



CLACTON TOWN BOARD

DATE: Friday, 24 May 2024
TIME: 2.30 pm
VENUE: West Cliff Theatre, Tower Road,
Clacton-on-Sea CO15 1LE

MEMBERSHIP:

G Kieffer (Chairman)	R Hirst
S Alexander	R Mitchell-Gears
B Ball	Dr. E Murray
I Davidson	C Newnes
G Watling MP	Councillor M Stephenson
N Gallagher	L Taylor-Green
Councillor I Henderson	Councillor L Wagland

If you have any queries regarding this meeting, please contact Keith Simmons, Head of Democratic Services & Elections Email: ksimmons@tendringdc.gov.uk on Telephone: (01255) 686580.

DATE OF PUBLICATION: 17 MAY 2024

AGENDA

1 Apologies for Absence

The Board is asked to note any apologies for absence received.

2 Town Chairs' Meeting and No 10 Reception (Pages 5 - 6)

The Chairman will present his report on the Town Board Chairs' meeting and the official reception held at 10 Downing Street.

3 Community Engagement Update (including the Youth Board)

The Board will receive an update on community engagement activity.

4 Initial activity and expenditure

The Board will discuss its initial activity and expenditure.

5 Governance Matters (Pages 7 - 26)

The Board will consider the following governance matters:-

- a. Town Board Governance Submission to DLUHC (copy attached)
- b. Revised Terms of Reference (to include DLUHC as observers and consider sub-groups) (copy attached)
- c. Public Access to the Business of the Board
- d. Code of Conduct/Declarations of Interest in Board Activities (copy attached)
- e. Communications and Communications Protocol (copy attached)

6 Notes of the Board meeting held on 21 March 2024 and of the informal workshop held on 15 April 2024 (Pages 27 - 36)

The Board will formally receive the aforementioned Notes.

7 Next Meeting

Wednesday 26 June 2024 at 1.30pm.

Information for Visitors

FIRE EVACUATION PROCEDURE

There is no alarm test scheduled for this meeting. In the event of an alarm sounding, please calmly make your way out of any of the fire exits in the room and follow the exit signs out of the building.

Please heed the instructions given by any member of staff and they will assist you in leaving the building and direct you to the assembly point.

Please do not re-enter the building until you are advised it is safe to do so by the relevant member of staff.

Your calmness and assistance is greatly appreciated.

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CLACTON TOWN BOARD

Meeting of Town Board Chairs with Jacob Young MP, Parl Under-Secretary of State Department for Levelling Up, Homes & Communities and Adam Hawksbee, Interim Chair, Towns Unit DLUHC (AH)

1. The meeting was held on Wednesday, 15 May at Central Hall, Westminster, led by Adam Hawksbee and his team from the Towns Unit (TU) and followed by a reception at No 10 Downing Street, hosted by Jacob Young MP, the Minister responsible for Towns and also the Member of Parliament for Redcar.
2. At Central Hall I participated in a number of round-tables, bringing together Coastal Towns, Transport & Connectivity & Regions. Because of the low numbers representing the South and East of England, this roundtable stretched from Clacton/Great Yarmouth to Torbay.
3. There was not much time for questions and answers, but a number of interesting comments were made by AH.
4. **The Ten Year Plan**
By 1 August the Towns Unit is expecting to see a Ten Year Vision for Clacton and a plan for the first three years. The Vision need not be an extensive document and the TU is expecting to see new projects rather than projects which have been promoted by Local Authorities under other submissions for financial support.
In the Three Year Plan it will be acceptable to provide an outline of a project with the full Business Case to be developed in Year 2 or 3. It appears however that full Business Cases need to be provided which runs somewhat counter to the light touch approach we were promised and does put additional load on LA officers as the only ones with the knowledge to prepare Business Cases.
Essentially the TU are looking for new and fresh ideas and suggestions.
5. **Consultancies**
While there is not prohibition on hiring consultants, it is clear that what is paramount is the engagement of the widest section of the local community.
Somewhat surprisingly the Department then sprung on us a consultancy that they themselves are using which acts for a number of Government Departments and the Metropolitan Police among others: Zencity
6. **Zencity**
Zencity is a company based in Israel and “provides a platform that helps government and law enforcement agencies make informed decisions, build trust and improve community services through data-driven insights.”
Zencity is partnered with TU to customise a best practice set of questions to ensure that Town Boards are able to elicit the right information from the community. This is done by means of a survey, ensuring that a representative sample is collected. The data is then analysed to extract key insights and conclusions and a report will be provided to each Town Board. There is cost to the Town Board or the LA.
This will be followed by bi-annual surveys to monitor the impact of the Town Boards’ activities.
The initial Report will be available on 20th June.
This centrally managed intervention concerns me somewhat as our questions at the meeting did not elicit either the size of sample or the survey questions to be put. I have asked Emily Attwood, our Regional Lead, to provide me with more information so that I can report to the Board.

7. Long-term commitment by Government

This question was raised by a number of Chairs present before our meeting with the Minister. While AH understandably could not commit any future Government he did say that the new approach of this initiative was welcomed on a cross-party basis.

8. Forward Borrowing

In response to a question about projects exceeding £2 million in any one year, AH stated that the LA as Accountable Body could borrow against the future revenue streams.

9. While I had useful exchanges with other Chairs, particularly coastal towns like Hastings and Bexhill-on-Sea, I had a more extended conversation with Henry Cator of Great Yarmouth and we agreed to meet up from time to time. Currently there are only two Towns in the East of England in the first wave – Clacton and Great Yarmouth, three additional towns have recently been added in the second wave: King's Lynn and Thetford in Norfolk and Canvey Island in Essex.

George Kieffer
Chair

16 May 2024

Town Board Governance and Boundary Change requests

Long Term Plan for Towns
Town Board Governance and Boundary Change requests

Purpose

This form is designed to capture information regarding the activity undertaken to date in each town to prepare for development and delivery of their Long-Term Plan. This information will be used to assess the readiness of local areas for the next stage of Plan development and to review, and agree where necessary, the geographic area to be covered by the Long-Term Plan intervention.

Completion Instructions

This form should be completed by the lead Local Authority for the relevant town.

It should be completed and submitted to the Department for levelling Up, Housing and Communities by email to LTPftSubmit@levellingup.gov.uk, once the following have been established:

- Town Board membership
- Geographic area to be supported by the Long-Term Plan

Supplementary Guidance is provided to support completion of this form.

When completing this form, Local Authorities should also note the Town Board and programme requirements outlined in the [Long-Term Plan for Towns: guidance for local authorities and Town Boards Guidance](#), published in December 2024.

Town	Clacton on Sea
Local Authority	Tendring District Council

1. Board Membership

- Please advise whether your Town Board is an interim Board or has been finalised.

Interim

Final

Any Interim Board will need to have any new members in place and finalised before submitting your Investment plan

Are all members fully engaged? Yes No

If No please comment on any issues here:

Please provide details of your Town Board members:

Membership	Details
<p>Chair (Please provide a pen picture separately – For information only)</p> <p>Has your MP been involved in the selection of your Chair</p>	<p>Name: George Kieffer Organisation: Independent Role within Organisation: Contact Details: 1st point of Board contact? Yes <input type="checkbox"/> No <input checked="" type="checkbox"/></p> <p>Yes <input checked="" type="checkbox"/> No <input type="checkbox"/></p> <p>Comments: Giles Watling MP is supportive of the appointment.</p>
<p>Secretariat Lead</p>	<p>Name: Keith Simmons Organisation: Tendring District Council Role within Organisation: Head of Democratic Services and Elections Contact Details: ksimmons@tendringdc.gov.uk 1st point of Board contact? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/></p>
<p>Member(s) of Parliament</p>	<p>Name: Giles Watling</p>
<p>Local Councillors</p>	<p>Cllr Mark Stephenson, Tendring District Council (Leader, Independent) Cllr Ivan Henderson, Tendring District Council (Deputy Leader, Labour) Cllr Lesley Wagland, Essex County Council (Conservative)</p>
<p>Police and Crime Commissioner or their appointed representative or Senior Representative from the Police in Scotland</p>	<p>Name: Roger Hirst Organisation: Essex Police Fire and Crime Commissioner Role within Organisation: PFCC</p>
<p>Other Board membership (please add additional names as appropriate)</p>	<p>Name: Sharon Alexander Organisation: Community and Voluntary Services Tendring Role within Organisation: Chief Executive Name: Billy Ball Organisation: Clacton Pier Role within Organisation: Owner Name: Craig Newnes Organisation: McDonalds Role within Organisation: Franchisor (multiple outlets) Name: Laura Taylor Green Organisation: Suffolk and North East Essex Integrated Care Board Role within Organisation: Director Name: Dr Emily Murray Organisation: University of Essex Role within Organisation: Head of Centre for Coastal Communities</p>

	<p>Name: Rob Mitchell-Gears Organisation: Westcliffe Theatre Role within Organisation: Theatre Manager / CEO</p> <p><u>Other proposed members:</u> Representative of the Tendring Education Strategic Board, to be agreed Officer representative from the Lead Authority, expected to be Ian Davidson, Chief Executive Chief Inspector Ella Latham, Divisional Commander, Essex Police</p>
<p>Regular Observer(s) (if appropriate) (please add additional names as appropriate)</p>	<p>Name: Steve Evison Organisation: Essex County Council Role within Organisation: Director for Sustainable Growth</p> <hr/> <p>Name: Samantha Jones Organisation: Tendring District Council / Essex County Council Role within Organisation: Regeneration Programme Manager (Leads on levelling up)</p> <p>Name: Lee Heley Organisation: Tendring District Council Role within Organisation: Corporate Director</p>

2. Geographical Boundary

There is scope to make representations to the department to alter your town boundary. Please indicate below whether this will be your intention

Do you intend to use the Geographical Boundary of your Town as detailed in the Data Pack provided by DLUHC?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
<p>If No please provide a clear rationale for any changes including why they are required to successfully deliver the programme in the local area.</p> <p>Please note that any changes requested, will need to align with the spirit of the programme, reflect the 3 policy areas detailed in the Guidance, result in a single contiguous geographic area and any changes requested must still allow the benefits of the fund to be realised for your Town as indicated by the ONS BUA map, as outlined in the data pack.</p> <p>Please also provide evidence that the board is in agreement with the revised boundary and a revised map overlaying the original map in the data pack.</p>	

3. Supplementary Documentation

Please find below a list of Board documents that need to be provided to DLUHC ahead of any agreement to your proposals or release of Capacity funding.

3a. Documents to be provided to DLUHC:

A Chairperson Pen picture?	Yes <input checked="" type="checkbox"/>
A copy of your terms of reference?	Yes <input checked="" type="checkbox"/>
A copy of your Code of Conduct?	Yes <input type="checkbox"/> Code of conduct will be based on the LGA 2020 code of conduct for local authorities, simplified as appropriate, (as it will not be underpinned by legislation.)
A copy of your Conflicts of Interest Policy? And record of entries if already collected?	Yes <input type="checkbox"/> The LGA 2020 code of conduct includes conflicts of interest at Section 9 and Annex B. Comments: To be collected
Evidence of Board Consensus to Boundary changes? <i>If appropriate</i>	Yes <input type="checkbox"/>
A revised boundary map that overlays your new geographical boundary onto the ONS Map in your data pack? <i>If appropriate</i>	Yes <input type="checkbox"/>

Note: Any missing documentation from above will result in the delay of payment of the next tranche of your capacity funding.

In line with the principles of public life, the operations of the Town Board must be transparent. The Town Board should therefore ensure it publishes membership and governance arrangements (including minutes of meetings and decision logs) on the lead council's website.

3b. Please indicate below which documents have been published on your Lead Council's website and where these will be added at a future date?

		If No please confirm date of publication
Board Membership	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	Complete Decision - Clacton-on Sea Town Board (tendringdc.gov.uk)
Decision logs	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>	April 17 (After next board on April 15 th)
Board papers including minutes	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>	April 17 (After next board on April 15 th)
Boundary Map	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>	April 17 (After next board on April 15 th)
Policies	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>	April 17 (After next board on April 15 th)

4. Engagement

As set out in the guidance, we expect the Long Plan for Towns to have been developed in close consultation with local residents and for this to be well evidenced. You should use the capacity funding provided to do so and consider passporting some or all of this funding to local community organisations.

This section will provide the assurance that the Town Board has the capacity to undertake stakeholder engagement as detailed in the guidance and will enable us to establish areas where the DLHUHC Taskforce can offer support.

<p>Please advise what community stakeholder engagement has been or will be undertaken ahead of the submission of your Investment Plan</p>	<p>Undertaken: None to date</p> <p>Planned: We are working with the Community Service Volunteers Tendring, a member of the board, to develop an engagement process. CVST are experienced at working with the local community groups and residents in Clacton. They take an asset based approach. We are considering procurement options, which could include working with local community groups to benefit from the opportunity to provide these engagement services; we will consider using our own internal procurement exemption rules where applicable.</p> <p>Tendring District Council runs the Local Education Cultural Partnership (LCEP), and is currently leading on a youth voice project with local community partners. The LCEP will lead on engaging young people in Clacton in the town through schools and youth focused voluntary organisations. Again, we will consider procurement routes for the engagement activity itself. We have a town centre manager who will support with the engagement of businesses.</p> <p>Dr Emily Murray, Head of the Centre for Coastal Communities, will lead a workshop with board members in support of the development of the town plan.</p> <p>We will engage with the Clacton Councillors Forum on the development of the town plan, recognising the community leadership role of local members.</p>
<p>Are there any areas where DLUHC or the Task Force can support you in, when developing interventions for your Investment Plan?</p>	<p>None identified yet</p>
<p>Do you require any support in undertaking your community engagement activity?</p>	<p>We would appreciate information on best practice nationally.</p>

Capacity Funding

Please confirm how you are planning on allocating your next tranche of capacity funding, particularly with regard to funding for community or civic society groups.
Where possible please indicate organisation, expected spend and activity to undertake

The Council recognises that it will need to follow procurement rules, or procurement exemption rules, in allocating funding.

Indicative budget, subject to agreement of the board (15 April)

- Public engagement on the long-term plan for towns, with an expected focus on community groups. £60,000
- Local Cultural Education Partnership: engagement with young people on the long term plan for towns: £25,000
- Plan production, marketing and communication: £15,000
- Board support: £5,000
- On going Town Centre management, business engagement £35,000
- On going capacity for delivery of the projects within the long term plan for towns: £60,000

Board Signatory (E-signature accepted)

Signed By	Signature: George Kieffer	Name (Printed): George Kieffer
Date	3 April 2023	
Position Held	Board Chair	

Please see email attached

Local Authority S.151 Officer Signatory (E-signature accepted)

Signed By	Signature: Richard Barrett	Name (Printed): Richard Barrett
Date	4 April 2024	
Position Held	Section 151 and Assistant Director of Finance	

Please see email attached

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Clacton-on Sea Town Board - Terms of Reference

(updated as shown in red)

PURPOSE

The Town Board has been created to develop a Long-Term Plan for Clacton, comprising a 10-year vision and investment plan (initially 3 years).

The Board will be responsible for providing a strategic view and leadership for the promotion and development of the town.

It will be facilitated by Tendring District Council and is supported by endowment style funding from central government.

OBJECTIVES

1. To develop and agree a Town Investment Plan in consultation with the local community, including a 10-year vision and develop a clear programme of interventions.
2. Identify evidence requirements and draw on existing evidence as appropriate to support the development of a Town Investment Plan
3. Provide support and oversight to the delivery of the agreed Town Investment Plan.
4. Provide perspective, add value, develop project ideas and work alongside other key partners including Tendring District Council, Essex County Council, Department for Work and Pensions.
5. To ensure better co-ordination and use of existing resources and to maximise leverage of additional public / private investment.
6. To consider strategic issues facing Clacton and to provide leadership in relation to them.
7. To involve private, public and voluntary sectors in the work of the Board through a proactive approach to communication and engagement.
8. Maximise the town's asset base to enhance the prosperity of Clacton for all members in our community and for future generations.
9. To connect, advocate for and champion partnership working across Clacton, including, celebrating achievements, promoting the town to relevant bodies on a local, regional and national level.
10. To adhere to The Seven Principles of Public Life (I.e. the 'Nolan Principles').

Membership

Nominated deputies will provide representation when a Board member (listed below) is unable to attend.

The term of office for members will initially be for one year, with the potential to serve future three-year terms.

Membership of the Board, including its Chair, will not be remunerated. However, reasonable travel expenses may be reimbursed at the relevant prevailing HMRC non-taxable rate subject to production of necessary receipts, not otherwise reclaimed from their nominating organisation.

Where members join the board by virtue of their office, their membership will end when they leave office.

Organisation	Member
Independent Chair	George Kieffer
Local Business, Mc Donalds	Craig Newnes
MP for Clacton	Giles Watling
Clacton Tourism Group	Billy Ball
Police & Crime Commissioner's Office	Roger Hirst
NHS/Alliance	Laura Taylor Green
University of Essex	Dr Emily Murray
Tendring District Council, Leader	Cllr Mark Stephenson
Tendring District Council, Deputy Leader	Cllr Ivan Henderson
Tendring District Council, Chief Executive	Ian Davidson
Essex County Council	Cllr Lesley Wagland
Westcliffe Theatre	Rob Mitchell-Gears
CVS Tendring	Sharon Alexander
Education, Executive Headteacher of the Clacton County High School	Neil Gallagher

OBSERVERS

The Board recognises that there is a legitimate interest by Government in being able to nominate individuals from the Cities & Local Growth Unit of the Government's Local Growth Team to attend meetings of the Board as observers.

The Board also recognises the value to its work to be derived from the Essex Police District Commander attending Board meetings as an Observer.

The Board shall consider and determine other requests for observer status at Board meetings as and when they arise.

OPERATION & ADMINISTRATION

1. Meetings will be organised at least quarterly, with the option to call additional meetings when required.

2. Public sector officers will be present at meetings to observe and contribute to discussion but will not hold voting powers.
3. Meeting formats will be flexible, including for example headline guest presentations and group discussions.
4. Non-members to be invited to Board meetings to provide input to relevant agenda items as appropriate.
5. The Town Board members will agree a communications protocol which will set out the parameters in which internal and external communications will be conducted.
6. To periodically review the Board's priorities, membership, and working practices to ensure they remain appropriate and effective.

ACCOUNTABLE BODY AND RESPONSIBLE AUTHORITY

1. Tendring District Council (TDC) is the accountable body for the programme and the responsible authority for funding for the Long Term Plan for Towns and the Levelling Up Partnership funding, and holds the funding from the Government.
2. TDC will have to perform its own governance in relation to decision making and funding in addition to engagement with the Town Board.
3. TDC will perform secretariat functions for the Board including, but not exclusive of, recording attendance, minute-taking, and convening meetings.

FUNCTION

1. It is members' responsibility to feedback information from the Town Board to their relevant organisations.
2. Sub-groups / working groups will be convened to address specific areas requiring expertise, linking in with existing partnerships where appropriate.
3. The Board will work with partners to deliver the Town Investment Plan and wider regeneration activities in Clacton.
4. In the event of a Board decision, the group will seek consensus. Where consensus is not possible, a simple majority of members present will suffice, and in the event of a 50/50 split the chair will have the casting vote.
5. The meeting will be quorate when there are at least eight Board members present either in person or virtually if the meeting is hybrid.
6. In the event that a Board member is unable to attend, they can be represented by a named deputy only.
7. New members can be adopted by a consensus vote.

CHAIR

1. The Chair will lead the Town Board and ensure effective representation across the membership.
2. The term of the Chair will be for one year initially, however extensions to this term will be permitted with the support of the Board.

3. The Chair will be the lead contact between the Board and representatives for Tendring District Council as accountably body and responsibly authority.
4. They will chair the meetings in accordance with the aims and objectives of the Board.
5. To connect, advocate for and champion partnership working across Clacton, including, celebrating achievements, promoting the town to relevant bodies on a local, regional and national level.
6. There will be no remuneration for the post of Chair
7. A Vice-Chair will be nominated by the Board.

Amendments

These Terms of Reference shall be reviewed and updated as required, by agreement of Board members.

DRAFT

CLACTON TOWN BOARD

AVOIDING CONFLICTS OF INTEREST AND UPHOLDING THE NOLAN PRINCIPLES

Introduction

This statement has been developed with due regard to the requirements set out in Government Guidance to Town Boards and Accountable Bodies.

The guidance referred to was issued by the Government's Department for Levelling Up, Housing and Communities in December 2023. Within the Government's guidance there is further detail regarding the governance requirements for Town Boards that Town Boards and Accountable Bodies are expected to consider when developing their Long-Term Plan. The guidance identifies that all Town Board members should sign up to a code of conduct based on the Seven Principles of Public Life (the Nolan Principles). The guidance continues that there should be clear processes for managing conflicts of interests (both commercial, actual, and potential) in decision making, which apply to all involved with the work of the Town Board.

The Government's guidance places obligations on the accountable body (in this case Tendring District Council) to provide its guidance to the Board on declarations of interest by Board Members, to provide forms for such declarations and to hold the those forms completed by Board Members. It is then a responsibility of Town Board members declare their interests before the Town Board considers any relevant decisions. The records of gifts or hospitality offered/given to the Town Board or individual members must also be recorded.

The Policy Statement and approach

The Board has been constituted as an integral element of the funding and development of plans and programmes around the Government's Future of Towns Fund. It does not form a part of Tendring District Council. However, the Council is the accountable body and its Assistant Director Finance & IT must declare to Government that the Future of Towns Funds received have been utilised in accordance with the requirements attached to those Funds. Compliance with this policy by Board Members seeks to address relevant elements of those requirements.

Members of the Board bring beneficial views and knowledge from the business, public, voluntary or community interests from which they have been drawn from. The Board seeks to be comprised of a broad membership and, collectively, to act on behalf of residents, commercial and visitor interests in the work of the Town Board.

As a Board Member with influence over the use of public funding for which the Council is accountable, you are in a position of trust. You have a fiduciary duty to act in the interests of the people of Clacton-on-Sea and, in some cases, in the wider public interest. This is in contrast with an ordinary business relationship, in which each party is free to seek purely personal benefits from his or her transactions with the other.

The Board, and its Members individually, shall promote (generally and through undertaking its business) the following seven principles of public life (known as the Nolan Principles):

- **Selflessness** – Holders of public office should act solely in terms of the public interest.
- **Integrity** – Holders of public office must avoid placing themselves under any obligation to people or organisations that might try inappropriately to influence them in their work. They should not act or take decisions to gain financial or other material benefits for themselves, their family, or their friends. They must declare and resolve any interests and relationships.
- **Objectivity** – Holders of public office must act and take decisions impartially, fairly and on merit, using the best evidence and without discrimination or bias.
- **Accountability** – Holders of public office are accountable to the public for their decisions and actions and must submit themselves to the scrutiny necessary to ensure this.
- **Openness** – Holders of public office should act and take decisions in an open and transparent manner. Information should not be withheld from the public unless there are clear and lawful reasons for so doing.
- **Honesty** – Holders of public office should be truthful
- **Leadership** – Holders of public office should exhibit these principles in their own behaviour and treat others with respect. They should actively promote and robustly support the principles and challenge poor behaviour wherever it occurs.

These seven principles apply to anyone who works as a public office holder including:

- those elected or appointed to public office, nationally or locally,
- those appointed to work in the civil service, local government, the police, courts and probation services, Non Departmental Public Bodies, and in the health, education, social and care services, and
- those in the private sector delivering public services.

It is the accepted position of the Board that Members of it are bound by the seven principles set out above.

It is the case that in the business of the Board conflicts of interest may arise. By way of examples, there may be work to be commissioned that is considered by the Board and (an employer of) a Board Member may seek to undertake that work. This would be a conflict of interest. In the same way (an employer of) a Board Member may have a building in the area of Clacton-on-Sea and the Board may be considering improvements/enhancements/community safety measures to the area around that building. It would be conflict of interest for the Board Member to be involved in the discussion of those improvements/enhancements/community safety measures.

The following provisions shall apply to all Members of the Board in respect of the business of the Board:

- In the event that there is a conflict of interest, the person so conflicted shall immediately declare the nature of the conflict or potential conflict and withdraw from any business where the conflict would be relevant.

- Whenever a person has an interest in a matter to be discussed at a meeting the person concerned will not be entitled to remain present at the meeting during discussion of that matter.
- The Monitoring Officer of Tendring District Council may, at any time, authorise a person to remain in the meeting of the Board whilst a matter in which they have or may have a conflict of interest is discussed, provided that the conflict of interest is declared and the Monitoring Officer has been given reasonable opportunity to consider the extent of the conflict of interest.

A Register of Interest will be maintained by the Monitoring Officer of Tendring District Council. At a Board meeting, Members must declare any interest so registered which they have in any matter to be considered at that meeting. If the interest (in the matter being discussed) which a member of the public who knew of the facts would reasonably regard as so significant that it is likely to prejudice the Board Member's judgement then the above conflict of interest rules must be followed.

To assist in the identification of potential conflict of interest positions, the Monitoring Officer of Tendring District Council shall provide a General Declaration of Interests form to each Board Member and this must be completed and returned to the Monitoring Officer of Tendring District Council within 28 days. Members of the Board have a duty to keep their general declared interests up to Date, to declare conflicts of interest at meetings of the Board and to follow this policy.

In addition to declaring conflicts of interest, Board Members must declare to the Monitoring Officer of Tendring District Council any gift or hospitality worth £25 or over received (or offered), in connection with their official duties as a Board Member and the source of that gift or hospitality (or offer) within 28 days of receiving it. Acceptance by Board Members of hospitality through attendance at relevant events, conferences and other Board related activity is acceptable where it is clear the hospitality is corporate rather than personal.

Each Member of the Board shall be required to acknowledge the content of this policy and that their participation in the business of the Board shall be dependent upon compliance with the policy. The Board shall remove from Membership any individual who deliberately or recklessly does not comply with this policy. To assist the Board Members with the requirements of this statement and compliance with it, the Monitoring Officer shall provide such training as the Board requires.

May 2024

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Clacton Town Board Communications Protocol

Introduction

The Clacton Town Board has been established as part of the governance process to lead activity around the Long Term Plan for Towns of which Clacton is a part – and for which Clacton is due to receive £20million over ten years.

This protocol is designed to ensure that communications relating to the Board's work are clear and consistent; promoting a positive message of positive change for Clacton (while not shying away from its challenges).

Principles

Communications from the Clacton Town Board should be:

- Clear: in tone and language, but also honest on the scope and abilities of the Board, such as what funding can and cannot be used for and what is achievable. Tackle mis-information and rumour
- Consistent: Projects and milestones may change over time, but an overall narrative of positive change should run as a golden thread throughout
- United: The Board may well have robust discussions, and there may be times when not all Board Members agree with final decisions as part of the consensus approach set out in the Terms of Reference. Such discussion should take place privately. Publicly there should be respect and support for the Board's adopted position – a divided Board will not be successful. This does not preclude Members speaking out in relation to their own businesses or organisations
- Apolitical: Communications from the Town Board should not seek to affect support for any particular political party. This does not mean the Board cannot communicate support or concern about government policy where it is relevant to the Board's work. Particular care should be taken in this regard during periods of heightened sensitivity (such as pre-election periods)
- Accessible: Using plain English and meeting basic accessibility standards

Quotations

The default position is that the Chairman (or Vice-Chairman in their absence) is quoted in press releases, media comments, and interviews. However, there may be times when it is more appropriate for the leader of a task and finish group, or the representative of a particular sector, to carry out this role.

There may also be times where partners – such as a particular town centre business – is quoted if it adds support to a release.

Clearance

Press releases and comments will need the approval of the Chairman (or Vice-Chairman in their absence) – along with anyone quoted if this is someone else – before being issued.

Tendring District Council, as the accountable body for the Board, should also approve releases to ensure it does not put across messaging counter to statutory governance and financial processes.

Distribution

News releases should be issued to all Board members at the same time as they are issued to the media.

Social Media

The Board may wish to establish its own social media channels. If it does so then clear guidance must be created alongside this to govern its use and maintain consistency. This should include consideration of what third-party content will be shared (giving due consideration to precedent and equity); who has access and in what capacity they post.

Resources

TBC

Agenda Item 6

**MINUTES OF THE MEETING OF THE CLACTON TOWN BOARD,
HELD ON THURSDAY, 21 MARCH 2024 AT 3.30PM
IN SAM'S HALL, IMPERIAL HOUSE, ROSEMARY ROAD CLACTON-ON-SEA CO15 1NZ**

Board Members present:	George Kieffer (Chairman), Sharon Alexander, Billy Ball, Cllr Ivan Henderson, Roger Hirst, Craig Newnes, Cllr Mark Stephenson and Cllr Lesley Wagland.
In attendance:	Mike Carran, Ian Davidson, Steve Evison, Lee Heley, Sam Jones, Greg Myddleton and Keith Simmons

[Note: Specific action shown in bold and grey highlight]

1. CONFIRMATION OF THE CHAIRMAN

Cllr Mark Stephenson, Leader of Tendring District Council, welcomed everyone to this inaugural meeting of the Town Board and reported that George Kieffer had been appointed to the role of independent Chairman for the following year.

2. APOLOGIES FOR ABSENCE.

Apologies for absence were received from Laura Taylor-Green, Dr Emily Murray, Rob Mitchell-Gears and Giles Watling MP.

3. INTRODUCTIONS AND EXPECTATIONS FROM MEMBERS

George Kieffer (Board Chairman) extended his welcome to attendees at this inaugural meeting of the new Clacton Town Board and thanked Sharon Alexander for hosting the meeting. He recognized that the attendees (and the Members of the Board who were unfortunately absent) were giving up their own time with the aim of improving the Town for the benefit of its residents, businesses and visitors alike. He also paid tribute to all of those who had been lobbying for Clacton-on-Sea to be designated under the Long Term Plan for Towns programme and, since its successful designation, in pursuing the action that had brought us to this point.

Individual attendees introduced themselves to their fellow Board Members/others in attendance. They spoke about their interest in the development of the long term plan for Clacton-on-Sea and the ambition for positive improvements for the Town.

4. OPENING REMARKS

Cllr Mark Stephenson, Leader of Tendring District Council, spoke about his ambition for the long term plan for the Town. He had a sincere hope that the work of the Board would provide a really advancement for Clacton-on-Sea. The Long Term Plan for Towns programme meant, for Clacton-on-Sea, the sums of £0.5m in revenue and 1.5m in capital per year for the 10 years of the programme.

This meeting represented the first stepping stone on the journey to deliver the intended legacy of the Long Term Plan for Towns programme. In 10 years-time Board Members should be able to look at the real tangible achievements through this

programme. Working together with partners could deliver great things for Clacton-on-Sea and a good example of this was the Diagnostic Centre at the Clacton Hospital Site. Likewise, the University of Essex's new Centre for Coastal Communities, under the leadership of Dr Emily Murray, would develop solutions that were truly informed by and for coastal communities like Clacton-on-Sea.

5. LONG TERM PLAN FOR TOWNS REQUIREMENTS AND CONTEXT

Cllr Ivan Henderson (Deputy Leader of Tendring District Council) introduced this item and spoke to a written briefing paper circulated with the agenda for the meeting.

The briefing paper provided to the Board set out background information on the Government's Long Term Plan for Towns programme, the selection of Clacton-on-Sea as an area to benefit under the programme and the consequential tasks required under the programme. The briefing paper was based on Government guidance.

Clacton-on-Sea would receive from Government a 10-year endowment-style fund of £20 million and support to provide it with long term certainty to deliver projects over multiple years and the flexibility to invest in interventions based on evolving local needs and priorities.

Key to the programme was the development of a Long-Term Plan for Clacton-on-Sea that would identify the measures that mattered most to local people under three broad investment themes:

- Safety and Security
- High Streets, heritage and regeneration
- Transport and connectivity

Sam Jones from Tendring District Council outlined to the Board the timetable applied to the programme as follows:

- By 1 April 2024: The Town Board established. Once the Town Board had been set up, capacity funding would be released by Government to support the development of investment plans, including additional community engagement activities. Ongoing support and engagement would be available from the Government's Towns Taskforce.
- From 1 April 2024 to 1 August 2024: Development of the Long-Term Plan (vision and investment plan) including community engagement activity.
- By 1 August 2024: Town Board submits their Long-Term Plan. The Plan would set out how funding would be allocated and spent, with the local authority as the body ultimately accountable for funding.
- From August 2024: The Government's Department for levelling Up Housing and Communities (DLUHC) would assess plans as they come in, and release 2024 to 2025 capital and revenue funding once plans are approved. (DLUHC had said this would be a light touch assessment.)

Cllr Henderson also set out the complementary Government funding schemes to the Long Term Plan for Towns funding. This included the Levelling Up Fund and Levelling Up Partnership programmes. In addition, Ian Davidson referenced the prioritization being given by the Arts Council and English Heritage to cultural development in the Clacton-on-Sea and wider Tendring District area.

The Board used the presentation to look more widely at the work of the Board, the development of the long term plan for Clacton-on-Sea and other considerations. Going forward, **George Kieffer encouraged Board members to appoint an alternate/deputy who could attend meetings when they were unable to attend personally.** He also encouraged Board Members to be ambassadors for the Board and the work associated with the long term plan for Clacton-on-Sea in order to convey information to the wider community and to provide a conduit for the views from that wider community.

Cllr Leslie Wagland referenced the East-West Rail Line Partnership which was seeking to deliver a strategic railway connecting East Anglia, with central, southern and western England. In addition to the work round the Oxford-Cambridge line, there were intended transformational proposal beyond Cambridge to the East coast. One element of this was the opportunity for development of rail transport links between Colchester and Clacton-on-Sea.

The discussion on this item also touched on community engagement and the opportunity for focus groups and engagement events through the CVST. CVST had, for some time, mapped community assets and used these. The opportunity to use information gained by a range of partners (including the Community Safety Partnership) through their own engagement was something that should not be overlooked (including engagement with younger people). Framing the engagement would be important to manage expectations and keep communities informed. Managing expectations here included explaining the sequencing of events/ deliverables to be achieved. It was also important to 'dare to dream' and look at the art of the possible with strong commitments from those who could make change happen. Done well, this engagement would pay dividends for the Board.

Ian Davidson referenced the intention to brief the District Councillors for Clacton-on-Sea as part of the engagement activity.

6. **REFLECTIONS**

In view of the absence of Giles Watling MP this item was deferred.

7. **APPOINTMENT OF BOARD MEMBERS**

The initial membership of the Clacton Town Board was confirmed as:

Organisation	Member
Independent Chair	George Kieffer
Local Business, McDonald's Franchise	Craig Newnes
MP for Clacton	Giles Watling
Clacton Tourism Group	Billy Ball
Police & Crime Commissioner's Office	Roger Hirst (with Greg Myddleton as the alternate/deputy)
NHS/Alliance	Laura Taylor Green

University of Essex	Dr Emily Murray
Tendring District Council, Leader	Cllr Mark Stephenson
Tendring District Council, Deputy Leader	Cllr Ivan Henderson
Essex County Council	Cllr Lesley Wagland
Westcliffe Theatre	Rob Mitchell-Gears
CVS Tendring	Sharon Alexander
Tendring Education Strategic Board	To be confirmed

Chief Inspector Ella Latham, Divisional Commander, was to be invited to attend the meeting given the role she played in the area in respect of community safety/policing.

The Board endorsed the initial membership as submitted. **It was also proposed that an officer nominee from the Tendring District Council would be made to join the Board in view of the Council's role as accountable body.** The Terms of Reference for the Board, referenced in Minute 8 below, provided a mechanism for new members to join the Board.

In relation to the representation on this Board of education providers, the option of a nominee from Adult Community Learning (ACL) Essex was suggested.

8. APPROVAL OF THE BOARD'S TERMS OF REFERENCE

The Board considered draft terms of Reference as circulated with the agenda for the meeting. These outlined the Objectives of the Board as follows:

- (a) To develop and agree a Town Investment Plan in consultation with the local community, including a 10-year vision and develop a clear programme of interventions.
- (b) Identify evidence requirements and draw on existing evidence as appropriate to support the development of a Town Investment Plan
- (c) Provide support and oversight to the delivery of the agreed Town Investment Plan.
- (d) Provide perspective, add value, develop project ideas and work alongside other key partners including Tendring District Council, Essex County Council, Department for Work and Pensions.
- (e) To ensure better co-ordination and use of existing resources and to maximise leverage of additional public / private investment.
- (f) To consider strategic issues facing Clacton and to provide leadership in relation to them.
- (g) To involve private, public and voluntary sectors in the work of the Board through a proactive approach to communication and engagement.
- (h) Maximise the town's asset base to enhance the prosperity of Clacton for all members in our community and for future generations.

- (i) To connect, advocate for and champion partnership working across Clacton, including, celebrating achievements, promoting the town to relevant bodies on a local, regional and national level.
- (j) To adhere to The Seven Principles of Public Life (I.e. the 'Nolan Principles').

In considering the Board's Terms of Reference, there was reference to processes by which Board Members would be able to make general declaration of interests in matters related to the work of the Board. This would also provide for processes to make such declarations within the meetings of the Board when relevant matters were being considered. Where existing declarations had been made by Members of the Board to other bodies, such as Tendring District Council or Essex County Council, they could re-declare those as well as considering additional declarations relevant to the work of this Board.

The Board approved the terms of reference as submitted.

9. **DISCUSSION: WHAT DOES A 10 YEAR VISION LOOK LIKE FOR CLACTON-ON-SEA TOWN CENTRE**

This discussion took place as part of the consideration of the matter recorded at Minute 5 above.

10. **DATE OF/ARRANGEMENTS FOR NEXT MEETINGS**

The Board commenced considered arrangements for its next several meetings. The next meeting was agreed would take place on a date in mid-April. **A poll of Board Members would be organized to find the most appropriate date for the meeting. It was considered that this next meeting could be in a workshop style (with a flip chart). The Board could receive the Government's data pack for Clacton-on-Sea.**

Other suggestions for presentations at future meetings were:

- Dr Emily Murray – on the work of the Centre for Coastal Communities and as potential lead for the workshop at the next meeting
- Tom Bloxham/Guy Ackernley – on the 'Live well by design' ethos that underpins their business at "Urban Splash and its application to regeneration
- Jonathan Denby (Head of Corporate Affairs at Abellio Greater Anglia) – on the part that can be played by rail in Clacton-on-Sea.

The meeting ended at 5.05pm

Chairman of the Board

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**NOTES OF THE CLACTON TOWN BOARD WORKSHOP,
HELD ON MONDAY, 15 APRIL 2024 AT 2.00PM
IN THE WHITELAW ROOM, TOWN HALL, STATION ROAD CLACTON-ON-SEA CO15
1SE**

Board Members present:	George Kieffer (Chairman), Sharon Alexander, Billy Ball, Ian Davidson, Roger Hirst, Greg Myddleton, Dr. Emily Murray, Cllr. Mark Stephenson, Laura Taylor-Green, and Cllr. Lesley Wagland.
In attendance:	C Insp Ella Latham, Andy Burgess, Lee Heley and Sam Jones

1. APOLOGIES FOR ABSENCE.

Apologies for absence were received from Board Members, Cllr Ivan Henderson, Rob Mitchell-Gears, Craig Newnes and Giles Watling MP.

In addition, further apologies for absence were received from Steve Evison, Jane Gardner and Keith Simmons.

2. WORKSHOP ON VISION AND PRIORITIES

George Kieffer introduced the workshop, which looked at the vision and priorities for the long-term plan for Clacton Town.

Members of the Board were made aware that, for the Long-Term Plan for Towns, the Department for Levelling Up's Spatial Data Unit, in collaboration with the Office for National Statistics, had developed a tailored, technical data pack published on the gov.uk. website - [Clacton-on-Sea - local data profile \(publishing.service.gov.uk\)](https://publishing.service.gov.uk). That data pack also included the defined boundary map. The data is focused on three priority areas:

- safety and security,
- high streets and heritage; and
- transport and connectivity.

George Kieffer then welcomed Dr Emily Murray and thanked her for agreeing to facilitate the workshop. The Board were asked to consider: where are the issues; what are the top priorities; and who they impact (i.e. which groups)?

The following points were noted:

Where

1. The station arrival/gateway - important for the perception of Clacton.

2. Town centre needs to be place we are proud of. Also noted as a place for culture and creativity. With changes in retail this could mean “shrinking” the town centre.
3. Key growth areas e.g. Hartley Gardens (will mean more families and we need to encourage them to use the town centre rather than travel out to Colchester)

What

4. Economic opportunity
 - a. Skills development/education & aspiration – ideas for major training establishment linked to industry.
 - b. New industry/good quality jobs - including Freeport East & Green Energy
 - c. Business/entrepreneurship – support business growth (noting current high turnover)
 - d. Healthcare – at all levels (career/skills pathways)
 - e. Accessibility to employment (especially job growth in the North of Tendring)
 - f. Opportunities for homeworking
5. Housing
 - a. HMOs/landlords
 - b. Enforcement
6. Safety
 - a. Perception & fear of crime
 - b. Well used public spaces help prevent crime, but people need to feel safe to use them
7. Travel
 - a. Road layout, quality & wayfinding
 - b. Accessibility (including alternatives e.g. park & ride in peak periods)
 - c. Confidence to travel
 - d. Rail station – gateway to and from Clacton, opportunities for partnerships (Network Rail, Abellio Greater Anglia)
8. Pride/attractiveness/cleanliness.
 - a. Ownership
 - b. Trust
 - c. Community sector
 - d. Safety & reassurance
 - e. Positivity/reputation (including addressing social media)
 - f. Cultural capital

Who

9. Older people –thinking about their needs but also the opportunities they bring – community capacity/volunteering
10. Children and young people – the future of Clacton
11. Current community, but also those moving into new housing.

3. COMMUNITY ENGAGEMENT DISCUSSIONS

The Board discussed how it would engage with the community in developing the vision and investment plan.

Who needs to be engaged/

- The community/residents
- Businesses
- Young people
- Visitors
- Potential visitors (who doesn't come and why?)
- Potential business/investors

Which groups/organization?

- Tenants panel
- Housing groups
- Voluntary & community groups
- Teentalk
- Youth Services
- Local Cultural Educational Partnership – Youth Voice
- Neighbourhood watch
- Ind advisory groups with police
- Business networks
- Pier visitor database
- Social media groups – Next door, Mumsnet, Tendring groups

What one question would you ask?

- What would improve your life here?
- What would you like to see? (What is the vision? What is achievable?)
- What does this mean to me as a local resident?

The importance of community engagement was noted to bring in the voice of residents to the vision and subsequent action plan.

4. DATE OF/ARRANGEMENTS FOR NEXT MEETING(S)

The Board considered the dates and administrative arrangements for its next meeting(s).

w/c 20th May
w/c 24th June
w/c 15th July

Dates to be confirmed by email

The workshop ended at 16.05

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