposal so this has been put on hold.
- The Climate Officer had a meeting with Pennie Brown the Strategy Manager at EHDC on the 9<sup>th</sup> of August. EHDC will be working with us to contribute to the Eco Fair in July 2024 and working closer with the town council and other organisations to tackle Climate change in the town. EHDC has recently reduced their net zero target date to 2030.
- The Before the flood DVD is available for Councillors and staff to watch. Please contact Michelle to arrange this.

Any questions regarding the above please contact Michelle directly.



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# PETERSFIELD ECO FAIR

## Sunday 14<sup>th</sup> July 2024

Proposal to Finance and General Purposes Committee, PTC  
Meeting 18/9/23

Following the success of the first Petersfield Eco-Fair held on Sunday 17<sup>th</sup> July 2022 and after agreeing to repeat this biennially, alternating with Alton Eco-Fair, Petersfield Climate Action Network is proposing to hold the second Petersfield Eco-fair on Sunday 14<sup>th</sup> July 2024 at the Petersfield Heath. This was agreed in resolution C215 made in the full council meeting on Thurs 27<sup>th</sup> April 2023. At the time it was agreed to set up a working group consisting of the Chair of TDC, Chair of F & GP, PTC Finance, Committees & Climate and Events Officers, EHDC Strategy Manager and three trustees of PeCAN. On further reflection, we believe that this number of working party participants could complicate decision making and lead to inefficiencies in the use of both PTC and PeCAN staff and councillors' time. 2022 provided us with a strong and successful template for the Eco Fair and less decisions will be needed this time round, and PeCAN is keen to start organising to ensure we can book the best caterers and entertainers. The Eco Fair has been shortlisted by Petersfield Awards for the Best Event of the Year, and it also received a Certificate of Commendation from Petersfield Society last year for its contribution to Petersfield and its residents. We hope the Eco Fair 2024 will build on that success.

We, therefore, propose that:

- two PeCAN trustees together with Amelia Gabriel, PeCAN programme manager who organised the previous fair, will move forward with the organisation of the fair without waiting until the Feb '24 full council meeting for budget agreement, liaising closely with PTC staff and councillors to give regular updates of their progress to TDC.
- PeCAN raises some additional funds towards the fair to complement PTCs financial commitment.
- The financial management of the event is split between PTC and PeCAN, with PTC being responsible for procuring the main infrastructure services (gazebos, marquees, power etc) and that PeCAN is in control of the funds that it raises (to pay for all the other costs associated with the fair). The reasons for this are -
  - It ensures that VAT is avoided on the largest invoices to reduce the total cost of the fair.
  - The financial process and reconciliation of the previous fair took up a considerable amount of time for both Amelia and the PTC Finance Officer. This will streamline that process and make responsibilities clear from the beginning.
  - It means that PeCAN can move forward on using our raised funds to get the marketing underway, and PTCs costs (infrastructure) won't be payable until after the PTC budget round in Feb '24, fitting better with PTC financial timetable, whilst not delaying progress.
  - It will reduce PTC's costs (it was suggested on 27<sup>th</sup> April that £10,000 was earmarked for the fair) as PeCAN is jointly raising funds.
- Staff time both at PTC and PeCAN be recorded and included in the budget.

The fair will be similar to the last one in scale and scope with a range of stalls roughly grouped into the four themes of nature and biodiversity, low-waste living, green travel and EVs and home energy. Stallholders will be local authorities, climate groups, local charities and commercial traders. There will be a programme of talks all day, live music, activities and entertainment for children, and food and drink. All stall holders will be promoting the idea that it is possible to reduce our carbon emissions and /or protect biodiversity and that it can be fun!





We intend to produce the following documents which will be openly available for the council to review and contribute to -

- a detailed event management plan
- a risk assessment
- a detailed site plan for marshals, stallholders and performers
- a regularly updated budget

## FINANCIAL BREAKDOWN

The full proposed budget is attached as a separate document which shows the breakdown of the costs and income. Please refer to that for more information.

### COSTS

<b>To be covered by PTC</b>	
Infrastructure costs	£6,339.75
<b>To be covered by PeCAN</b>	
Professional Services	£214.00
Children's Entertainment	£787.90
Performance & Music	£577.80
Marketing and Communications	£548.00
Other Costs	£1,308.18
<b>Subtotal</b>	<b>£9,775.63</b>
Contingency / Miscellaneous 15%	£1,466.34
<b>Total</b>	<b>£11,241.97</b>

Significant differences from last year -

- Assumed a rate of inflation of 1.07%
- The addition of -
  - Town Crier
  - Puppet theatre
  - More advertising/leaflets
  - An extra bike rack
- Reduction in costs of
  - Advertising banners (reuse last years with date amended)
  - Design (reuse last year's design with date amended)

### INCOME

PTC for infrastructure (tbc in Feb '24)	£6,339.75
Councillor Grants from EHDC and HCC to PeCAN	£2,000.00
Ring fenced Eco Fair income from '22 PeCAN	£2,799.49
Pitch Rental to PeCAN	£1,125.00
<b>Total</b>	<b>£12,264.24</b>

PETERSFIELD ECO-FAIR 2024

Draft Budget

Inflation over two years

2022

2024

1.07

Category	Item	Cost per Item	Number of Items	Total 2022	Total 2024
<b>INFRASTRUCTURE (to be covered by PTC funds)</b>					
<b>Marquees, Gazebos, Tables &amp; Chairs</b>					
	6m x 12m marquee to hire, with set up/breakdown	£400.00	1	£400.00	£428.00
	6m x 6m marquee to hire, with set up/breakdown	£350.00	1	£350.00	£374.50
	10 x 100g concrete weights to secure marquee	£89.00	10	£890.00	£952.30
	3m x 3m gazebo, with sides and weights, to hire/set up/breakdown	£50.00	30	£1,500.00	£1,605.00
	6ft white folding table	£10.00	35	£350.00	£374.50
	Green plastic chairs	£1.50	60	£90.00	£96.30
	Green plastic tables	£5.00	10	£50.00	£53.50
	Fire extinguishers	£40.00	2	£80.00	£85.60
	Overnight security (9pm - 7am)	£175.00	2	£350.00	£374.50
	6m x 2m stage	£150.00	1	£150.00	£160.50
<b>Subtotal</b>				<b>£4,210.00</b>	<b>£4,504.70</b>
<b>Sound system/PA</b>					
	Hand Held Radio Microphone on stand x 3	£50.00	3	£150.00	£160.50
	Mixing desk and cables/leads to run the event	£440.00	1	£440.00	£470.80
	2 x speakers	£25.00	2	£50.00	£53.50
	Sound technician to set up/run the event/pack down	£250.00	1	£250.00	£267.50
	Portable PA system with a hand held microphone	£75.00	1	£75.00	£80.25
<b>Subtotal</b>				<b>£965.00</b>	<b>£1,032.55</b>
<b>Power</b>					
	Solar powered battery power for event	£750.00	1	£750.00	£802.50
<b>Subtotal</b>				<b>£750.00</b>	<b>£802.50</b>
<b>INFRASTRUCTURE Total (to be covered by PTC)</b>				<b>£5,925.00</b>	<b>£6,339.75</b>
<b>ENTERTAINMENT/MARKETING/COMMS (to be covered by PeCAN raised funds)</b>					
<b>Professional services</b>					
	Graphic Designer - assumes TBProductions make changes pro bono	£250.00	3	£750.00	£0.00
	Photographer/ Video	£200.00	1	£200.00	£214.00
	Comperes No Fee	£0.00		£0.00	£0.00
<b>Subtotal</b>				<b>£950.00</b>	<b>£214.00</b>
<b>Children's Entertainment</b>					
	Theatre Woodland Theatre	£/show	lumpsum		
	Storyteller Bluebird	£278.00	1	£278.00	£297.46
	Puppet Arbor The Tree	£131.25	1	£131.25	£140.44
<b>Subtotal</b>		£350.00	1	£0.00	£350.00
				<b>£409.25</b>	<b>£787.90</b>
<b>Performance/ Music</b>					
	1 Professional	£180.00	1	£180.00	£192.60
	2 Professional	£180.00	1	£180.00	£192.60
	3 Professional	£180.00	1	£0.00	£192.60
	4 Free	£0.00	1	£0.00	£0.00
	5 Children's Choir	£0.00	1	£0.00	£0.00
	6 Town Crier (with loud hailer)	£200.00	1	£0.00	£200.00
<b>Subtotal</b>				<b>£360.00</b>	<b>£577.80</b>
<b>Marketing &amp; Communications</b>					
	Advertising banners (Re-use, change the date)	£10.00	6	£336.00	£60.00
	Hampshire Highways banner permission	£40.00	1	£40.00	£42.80
	Printing posters and fliers	£95.50	2	£95.50	£191.00
	Signage for use on the day, Exit leaflets, timetables	£237.57	1	£237.57	£254.20
<b>Subtotal</b>				<b>£709.07</b>	<b>£548.00</b>
<b>Other Costs</b>					
	Hire of bicycle racks	£200.00	2	£200.00	£428.00
	Alcohol licence	£21.00	1	£21.00	£22.47
	First Aid (may be cheaper with SJA)	£405.00	1	£405.00	£433.35
	Hay bales for seating	£5.00	40	£200.00	£214.00
	Certificates for school competition	£0.42	40	£16.60	£17.76
	Prizes for school competitions	£180.00	1	£180.00	£192.60
<b>Subtotal</b>				<b>£1,022.60</b>	<b>£1,308.18</b>
<b>Entertainment, Marketing, Comms Total (to be covered by PeCAN)</b>				<b>£1,731.67</b>	<b>£3,435.88</b>
<b>Total</b>				<b>£9,375.92</b>	<b>£9,775.63</b>
<b>Contingency</b>			15%		<b>£1,466.34</b>
<b>Grand Total</b>					<b>£11,241.97</b>



PETERSFIELD ECO-FAIR 2024

Budget Summary and Sources of Funds

Cost breakdown	Costs
Infrastructure costs	£6,339.75
Professional Services	£214.00
Children's Entertainment	£787.90
Performance & Music	£577.80
Marketing and Communications	£548.00
Other Costs	£1,308.18
<b>subtotal</b>	<b>£9,775.63</b>
Contingency / Miscellaneous 15%	£1,466.34
<b>Total</b>	<b>£11,241.97</b>

Sources of Funds	Funds
PTC (tbc)	£6,339.75
Councillor Grants EHDC and HCC 2/	£2,000.00
PeCAN 3/	£2,799.49
Pitch Rental 4/	£1,125.00
<b>Total</b>	<b>£12,264.24</b>

2/ Commitments received so far from 4 councillors

3/ Carried forward - fees earned at Eco-Fair 2022

4/ Fees earned from rental of 40 pitches (plus 5 catering pitches):

	# pitches (estimate)	Fee per pitch	Total income
charities	20	£10.00	£200.00
commercial	12	£50.00	£600.00
commercial 50% off	8	£25.00	£200.00
caterer	5	£25.00	£125.00
<b>Total</b>	<b>45</b>		<b>£1,125.00</b>

Staff time	Days
Officers (Finance, Climate, Events, Media)	PTC (tbc)
Officers and Grounds (on the day)	PTC (tbc)
Members (Councillors)	PTC (tbc)
Members (Councillors) and other volunteers (on the day)	PTC (tbc)
Project management	PeCAN
Event communications and marketing	PeCAN
Trustees and other volunteers	PeCAN
Volunteers as marshalls (on the day)	PeCAN

Petersfield Town Council 2023/24

Bank - Cash and Investment Reconciliation as at 30 June 2023

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**Confirmed Bank & Investment Balances**

Bank Statement Balances

30/06/2023	Lloyds Current Account	25,000.00
30/06/2023	Lloyds Savings Account	123,216.89
30/06/2023	Cambridge & Counties	1,971,952.08
30/06/2023	Public Sector Deposit Fund	78,214.82
30/06/2023	Lloyds Ticketsource	49.50
30/06/2023	Moviola Cinema Float	110.00
30/06/2023	Petty Cash Tin Float & CarBoot	211.69
30/06/2023	Reception Till Float	35.00
26/05/2023	Town Mayor's Charity -Current	0.00
15/06/2023	Lloyds Credit Card	0.00

**2,198,789.98**

Receipts not on Bank Statement

**10.00**

**Closing Balance**

**2,198,799.98**

All Cash & Bank Accounts

1	Current Bank A/c	148,226.89
2	Cambridge & Counties Bank A/c	1,971,952.08
3	Public Sector Fund A/c	78,214.82
4	Ticketsource A/c	49.50
5	Petty Cash	356.69
6	Town Mayor's Charity A/c	0.00
7	Lloyds Credit Card	0.00
	Other Cash & Bank Balances	0.00
	<b>Total Cash &amp; Bank Balances</b>	<b>2,198,799.98</b>



Petersfield Town Council 2023/24

Bank - Cash and Investment Reconciliation as at 31 July 2023

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**Confirmed Bank & Investment Balances**

Bank Statement Balances

31/07/2023	Lloyds Current Account	25,000.00
31/07/2023	Lloyds Savings Account	57,563.64
31/07/2023	Cambridge & Counties	1,978,160.49
31/07/2023	Public Sector Deposit Fund	78,508.34
31/07/2023	Lloyds Ticketsource	44.00
31/07/2023	FH Rose Room Bar Float	145.00
31/07/2023	Festival Hall Box Office Float	75.00
31/07/2023	General Petty Cash Float	74.60
31/07/2023	Reception Till Float	45.00
26/05/2023	Town Mayor's Charity -Current	0.00
17/07/2023	Lloyds Credit Card	0.00

2,139,616.07

Receipts not on Bank Statement

0.00

**Closing Balance**

**2,139,616.07**

All Cash & Bank Accounts

1	Current Bank A/c	82,563.64
2	Cambridge & Counties Bank A/c	1,978,160.49
3	Public Sector Fund A/c	78,508.34
4	Ticketsource A/c	44.00
5	Petty Cash	339.60
6	Town Mayor's Charity A/c	0.00
7	Lloyds Credit Card	0.00
	Other Cash & Bank Balances	0.00
	<b>Total Cash &amp; Bank Balances</b>	<b>2,139,616.07</b>