



Rural Development Programme for England (2014-2020)

LEADER Programme - Select Local Action Group

Outline Application Form

Part 1 (Applicant and Project Details)

- I There are two stages to the LEADER application process, this form is for submitting an Outline Application (the first stage).
- I
- I Submission of an Outline Application does not guarantee the approval of any subsequent Application to the scheme.
- I Attach the Outline Application Form to an email. The title of your email should be in the format "LEADER Outline Application - your business name".
- I
- I Please refer to the scheme guidance / website to check whether submission deadlines apply.

OFFICIAL USE ONLY

DORA ID
Date Received

Section 1. Applicant and Business/Organisation Details

A1 Title Mrs First name Wendy Surname Pattison

A2 Gender Female ▼

A3 Role in business/organisation Town Clerk

A4 Name of business/organisation Berwick Town Council

A5 Business/organisation address and contact details

5 The Chandlery

Quayside

Berwick-upon-Tweed

TD15 1HE

NORTHUMBERLAND **Select County from the drop-down list**

Capitals only e.g. AB12 3YZ and a maximum of 8 characters

Landline Phone 01289 302391

Mobile Phone

Email Address town.clerk@berwick-tc.gov.uk

A6 If you are already registered with the Rural Payments Agency please provide your Single Business Identifier. You do not need to be registered with the Rural Payments Agency to submit an Outline Application however, if you are invited to submit a Full Application, you will be required to register.

Single Business Identifier (SBI - 9 characters)

A7 Which of the following best represents the status of your business/organisation? Public Organisation ▼

A8 Business/Organisation Size Please state whether the business is a micro, small or medium-sized business. Refer to the Local Authority ▼ Applicant Handbook for business size definitions.

A9 Number of employees (Full Time Equivalent (FTE)) 4.0

A10 Business Activity - a) Please indicate from the drop down list which best describes the main business activities you are involved in. Public sector organisation ▼

b) Briefly describe your business/organisation and its current activities.

Berwick Town Council is a third-tier local authority covering the coastal communities of Berwick, Spittal and Tweedmouth. It includes a large rural area extending from the Scottish Border to the start of the Northumberland Area of Outstanding Natural Beauty (AONB). The Town Council delivers a range of local services, including basic support for tourism and economic development.

c) How many years has the business been in operation? 6

A11 a) Are you (the Applicant) or your business linked to any other business? If 'Yes', please provide details of the linked business(es) including details of the number of employees, turnover and net asset value including the year the figures relate to. Please refer to the Applicant Handbook for the definition of a 'linked business'. No ▼

b) Are you related to, or do you have linked business interests with, any of the LAG members? If 'Yes', please provide details in the box below. No ▼

A12 Producer Organisation

Is your business part of a recognised Producer Organisation? If 'Yes', please provide details in the box below, including details of any funding received.

No ▼

A13 Previous Grant Funding Received - Has the business/organisation received any public sector funds since 2007? Yes ▼

If 'Yes', please provide the official reference number and name of the fund of any previous and existing funded projects that the project applicant has been involved in, providing details of the items funded, amount of funding and date of the award of funding. This should include any ERDF/ESF/ EAFRD (RDPE) projects from the 2007-2013 Programmes. **This does not include Single Payment Scheme or Basic Payment Scheme payments.**

Source of Funding	Project Reference No'	Items Funded	Amount of Funding (£)	Date of funding Award	Date of Project Completion
Coastal Revival Fund		The Barracks Re-Awakening Project	£48,000	01/12/2015	31/03/2016
DCLG		Portas Project plus match funding	£200,000		ongoing
Locality		Neighbourhood Development Plan	£1,500	01/11/2015	31/03/2016

Section 2. Agent Details

A14 Are you being assisted by an agent, consultant or a business manager to complete this application on behalf of the business owner? If 'Yes' please provide the agent, consultant or business manager details below: ▼

A15 Title First name Surname

A16 Single Business Identifier (9 characters) Business Name

A17 Agent address and contact details

TOWN/CITY

COUNTY

çSelect County from the drop-down list

POSTCODE

Capitals only e.g. AB12 3YZ and a maximum of 8 characters

Landline Phone

Mobile Phone

Email address

Section 3. Project Details

A18 Project Name Berwick & Borders Destination Organisation Development

If your project covers more than one LAG Area, identify the LAG areas that will be affected and confirm which LAG will be the Lead LAG for the project.

Northumberland Coast and Lowlands LAG

- A19 Project Description** - Please provide a brief description of the project including the aims and objectives; describe what problems or opportunities the project will address and how this will be achieved.

Berwick is Northumberland's most deprived town, and its vulnerable economy has been further weakened by recent contraction and closure at two of its three principal employment sites. Tourism offers one of the few paths to growth in this isolated, predominantly agricultural region. We need to use our unique tourism assets more productively to generate jobs and economic activity, and to this end Berwick Town Council is taking the lead in establishing a Destination Organisation (DO). The DO will be a public/private partnership, designed to ensure that the Town Council and other relevant public sector bodies such as Northumberland County Council and Active Northumberland work in synergy with the private sector stakeholders active in tourism. It will unite these disparate stakeholders in developing a co-ordinated programme to support and promote Berwick (including Spittal and Tweedmouth) as a tourist destination in its own right, and as a base for long-stay tourism in the Borders region. We have outstanding assets to promote. They include fine river, beach, coast and countryside scenery and wildlife; we are adjacent to the Northumberland Coast AONB and Lindisfarne Nature Reserve and SSSI, and close to the Northumberland National Park. Berwick is the start point for two major long-distance footpaths, and two national cycle routes. Located on the A1, we have excellent transport links and are the only Northumberland coastal town with high speed rail. Accommodation includes hotels and B&Bs, caravan and holiday parks – and a new Premier Inn begins construction shortly. Our sports offerings include football (Berwick Rangers), speedway (Berwick Bandits) and a leisure centre with swimming pool and gym. As Britain's only 100% walled town, contested by England and Scotland for centuries and with one of the country's highest concentrations of listed buildings, we also have outstanding heritage, historical and architectural assets. Despite all these strengths, Berwick currently punches below its weight in visitor numbers and spending because our approach has been fragmented and unfocused. This project aims to transform Berwick's tourism economy by developing an effective Destination Organisation that gives our tourism offer coherence and visibility. As well as increasing visitor numbers, we aim to increase the length of stay and the proportion of more-affluent visitors. The emphasis will be on environmental and activity holidays, focusing on Berwick's strengths as a base for exploration of the surrounding tourist assets, not just a place to pass by or visit briefly.

- A20 Project Delivery** - How will the project be delivered? Who are the key persons delivering the project and how will they be managed?

Our full proposal envisages that the Destination Organisation (DO) will become financially self-sustaining. Details will be given in the full proposal: these are the key milestones. In Year 1 we will recruit a DO Project Manager (PM) to develop the partnership and the structure of the DO. This work will include identifying and developing income sources to sustain the project after grant funding ends. The PM will develop the DO's terms of reference and work with the founder partners to establish a (voluntary) Project Management Team. The PM will build the project's membership base from both public and private sectors; members will act as a focus group to ensure that the DO is developing in ways that support their business sector. High street premises will be secured to locate the DO project office and team, functioning as a base to build awareness, a nucleus for the delivery of tourism-related services, and a small retail outlet. It is envisaged that a second paid post will be created at this time. In Year 2 the DO will develop a formal membership base. It will offer services to support tourism development, including promotion, booking services, ticket sales, and the development of links with neighbouring organisations. This year will see the formal launch of the DO as a public entity and a visible presence in the town. Over Years 3-5 the Project Management Team will meet quarterly to review progress against the project plan and deliverables that it identifies, ensuring that progress is to time and cost. Day-to-day management will be responsibility of the PM, who will hold monthly progress meetings with core members of the Project Management Team representing key stakeholders.

- A21 Current Status of the Project**

Please clarify the current status of the project whether any work has been started or contractors instructed to start and why you have started work.

We have held initial meetings with LEADER personnel and potential key stakeholders. These have resulted in positive feedback from the Berwick Chamber of Trade, Haven Holidays (operator of local caravan parks), Virgin East Coast and a number of SMEs engaged in tourist activities. The outline concept has been approved by Berwick Town Council, which has agreed to provide overall management of the project and to be the grant holder. These meetings have given us confidence that we will be able to secure the required match funding from the private sector. The interest from Virgin East Coast is particularly valuable, as we can play on Berwick's strengths as a 'green' destination: we are the only coastal resort in Northumberland with a high speed rail station, and we offer access to some of the country's finest cycle and walking routes. Northumberland County Council plans to vacate the town's current Tourist Information Centre (TIC) premises later this year, merging the TIC functions into the existing Public Library; this will provide an opportunity for the Destination Organisation project to take over the TIC premises, potentially on favourable terms. It is important to stress that the DO is not a TIC but is complementary to the public facing information services that will continue to be offered by NCC. The DO's purpose is to actively develop and market the Borders Tourist Offerings, working with stakeholders to promote new offerings and services. A specific role of the DO is to help develop commercial partnerships and supply chains in the Tourist Sector, for example linking specialist food suppliers with hoteliers and event site managers – "Borders Food for Borders Attractions" – or developing a package that links cycle or low carbon vehicle hire with Virgin East Coast, marketed in Europe by the Virgin Holidays brand.

At the recent Berwick Investors Conference, businesses and stakeholders were asked to express interest in being part of a Destination Organisation Focus Group, and this

- A22 Creation of New Employment** - Will the project create jobs for your business? If so, describe the number and type of jobs that will be created.

Yes. The Destination Organisation itself will have an initial establishment of one, but the outline business plan envisages this developing into four FTEs. In addition its own activities, the Destination Organisation will help to develop new jobs in the destination area's tourism sector. We will measure and monitor job creation through surveys of the stakeholder focus group. A reasonable objective would be the creation of four full-time posts (or FTEs) within the Destination Organisation and, from Year 3, an additional 10 FTEs in the wider tourist sector each year.

- A23 Productivity** - Quantify how the investment will improve the productivity of your business? Identify how the project will reduce inputs/increase outputs.

The Destination Organisation is a new venture, but with the support of a strong team of existing organisations behind it. The business plan requires it to be self-sufficient after three years of operation – and its continued existence will be directly linked to its success in delivering its stated objective to increase tourism in the destination area, encouraging visitors to stay and use Berwick as a base for green and active tourism. This will directly create four new FTEs and support the creation of further new jobs in the tourism sector – quantified via the Focus Group, which will be developed into a fee paying membership. Our members will be a highly credible source of the data required to demonstrate new job creation.

- A24 Wider Outcomes** - Does the project benefit other businesses? If so, please briefly describe the benefits and the number of businesses benefitting. Please identify any supply chain beneficiaries as well as any competitors that may be affected by the success of this project. You will need to demonstrate that the project will not displace or negatively affect other businesses.

The Destination Organisation's raison d'être is to promote economic development in the destination area's tourism sector. At present, Berwick is marketed primarily for its heritage assets; with our emphasis on environmental and activity leisure we seek to boost utilisation of less well publicised assets – long-distance footpaths, cycle routes and natural heritage. Thus we will develop new market areas that complement the existing tourism industry, not compete with it. Given our high-speed rail link to the Channel Tunnel we can in time extend our offering for green tourism throughout Europe. As Britain's most outstanding walled city, and a member of the European Walled Cities Association, we will be able to attract more tourists from both the UK and overseas. It is worth noting that feedback from current visitors from Europe indicates a perhaps unexpected enthusiasm for our climate: heritage, history and wildlife in a cool, refreshing river valley. There is also scope to extend the DO's reach to become a Destination Organisation for the Borders in the future, in partnership with comparable organisations and businesses from Scotland.

A25 Location/Address for the project**Location of the project**

Can you associate the project with a specific postcode? If 'No', please explain why in the box below

 Yes

If you can associate the project with a specific postcode is it the same as the address at A5? If 'No', please complete the address section below.

 Yes TOWN/CITY COUNTY POSTCODE

cSelect County from the drop-down list

Capitals only e.g. AB12 3YZ and a maximum of 8 characters

A26 Project Funding

These figures are automatically calculated when the project costs and grant requested figures are input into the 'Project Costs & Financials - 2' worksheet.

Total Project Value (£) *	£171,963.00
Total Grant Request (£)	#VALUE!
Total Intervention Rate	70.0%

* Excludes project costs on which grant is not being sought.

#VALUE!

A27 Irrecoverable VAT

Total amount of VAT associated with the proposed project expenditure which the business/organisation is unable to reclaim (£). The grant rate requested is applied to any irrecoverable VAT. This figure is automatically calculated when the irrecoverable VAT figures are input into the 'Project Costs & Financials - 2' worksheet.

 £0.00**A28 Project Timescales - Identify timescales for starting and finishing the project.**

Project Start Date (Date on which you will start the project and from which eligible expenditure will be incurred)	1st September 2016
Completion Date (Date by which all project activity will be complete and all eligible costs will have been invoiced and paid for)	31st August 2019

A29 Permissions

Please provide an indication of the status of any required permissions your project will need (planning approval, licenses, environmental impact assessments, listed building consent, highways survey, etc). Any required statutory permissions will need to be in place if your project proceeds to the Full Application stage.

Required Permission	Status (working on the application, applied for, approved)	Application Date - Estimated (Est) or Actual (Act)	Approval Date - Estimated (Est) or Actual (Act)
Example - Planning permission	working on the application	(Est) 20/06/2016	(Est) 30/10/2016

A30 Outputs

Please indicate which and how many outputs your project will deliver.

OUTPUT	TOTAL	Target Date
Turnover at end of pilot period	100k	1st August 2020
Turnover after 5 year	200k	01/09/2018
Total direct FTE jobs created	4	year 5
Total indirect FTE jobs created	10 per annum	Year 4
		Year 5

Section 4. Fit with Local Priorities**A31 Fit with Local Priorities** - Please refer to the Applicant Handbook for the Local Priorities.

Identify how the project meets the local priorities. You will need to refer to the LEADER group's Applicant Handbook and/or Local Development Strategy to identify how your project contributes to the local priorities.

Tourism is identified as a key industry in the NELEP SEP and in NCC's core strategy. Our project creates new private sector jobs, and will help to grow and diversify the existing tourist sector. By focusing of green and active tourism, this project also aligns with the need to promote sustainable development with minimal environmental impact: using our natural assets as a means to promote economic development should ensure that they will in turn be better protected from damaging development.

A32 Contribution to the Rural Economy

Identify how this project makes a direct contribution to the rural economy. How will the project benefit the local rural economy including local residents and local businesses?

The promotion of Berwick and the Borders will help to develop the rural tourist sector and create new jobs in the private sector. The role of this project is to leave a self-sufficient economic development organisation as its legacy. LEADER will be funding more than just a standalone project: it will be seed-funding a Destination Organisation that sustainably extends LEADER's job creation role into the future.

A33 Environmental Impact

Identify the level of environmental impact the project may have on the area. How will the project benefit the environment or reduce the impact on the environment?

A key aspect of the DO is to promote green and active tourism, ideally in partnership with Virgin East Coast and other tour operators. We will be encouraging a form of tourism that has minimal environmental impact. Our ideal is that a large and growing proportion of visitors will arrive without a car and use local public transport. As the business opportunities grow then there will be scope for offering low-carbon vehicle hire (there is already an EV charge point in Berwick). By definition, green and active tourism needs a quality environment to flourish, and in demonstrating ways of creating economic growth and jobs without development by exploiting our natural environment, we will help to protect that environment. Berwick is the start-point for two major long-distance footpaths and two major national cycle routes – and the gateway to the Northumberland Coast AONB, the Borders and the Northern aspect of the Northumberland National Park. So our project implicitly and explicitly requires the environment to be protected - and should help to provide the economic means and motivation to achieve this.

A34 Social Impact

Identify the social impact the project may have on rural or local communities within the area. How will the project benefit rural groups or community groups – who are the target beneficiaries?

The creation of new economic opportunities will create new jobs. This will reduce the pressure on young people to leave the area, and thus help to reduce the ageing of North Northumberland's population. Improved rural tourism will aid farm diversification, and support micro-enterprises in smaller communities and rural villages.

Declarations

Applicant's Declaration

By submitting and/or agreeing to the submission of this application form I agree to the following declaration:

I confirm that, to the best of my knowledge and belief, all of the information contained in this application is true and correct and I accept full responsibility for it. I understand that, should this application be successful, I will be required to supply additional information. If there is any change to the information I have provided, I will notify Rural Payments Agency without delay.

I understand that any information I supply may be used by public bodies or their appointed agents in connection with the Rural Development Programme for England and that I may be contacted from time to time, whether or not my application is successful.

If applicable, I confirm that I am a farmer as defined in Article 4 of Council Regulations (EC) 1307/2013, and as referred to in the BPS Guidance.

I am aware of the conditions that apply to this application and have complied with them. I declare that I have read, understood and complied with all of the relevant guidance information relating to the Rural Development Programme for England.

I understand that my business may be inspected and I agree to give access, cooperate and provide such assistance as is required. I confirm that I have disclosed details of all business interests held by any members of this business.

I understand that if my application is successful, I will be required to enter into a grant funding agreement, and payment of any grant funding will be conditional on compliance with the terms of that agreement.

I understand that the use of an agent will not limit my responsibility to comply with the terms of that agreement, nor does it affect my personal responsibility to ensure the accuracy of the information provided in this application. I authorise the person(s) listed at section 2 to liaise with RPA regarding this application and be copied in on correspondence relating to this application.

Important Information

You should not commence project activity, or enter into any legal contracts, including the ordering or purchasing of any equipment or services, before your application has been formally approved and you have entered into a grant funding agreement. Any expenditure incurred before the approval date is at your own risk and may render the project ineligible for support.

If you know or recklessly make a false statement to obtain grant aid for yourself or anyone else you risk prosecution, the recovery of all grant payments, an additional financial penalty and exclusion from other schemes operated by the RPA/EU. By submitting this form you are confirming that you have read and agree with the above declarations and you consent to us processing the information that we collect from you in accordance with our Privacy Policy.

Privacy Policy

Your information will be stored and processed in accordance with the Data Protection Act 1998 (DPA). Defra is the data controller for personal data you give to us or we hold about you. We use it in line with the Data Protection Act. For more information visit our Web site at <https://www.gov.uk/government/organisations/rural-payments-agency/about/personal-information-charter>.

We are subject to the Freedom of Information Act 2000 and other obligations under law which require us to act transparently and which grant certain rights of access to the public to information held by us. This means that, whilst we will respect the sensitivity of the information you provide, there may be legal requirements which oblige us to disclose this information.

We will use the information you provide to administer, process and assess your application for funding under the Rural Development Programme for England and to administer any funding if your application is successful. We may publish details about this application on our website (this may include all or some of the project and applicant details).

Information may be shared with other persons or organisations helping us with the assessment and monitoring of applications. Information you provide may also be shared with other government departments, agencies and third parties appointed in connection with the administration of the Rural Development Programme for England. Such organisations may use this information to contact you for occasional customer research aimed at improving the delivery of this programme.

Your information may also be shared with other government departments and agencies for the purpose of fraud prevention. The application and evaluation of grant funding is also subject to audit and review by both internal and external auditors who may need to access the information you submit in your application.

If you supply personal information relating to third parties (e.g. delivery partners) as part of your application, you must ensure that you inform those third parties about how you use this information and inform them that this information will be passed to and processed by us as set out in this policy.

You may be asked to supply some sensitive personal data as part of your application such as information about racial or ethnic origin, political opinion, religious beliefs, trade union membership, physical or mental health, criminal offences or proceedings. We will only use this information for the purpose of processing your application and for statistical analysis. If it is shared with other government bodies for the purpose of statistical analysis, it will be shared on an anonymised basis.

We will not hold your information for longer than is necessary. We will hold the majority of your information for three years after the programme closure (currently expected to be 2023), unless we have a legitimate reason to hold this for longer, for instance in defending any legal proceedings brought by any person or body in relation to your application or any funding we have provided, or as required by law or any relevant code of practice.

If any information that we hold about you is, or becomes, inaccurate or incomplete, please tell us and we will correct it.

PLEASE COMPLETE THE OTHER SECTION OF THE OUTLINE APPLICATION FORM, USING THE TABS AT BOTTOM OF SCREEN TO NAVIGATE BETWEEN THE SECTIONS.

v 1.4

Rural Development Programme for England (2014-2020)
LEADER Programme - Select Local Action Group
Outline Application Form - Part 2 (Project Costs, Funding and Financial Information)

- I Type of Cost - Please list the items / costs that will be included in your grant application. Please be as clear as possible. Please include costs on which no grant will be claimed but which are central to the project proceeding, a grant rate of 0% should be inserted.
- I All costs included in the table should be Net of VAT. Irrecoverable VAT (VAT that the business would otherwise be unable to reclaim) should be included in the table under Irrecoverable VAT section. If your business is registered for VAT and you are able to reclaim any VAT associated with this project in the usual way you should leave this line blank.
- I Allocation of Expenditure - Please allocate your expenditure to the period when you expect to incur the expense or when you will receive the match funding.
- I Grant Amount - This column should automatically populate when total cost and grant % columns are completed.

APPLICANT Name

Pattison

B1 PROJECT COSTS										
Type of Cost	Grant Rate %	Financial Year April 2015 / March 2016	Financial Year April 2016 / March 2017	Financial Year April 2017 / March 2018	Financial Year April 2018 / March 2019	Financial Year April 2019 / March 2020	Financial Year April 2020 / March 2021	Total All Years	Grant Requested	
Staff Costs Project Development Officer	70%		£32,000.00	£32,320.00	£32,643.00			£96,963.00	£67,874.10	
Premises	70%		£15,000.00	£15,000.00	£15,000.00			£45,000.00	£31,500.00	
Administrative costs	70%		£4,000.00	£4,000.00	£4,000.00			£12,000.00	£8,400.00	
Consumables	70%		£6,000.00	£6,000.00	£6,000.00			£18,000.00	£12,600.00	
	0%							£0.00	£0.00	
	0%							£0.00	£0.00	
	0%							£0.00	£0.00	
	0%							£0.00	£0.00	
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	0%							£0.00	£0.00	
	0%							£0.00	£0.00	
	0%							£0.00	£0.00	
	0%							£0.00	£0.00	
	0%							£0.00	£0.00	
Total Costs (£)		£0.00	£57,000.00	£57,320.00	£57,643.00	£0.00	£0.00	£171,963.00	£120,374.10	
Irrecoverable VAT (only use if not VAT registered)		£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
Total Costs incl. Irrecoverable VAT (£)		£0.00	£57,000.00	£57,320.00	£57,643.00	£0.00	£0.00	£171,963.00		

Intervention Rate: 70.0%

PROPOSED PROJECT FUNDING						
	Financial Year 2015/2016	Financial Year 2016/2017	Financial Year 2017/2018	Financial Year 2018/2019	Financial Year 2019/2020	Financial Year 2020/2021
Loan						£0.00
Own funds						£0.00
						£0.00
Total Match Funding Available:	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Total Match Funding Required:	£0.00	£17,100.00	£17,196.00	£17,292.90	#VALUE!	#VALUE!
Total Project Costs:	£0.00	£57,000.00	£57,320.00	£57,643.00	£0.00	£171,963.00
Total Project Costs on which grant is requested	£0.00	£57,000.00	£57,320.00	£57,643.00	£0.00	£171,963.00
Proposed Grant Request	£0.00	£39,900.00	£40,124.00	£40,350.10	#VALUE!	#VALUE!

#VALUE!

B2 Grant Funding Required - a) How much grant funding is necessary for the project to proceed?

£79,124

b) What will happen if the project is not awarded a LEADER grant?

We are unlikely to be able to proceed. If funding is not secured then at best we would be able to employ a Tourism Development officer on a 50% contract and we would not be able to afford a high street presence. A Destination Organisation may still arise, but it will take far longer to be delivered, and has a lower probability of success. Also a smaller award (e.g. 2 years only) may still allow us to go ahead, but the current plan lays out a 3 years time-scale to achieve a reasonable income level.

B3 Match Funding

What other funding sources would be used to fund the project? (e.g savings, bank or other loan, other grants or other public funds)?

Subject to approval the Town Council has resources to match fund. If we pass this EoI stage then we will also be better placed to secure financial support from the major stakeholders already identified who have expressed interest.

B4 VAT - Is the business/organisation VAT registered?

If so, will you be able to recover the VAT? Please provide details in the box below. You are advised to seek independent advice from either HMRC or an independent accountant about your VAT status.

Yes we can recover all VAT

Yes ▼

PLEASE COMPLETE THE OTHER SECTION OF THE OUTLINE APPLICATION FORM, USING THE TABS AT BOTTOM OF SCREEN TO NAVIGATE BETWEEN THE SECTIONS.

V1.4

Berwick Spittal & Tweedmouth Neighbourhood Plan

Notes regarding the Establishment of Working Groups

Prepared by Eric Goodyer 29th March 2016

1 Following the first round of public consultations on the key issues facing the Plan Area we will be establishing 7 Working Groups to examine 7 Topics in more detail. These are

Employment & Skills

Transport

Housing

Built Environment, to include Design and Heritage

Natural Environment

Tourism

Youth

The purpose of this discussion document is to assist in the process of finalising their terms of reference, to be discuss at the Steering Gropup meeting to be held on the 8th April 2016. The recommendation that arise will be forwarded to Berwick town Council for consideration.

2 Governance

The Working groups will be established by the Steering Group in accordance with the Terms of reference for the Steering Group as approved by Berwick Town Council. The Working groups therefore are also governed the the Steering Group's Terms of Reference. Repeated here is the specific section that relates to Working Groups

6. Berwick Neighbourhood Plan Steering Group Plan Making

The Steering Group may establish Topic Groups to research their area of interest and gather the necessary evidence to underpin the plan making process, assist in the identification of plan objectives, and bring forward policies and proposals to address plan objectives. Policies and proposals must be based on objectively assessed needs or reflect agreed policy priorities. Topic Groups must report back to the Steering Group.

3 Membership of Working Groups

The Steering Group Terms of reference does not detail how Working Groups should be constituted. Ideally Working Groups should be led by a member of the Steering Group. If that is not achievable then they can be led by another person recommended by the Steering Group to the Town Council.

The purpose of the WGs is to gather evidence and to prepare draft policies within their scope; as their purpose is to develop draft planning policies a Working Group should not be too large. It is therefore recommended that each Working Group should seek to have between 4 to 8 members, to enable it to operate properly. Ideally at least 2 Steering Group members shoUld be amongst the membership of each Working Group.

It is logical that they should invite local people to join their team who have specialist knowledge relevant to the Topic. Once a Working Group has agreed its membership that recommendation will be considered by the Steering Group and submitted to berwick town Council for consideration.

4 Role of Working Groups

Working Groups are established to gather evidence related to their Topic, and to develop draft planning policies relevant to that Topic, which should include considerations for land use, and may extend to Design Briefs.

These proposal will be referred to the Steering Group for examination in the wider context of the overall plan. The Steering Group will arbitrate between conflicting policies arising for other Working Groups, and take on the responsibility for including each Working Groups proposals into a comprehensive draft Neighbourhood Plan.

5 Evidence and Recording

It is essential that all evidence is recorded for examination by the Inspector. Therefore Working Groups must record all meetings held with other groups, stakeholders and individuals. They must also record any submissions that they receive. These will be held by the Town Council.

6 Membership

This is based on the indications that I have had so far from the Steering group and responses arising from the public meetings. We need to agree the make-up of the core membership for each Working Group on the 8th, the first named person has agreed to chair each WG. Please add your names to the Topic groups that interest you.

Employment & Skills

Cllr Paul Hodgson, Cllr Eric Goodyer

Transport

Tony Houghton

Housing

Julien Lake

Built Environment, to include Design and Heritage

Elaine Pattison, Zoreen Hill

Natural Environment

Tom Stewart

Tourism

Stephen Scott, Maurice Ward

Youth

NO CHAIR - Cllr Gregah Roughead, Cllr A Forbes, Cllr K Graham

Berwick upon Tweed Town Council Neighbourhood Plan Steering Group

MINUTES OF THE MEETING HELD ON FRIDAY April 8th 2016

AT THE GUILDHALL, BERWICK

Present

15/99 Councillors E Goodyer (Chairman); A Forbes; Thomas Stewart; Stephen Scott; Brian Darling; Lady Zoreen Hill; Elaine Paterson, Cllr K Graham,

In Attendance

16/00 Acting Town Clerk, Wendy Pattison, S Cozens, Assistant to the Clerk

Apologies for absence

16/01 Cllrs J Lang; G Hill, C Seymour; P Hodgson; Julien Lake; M Ward

Minutes from the Meeting of 18th March 2016

16/02 The minutes were agreed by all as a true record.

Matters arising from the Minutes

16/03 Members discussed how to recruit members to join appropriate Topic Groups and the Clerk will endeavor to acquire a list of stakeholders to do a 'round robin' before 22nd April. Appropriate skills re each particular Topic group would be preferable and the steering group would consider and decide the applicants. A press release will be required to encourage the public to come forward. All selective processes would be authorised by full Council.

Draft Terms of Reference for Topic Groups

16/04 Cllr Goodyer supplied members with a draft terms of reference document. It was also thought a minimum of 4 people and maximum of 8 for each group. Each group will filter views, collect evidence and write the policies. It was decided that a consultee/stakeholder could also give input to other topic groups but it was felt a definite decision had to be made on which group they preferred to join. Cllr Goodyer will write a press release and the stakeholder letter/email. Cllr Goodyer also advised that further support was needed from AECOM and objectives needed further discussion.

Topic Groups

- 16/05 1. HOUSING – Mr Julien Lake, Affordability Mix Numbers (including an examination of 'hidden homelessness' Sites - to include brown field sites as well as green fields 2nd homes policies Older people - both living independently and in residential care, Emergency shelter (young people and adults)).
2. EMPLOYMENT - Cllr Paul Hodgson, Employment site location and allocations. Type of build on employment sites. Offices. Skills and training sites. Class B sites for Employment land. College/Education/Skills. Examining sites/Deallocating/Change of use.
3. TRANSPORT- Mr Tony Houghton, Road, Rail, Train, Bus etc. The Port, Modal Shift, Transport Hub, Parking, Congestion, Ferry, Mobility i.e. access to transport, Non motorised transport, walking cycling, Marina.

4. TOURISM – Mr Stephen Scott, Signage, Accommodation (B&B and Hotels) Parking, Beach, Leisure & Attractions, River, AONB, Long distance foot paths and cycle routes, Promenade.
5. NATURAL ENVIRONMENT – Mr Tom Stewart, Physical environment and natural assets, Environmental impact within and outside of the Plan Area, graveyards, Green Spaces, Flooding, Wild-life, Emissions, Limit to urban development - policies for outside that limit.
6. BUILT ENVIRONMENT – Ms Elaine Paterson, Protection of heritage assets, new development in conservation areas, limit to urban development, traffic & congestion impact.
Urban design, sympathetic to the local area, space between buildings, protected views
7. YOUTH – Cllr Anne Forbes, Cllr Karin Graham, Cllr Gregah Roughead, awaiting feedback from young people who will shape this group. Education, rural isolation.

Vision and Objectives

16/06 Deferred to next meeting

Date of Next Meeting

16/07 TBC - Friday, April 29th 2016 at the Guildhall (subject to availability) at 5pm

FREE CAR PARKING IN BERWICK

YOU DECIDE!

Parking time limits:

- Car parks - 8am to 6pm, Monday to Saturday including bank holidays
- On-street - 9am to 5.30pm, Monday to Saturday including bank holidays

Parking place	Max stay	Parking disc required	Cost	Suitable for coaches & large vehicles
Chapel Street	1 hour	Yes	Free	No
Chapel Street car park	1 hour	Yes	Free	No
Hide Hill	1 hour	Yes	Free	No
Bridge Street	2 hours	Yes	Free	No
Church Street	2 hours	Yes	Free	No
Eastern Lane car park	2 hours	Yes	Free	No
Sandgate	2 hours	Yes	Free	No
Castlegate car park	3 hours	Yes	Free	No
Waugh Place car park	3 hours	Yes	Free	No
Woolmarket	3 hours	Yes	Free	No
Woolmarket car park	3 hours	Yes	Free	No
Wallace Green	3 hours	Yes	Free	No
Castlegate long stay	All day	No	Free	No
Castlegate overflow	All day	No	Free	Yes
Coxons Lane	All day	No	Free	Yes
Foul Ford	All day	No	Free	No
Parade	All day	No	Free	No
Quayside	All day	No	Free	Yes
Berwick Railway Station	All day	No	£3.50*	No

* **20 minutes free in designated bays only. Parking restrictions operate from 8am to 6pm, Monday to Sunday including bank holidays.** Alternative free long stay parking is available in the Castlegate overflow car park.

Complaints have been received especially at the Quayside Car Park that workers are parking all day from 8am in the morning and no spaces are left for tourists/visitors.

Comment was made that on Wednesday 16th March which is not a busy tourist month, no spaces were available anywhere in Berwick apart from a couple of 2 hour car parking places.

Concern is now growing for the forthcoming tourism season and where are visitors to the Town going to park?

Spaces will be lost shortly at Marygate and the grassed area overspill area at Castlegate is also under review.

Councillors are asked to consider whether free car parking is working in Berwick and what suggestions they may have for the forthcoming summer to resolve parking issues.

Bathing water quality at Spittal Beach

Briefing note – 29th March 2016

Background

Northumberland has 13 designated bathing beaches, 9 of which are owned and managed by the County Council. The remaining 4 are privately owned.

Water quality standards for bathing waters are established through the European Bathing Waters Directive, and throughout the bathing season (May to September) the Environment Agency samples the water quality every two weeks at the beaches and publishes the results on its website. At the end of the bathing season each year the results of the samples are compiled by the Environment Agency to give an overall water quality classification for each bathing beach. This is reported to DEFRA (who are responsible for monitoring compliance with the Bathing Waters Directive in England) who then circulate the results to the beach owners. Beach owners are then required to make information available to the public regarding the quality of the bathing water.

As a result of recent revisions to the Bathing Water Directive the water quality classification thresholds throughout the EU have been significantly tightened, and for the season beginning in May 2016 the bathing water classification is now based on an analysis of the last 4 years results, rather than simply the preceding years' results.

2015 Bathing Water Classifications

On 5 November DEFRA released the 2015 bathing water classifications for England's beaches. The Northumberland's results are shown below.

Bathing Water	Classification
Spittal (NCC)	Poor
Bamburgh Castle	Excellent
Seahouses North	Excellent
Beadnell (NCC)	Excellent
Low Newton	Excellent
Warkworth	Excellent
Amble Links (NCC)	Excellent
Druridge Bay North (NCC)	Excellent
Druridge Bay South (NCC)	Excellent
Newbiggin North (NCC)	Excellent
Newbiggin South (NCC)	Excellent
Blyth South Beach (NCC)	Excellent
Seaton Sluice (NCC)	Good

Implications for Northumberland

As expected Northumberland's bathing waters are generally classified as excellent or good. However **Spittal Beach in Berwick** is an exception to this, being classified as poor.

As Spittal is a designated bathing beach, the implication of this classification is that the Council (as landowner) is legally required to display signage at the beach during the 2016 bathing season (15 May to 30 September) indicating that the bathing water classification is poor and that bathing is not advised. The wording of the required signage is as shown below. There is no stipulation as to the size of the signs but they should be displayed in a public place at the bathing beach. At Spittal beach there is an existing information cabinet on the promenade railing where this can be displayed.

Spittal Bathing Beach

Spittal bathing water is monitored by the Environment Agency from May to September.

Bathing is advised against due to pollution in run off from agricultural land, urban areas, and occasional discharges from storm overflows carried by the River Tweed. During or after periods of heavy rainfall the impact from these sources of pollution can increase the risk of reduced bathing water quality.

This bathing water is subject to short term pollution. The Environment Agency makes daily pollution risk forecasts based on rainfall patterns. A pollution risk warning is issued if heavy rainfall occurs to enable bathers to avoid periods when bathing water quality may be reduced. This may last between 1-3 days. Last year warnings were issued on 13 days.

Natural England's Catchment Sensitive Farming initiative and Scottish Environment Protection Agency (SEPA) are working to reduce diffuse pollution from agricultural sources.

The full details for this bathing water, its catchment, information on all potential pollution sources and how they are managed can be viewed at <http://environment.data.gov.uk/bwq/profiles/>



**Advice
against bathing**

Officers from the Council and the Environment Agency have met to discuss this issue and consider our response to this situation. The Environment Agency has indicated that the 'Poor' water quality classification following the 2015 season is largely the result of particularly bad water quality recorded in the summer of 2012 which was itself the result of the extremely wet summer that year causing large amounts of pollution to be washed into the river Tweed hence increasing the average concentration of bacteria in the sea to the south of the mouth of the river. The Environment Agency's analysis strongly suggests that if the results from 2012 were excluded, Spittal beach would not now be classified as poor, and indeed the annual results for each of the years since 2012 have been good or sufficient. Further analysis suggests that barring an abnormally wet summer in 2016 the classification of Spittal Beach will once more be 'sufficient or good' for the 2017 bathing season and hopefully beyond.

Two potential courses of action are therefore open to us in the short term:

1. Seek to formally de-designate Spittal's bathing beach status on the basis that the beach is not well used for actual swimming in the sea. This would entail local consultation and advertisement, and would probably lead to a negative public perception of the beach in the short term with potential economic impacts on local businesses based around the beach. Once the beach was de-designated there would be no need to erect signs warning against bathing, but neither would there be any requirement on the Environment Agency to monitor and report on bathing water quality. On the assumption that the public would continue to use the beach and bathe in the sea, there would therefore be no way of alerting bathers to any reductions in bathing water quality.
2. Accept the current years classification and associated signage requirements indicating the poor water quality throughout the bathing season in 2016, but provide additional signage alongside this to indicate that:
 - water quality at Spittal beach has been within acceptable limits for the past 3 years,
 - that a local forecasting system is in place to alert users to any occasions when poorer water quality might be predicted, and
 - to point out that the council expects the advice against bathing to be lifted in 2017.

Proposed course of action

The Council is proposing to adopt option 2 above. Signage will be erected at the beach in early May to ensure that as beach owner we comply with the legal requirements of the European Bathing Waters Directive. Alongside this, additional information will be provided as outlined above to reassure the public that the actual degree of risk in respect of bathing has not changed over recent year and remains low.

In the longer term, the Environment Agency and Northumbrian Water Ltd (who are responsible for the management of sewage outfalls into the river and the sea), are continuing to develop plans to further improve the treatment of effluent that is discharged into the river and the sea, and to work with land owners in the river Tweed catchment area to seek to address diffuse sources of pollution that arise from agricultural land.

The Environment Agency has provided the attached briefing note to give further background information on the circumstances at Spittal Beach.

Bathing water quality at Spittal, Northumberland

England's bathing waters are enjoyed by millions of people each year, who head to beaches and lakes to relax and connect with nature. The Environment Agency monitors water quality throughout the summer to ensure people can make informed choices about when and where to bathe, swim and paddle. Beach owners and local councils display signs at designated bathing waters and the Environment Agency makes the results available online.

This year new, tougher standards have been introduced, which raise the bar and classify water quality as 'excellent', 'good', 'sufficient' or 'poor'. The classifications are based on the level of bacteria in the water as monitored by the Environment Agency between May and September. Up to four years of results from 2012 to 2015 are combined to let you know how clean the water is over that time.

On 5 November 2015, the Department for Environment, Food and Rural Affairs (Defra) published the results of this year's testing online at www.gov.uk/defra

97% of bathing waters meet the new stricter EU standards this year.

Thanks to continued investment and action our beaches and rivers are cleaner than at any time since the industrial revolution. Defra, the Environment Agency, water companies, local councils, communities and environmental organisations work hard to improve water quality, and this important work continues.

Classification of water quality for 2015

Spittal lies to the south of the River Tweed estuary, near the historic market town of Berwick-upon-Tweed in North Northumberland.

The bathing water quality at Spittal beach has been classified as 'poor' in 2015, which means people are advised against bathing at the location.

The poor result was caused by the extremely wet summer in 2012 which caused large amounts of pollution to be washed into the river that year. This increased the average concentration of bacteria in the sea above normal levels, adversely affecting the four year classification assessment.

After 2015, this means that the local authority would have to display signs advising against bathing until quality is shown to improve.

What are the sources of pollution?

There are several sources of pollution to the bathing water at Spittal including the sewage treatment systems serving the Berwick area which introduces contamination through effluents and sewer overflows into the estuary.

Another source is diffuse pollution carried down the River Tweed in wet weather but the sources of this are much more difficult to identify and address.

What has been done to improve water quality?

Over the last 25 years, there has been substantial investment in sewage treatment in the Berwick area to improve bathing water quality, including a new treatment works and reductions in storm overflows. The bathing water has met the requirements of the old

directive in 11 of the last 13 years and met the more rigorous standard (excellent) in 2010 and 2013.

Given that the revised directive introduces much tighter standards it is predicted that Spittal may occasionally fail the new standards, particularly if there is an extremely wet summer. However it is predicted that the bathing water will meet the new standards on a more consistent basis once the 2012 samples are no longer included in the classification from 2016 and we start to see the benefit of the bathing water improvement schemes that were completed in 2011/12.

Next steps

It is predicted that Spittal will meet the new bathing water standards more regularly from 2016. However we are still looking at ways to improve water quality including investigations into the impact of the sewerage network and sewage treatment system which will inform any further improvement work. Improving the sewerage system in Berwick only tackles one source and Spittal would still be vulnerable to diffuse pollution from the River Tweed. Plans are being drawn up to reduce this by providing pollution prevention advice to farmers in the catchment area on how to minimise run-off from agricultural land.

There is always the risk of another extremely wet summer such as 2012 however it is predicted that the bathing water will regularly comply in future.

Further information

Email: enquiries@environment-agency.gov.uk

Telephone: 03708 506 506 (Mon-Fri 8am to 6pm)

Online: www.gov.uk/quality-of-local-bathing-water

Write to: Environment Agency National Customer Contact Centre, Quadrant 2, 99 Parkway Avenue, Sheffield S9 4WF

BERWICK-UPON-TWEED TOWN COUNCIL

CODE OF CONDUCT

Introduction

Pursuant to section 27 of the Localism Act 2011, Berwick-upon-Tweed Council ('the Council') has adopted this Code of Conduct to promote and maintain high standards of behaviour by its members and co-opted members whenever they conduct the business of the Council, including the business of the office to which they were elected or appointed, or when they claim to act or give the impression of acting as a representative of the Council.

This Code of Conduct is based on the principles of selflessness, integrity, objectivity, accountability, openness, honesty, and leadership.

Definitions

For the purposes of this Code, a 'co-opted member' is a person who is not a member of the Council but who is either a member of any committee or sub-committee of the Council, or a member of, and represents the Council on any joint committee or joint sub-committee of the Council, and who is entitled to vote on any question that falls to be decided at any meeting of that committee or sub-committee.

For the purposes of this Code, a 'meeting' is a meeting of the Council, any of its committees, sub-committees, joint committees or joint sub-committees.

For the purposes of this Code, and unless otherwise expressed, a reference to a member of the Council includes a co-opted member of the Council.

Member obligations

When a member of the Council acts, claims to act or gives the impression of acting as a representative of the Council, he/she has the following obligations.

1. He/she shall behave in such a way that a reasonable person would regard as respectful.
2. He/she shall not act in a way which a reasonable person would regard as bullying or intimidatory.
3. He/she shall not behave in a manner which a reasonable person would regard as likely to bring the Council, or his/her office as a member of the Council, into disrepute.

4. He/she shall not seek improperly to confer an advantage or disadvantage on any person.
5. He/she shall use the resources of the Council in accordance with its requirements.
6. He/she shall not disclose information which is confidential or where disclosure is prohibited by law.

Registration of interests

7. Within 28 days of this Code being adopted by the Council, or the member's election or the co-opted member's appointment (where that is later), he/she shall register with the Monitoring Officer the interests which fall within the categories set out in Appendices A and B.
8. Upon the re-election of a member or the re-appointment of a co-opted member, he/she shall within 28 days re-register with the Monitoring Officer any interests in Appendices A and B.
9. A member shall register with the Monitoring Officer any change to interests or new interests in Appendices A and B within 28 days of becoming aware of it.
10. A member need only register the existence but not the details of any interest which the Monitoring Officer agrees is a 'sensitive interest'. A sensitive interest is one which, if disclosed on a public register, could lead the member or a person connected with the member to be subject to violence or intimidation.

Declaration of interests at meetings

11. Where a matter arises at a meeting which relates to an interest in Appendix A the member shall:
 - (i) declare what his/her interest is;
 - (ii) not participate in a discussion or vote on the matter;
 - (iii) leave the room while the matter is discussed and voted upon.
12. Subject to paragraph 11, where a matter arises at a meeting which relates to an interest in Appendix A which is a sensitive interest, the member shall disclose he/she has an interest but not the nature of it.
13. Where a matter arises at a meeting which relates to an interest in Appendix B, the member:
 - a. shall declare what his/her interest is

- b. may speak on the matter only if members of the public are also allowed to speak at the meeting
 - c. shall not vote on the matter.
- 14. Subject to paragraph 13, where a matter arises at a meeting which relates to an interest in Appendix B which is a sensitive interest, the member shall disclose he/she has an interest but not the nature of it.
- 15. Where a matter arises at a meeting which relates to a financial interest of a friend, relative or close associate (other than an interest in Appendix A), the member:
 - a. shall disclose the nature of the interest
 - b. may speak on the matter only if members of the public are also allowed to speak at the meeting
 - c. shall not vote on the matter.

If it is a 'sensitive interest' the member shall declare the interest but not the nature of the interest.

- 16. If a Council function can be discharged by the member acting alone, and he/she is aware that they have an interest in Appendices A or B, he/she shall not deal with that matter except to enable the matter to be dealt with by someone else.

Dispensations

- 17. On a written request made to the Council's clerk, the Council may grant a member a dispensation to participate in a discussion and vote on a matter at a meeting even if he/she has an interest in Appendices A and B if the Council believes that:
 - a. the number of members otherwise prohibited from taking part in the meeting would impede the transaction of the business
 - b. it is in the interests of the inhabitants in the Council's area to allow the member to take part or
 - c. it is otherwise appropriate to grant a dispensation.

Promotion and maintenance of standards

- 18. A member shall:
 - a. familiarise him/herself with the Council's Code of Conduct and any other policies or standing orders of the Council which relate to members' conduct
 - b. support the Council in the promotion of high standards, and in ensuring access by the public to the Council's records regarding the registration and declarations of members' interests.

- c. ensure that the Council seeks guidance as appropriate, from the Council's Monitoring Officer, before it makes any material alterations to its Code of Conduct or to any other policies or standing orders of the Council which relate to members' conduct.

Appendix A: Disclosable Pecuniary Interests

Interests defined by regulations made under section 30(3) of the Localism Act 2011 and described in the table below. They include interests which are held by: the member; his/her spouse or civil partner; a person with whom he/she is living as husband and wife; or a person with whom he/she is living as if they are civil partners, and the member is aware that the other person has the interest.

Subject	Description
Employment, office, trade, profession or vocation	Any employment, office, trade, profession or vocation carried on for profit or gain.
Sponsorship	Any payment or provision of any other financial benefit (other than from the Council) made to the member during the 12 month period ending on the latest date referred to in paragraph 6 above for expenses incurred by him/her in carrying out his/her duties as a member, or towards his/her election expenses.
	This includes any payment or financial benefit from a trade union within the meaning of the Trade Union and Labour Relations (Consolidation) Act 1992.
Contracts	Any contract made between the member or between his/her spouse or civil partner or the person with whom the member is living as if they were spouses/civil partners (or a body in which such a person is a partner in a firm, a director of an incorporated body or holds the beneficial interest in securities*) and the Council —
	(a) under which goods or services are to be provided or works are to be executed; and
	(b) which has not been fully discharged.
Land	Any beneficial interest in land which is within the area of the Council.
Licences	Any licence (alone or jointly with others) to occupy land in the area of the relevant authority for a month or longer.
Corporate tenancies	Any tenancy where (to the member's knowledge)—
	(a) the landlord is the Council; and
	(b) the tenant is a body in which the member, or his/her spouse or civil partner/ the person with whom the member is living as if they were spouses/civil partners has a beneficial interest.
Securities	Any beneficial interest in securities of a body where—
	(a) that body (to the member's knowledge) has a place of business or land in the area of the Council; and
	(b) either—
	(i) the total nominal value of the securities* exceeds £25,000 or one hundredth of the total issued share capital of that body; or
	(ii) if the share capital of that body is of more than one class, the total nominal value of the shares of any one class in which the relevant person has a beneficial interest exceeds one hundredth of the total issued share capital of that class.

***‘Securities’** means shares, debentures, debenture stock, loan stock, bonds, units of a collective investment scheme within the meaning of the Financial Services and Markets Act 2000 and other securities of any description, other than money deposited with a building society.

Appendix B

An interest which relates to or is likely to affect:

- (i) any body of which the member is in a position of general control or management and to which he/she is appointed or nominated by the Council;
- (ii) any body—
 - (a) exercising functions of a public nature;
 - (b) directed to charitable purposes; or
 - (c) one of whose principal purposes includes the influence of public opinion or policy (including any political party or trade union) of which the member of the Council is a member or in a position of general control or management;
- (iii) any person from whom the member has received within the previous three years gifts or hospitality worth more than an estimated value of £50 which the member has received by virtue of his or her office.

Berwick-upon Tweed Town Council



Social Media Policy

Social media is a collective term used to describe easy ways to create and publish on the internet. People generally use the term to describe how organisations and individuals share content – text, video and pictures – and create conversations on the web.

It has grown substantially over recent years as a means of communicating and sharing information. Popular sites include [Twitter](#), [Facebook](#), [Pinterest](#), [Blogger](#), [Wordpress](#)

The important thing to remember about social media is that it's social. It's about communication.

1. Maintaining good 'netiquette'

Councillors, just like anyone, should take due regard of internet security and to ensure that communications remain proper and appropriate, the following practical points may assist:

- Make your commenting policy clear

You will need to take note of the comments that other people make on your site. It may be a fine line to tread, but if you allow offensive or disrespectful comments to stand on your site then it can put off other members of your community, and you may even be called to account under the Code of Conduct for Members. For blogs, the easiest way to handle this is to moderate comments and to state clearly on your site that you're doing so and reasons why comments may be rejected. For Facebook or other social networks, including multi-media sites like YouTube and Flickr where people can post public or semi-public messages to your profile, you will need to regularly check on messages (you can be notified by email) or disable message posting.

- Allow disagreement

Some comments may not accord with your views, but on the other hand deleting the comments of people who disagree with you will backfire. You cannot stop them from posting the same comment elsewhere, then linking back to your site and saying you are gagging those who disagree with you.

- Think before you publish

Words cannot be unspoken and even if you delete a hastily fired off blog post or tweet, it will probably have already been read and will be referenced or duplicated in places on the web beyond your reach.

- “Following” and “friending”

Some of the terminology in social media, like ‘following’ or ‘friending’ can imply an intimacy that’s not really there. Both terms just mean you have linked your account to someone else so you can share information. Experienced internet users are used to this, but some members of the public may feel uneasy when their councillor begins following them on Twitter before establishing some sort of online relationship. Some Members wait to be followed themselves first.

Do make use of other communication functions that social media allows you. Twitter’s ‘list’ function, for example, can help you to follow local people in a less direct way. Bloggers are, however, almost invariably happy for you to link to them.

You must think carefully about who you request to be ‘friends’ with or accept ‘friend’ requests from. Requesting or accepting, for example, an officer of the Authority as a ‘friend’ on a social network site must not compromise the professional and impartial relationship between officers and elected members. Generally this should be avoided.

- If you make a mistake:

Social media is transparent, the best bloggers admit mistakes rather than try to cover them up (which is not possible online). Amending your text and acknowledging your mistake – perhaps by putting a line through the offending words and inserting a correction, or providing an update section at the bottom of a blog post - shows you are not pretending it never happened, and it’s much better than just deleting it when dealing with online misfires.

- Avoid the difficult users

As you begin to use social media, you’ll find some argumentative characters out there. Don’t get bogged down. You don’t have to respond to everything. Ignore if necessary.

2. Legal Considerations

In the main, Members have the same legal duties online as anyone else (see below), but failures to comply with the law may have more serious consequences. There are some additional duties

around using a Member's website for electoral campaigning and extra care needs to be taken when writing on planning, licensing and other quasi-judicial matters.

a) Libel

If you publish an untrue statement about a person which is damaging to their reputation they may take a libel action against you. This will also apply if you allow someone else to publish something libellous on your website if you know about it and don't take prompt action to remove it. A successful libel claim against you will result in an award of damages against you.

b) Copyright

Placing images or text on your site from a copyrighted source (for example extracts from publications or photos) without permission is likely to breach copyright. Avoid publishing anything you are unsure about, or seek permission in advance. Breach of copyright may result in an award of damages against you.

c) Data Protection

Avoid publishing the personal data of individuals unless you have their express written permission. More information is available from the authority's Data Protection Guide for Councillors

d) Bias and pre-determination

If you are involved in determining planning or licensing applications or other quasi-judicial decisions, avoid publishing anything on your blog that might suggest you don't have an open mind about a matter you may be involved in determining. If not, the decision runs the risk of being invalidated.

e) Obscene material

It goes without saying that you should avoid publishing anything in your blog that people would consider obscene. Publication of obscene material is a criminal offence.

f) Bullying and Discriminatory comments

Behaving in a discriminatory, bullying or harassing way towards any individual including making offensive or derogatory comments relating to sex, gender reassignment, race (including nationality), disability, sexual orientation, religion or belief or age via social media by posting images or links or comments could, in certain circumstances, result in criminal sanction.

f) Harassment

A person must not pursue a course of conduct which amounts to harassment of another, and which he/she knows or ought to know amounts to harassment of the other. A person must not

pursue a course of conduct which involves harassment of two or more persons, and which he/she knows or ought to know involves harassment of those persons.

3. The Members' Code of Conduct

It is worth pointing out that Members can have 'blurred identities' when they have a social media account where they comment both as a Member and as a private individual.

For example you may have a Facebook account where you've posted about a great night out (in your personal/private capacity) and another time explained the Authority's position on pothole repair (in your councillor capacity). It may be clear in your mind when you are posting in a private capacity or as a councillor, but it could be less clear to others.

Such blurred identities might, for example, have implications where your views are taken as those of the Authority or political party, rather than your personal opinion. So it is important to be clear in your social media accounts/profiles, then you can be confident as to what you can and cannot say while you are representing the Authority or political party.

How you use your online identity will also determine how online content will be treated in respect of the Members' Code of Conduct. Councillors are expected to communicate politically. As explained above there is a difference between communicating on behalf of the Authority, for example blogging as an elected Mayor/councillor or as a private citizen, and the former will be held to a higher standard than the latter.

The key to whether your online activity is subject to the Code of Conduct for Members is whether you are giving the impression that you are acting as a councillor, and that is the case whether you are in fact acting in an official capacity or simply giving the impression that you are doing so.

One way to separate your personal/private business from your activities as a councillor is to have two separate accounts. One for personal/private business and the other for councillor activities. The latter account would have the title of Councillor in the profile name to clearly identify the role you are undertaking when using that account. This separation of accounts will assist in managing friend's lists and the content of any tweets/post etc.

Aspects of the Members' Code of Conduct will apply to your online activity in the same way it does to other written or verbal communication you undertake. Councillors should comply with the general principles of the Code in what they publish and what they allow others to publish.

You will need to be particularly aware of the following sections of the Code:

- Treating others with respect. Avoid personal attacks and any disrespectful, rude or offensive comments.
- Refrain from publishing anything you have received in confidence. Ensuring personal and confidential information regarding the Town Council, Councillors and Staff is not revealed.
- Ensuring you do not bring the Authority, or your councillor role, into disrepute.
- Do not respond to media/press enquiries through social media directly and always advise the Town Clerk in the first instance
- Only information which has been established as factual and accurate should be presented.

Twenty First Century Website for Berwick Town Council

Berwick Town Council's website is 8 years old. Unfortunately, technology has moved on and the current website is now dated and lacks functionality and not suitable for mobile iphones/smart phones. The website creator has also gone out of business so there is no backup should the website fail/crash for any reason.

Responsive web design is a technique that allows a website to react to the screen size of the device it's being viewed on. It's an approach to web design aimed at creating websites that offer an optimal viewing experience across multiple devices, including mobile phones, tablets and desktop computers. A responsive website optimises a user's experience and is a cost effective way of reaching users on multiple devices. The present website does not have this facility.

Although not all of the companies who have quoted have asked the pages of the present website to be reduced, this may be the right time after 8 years to look at what documents are no longer required on the website and what actually does need to be carried over.

BERWICK-UPON-TWEED TOWN COUNCIL

Minutes of the Town Council Finance and Resources Committee Meeting held on Monday, 7 March 2016 at 6.00 pm in the Ante Room at The Town Hall, Marygate, Berwick-upon-Tweed

PRESENT:

Councillors:	Paul Hodgson (Chair)	G Hill
	H Bettison	G McLean
	A Forbes	G Roughead
	A Gibson	C Seymour
	K Graham	

IN ATTENDANCE:

W Pattison, Town Clerk

8 Members of the public

OPEN SESSION

Mr Spencer Barclay raised an issue regarding the Maltings and the future catering therein. The Clerk will look into the matter. Mr Jim Waugh queried the absence of the Finance Officer at the EGM Council meeting.

F150/15 1. ELECTION OF VICE-CHAIRMAN

Councillor Hill proposed Cllr Forbes as Vice-Chair and this was seconded by Cllr Bettison and voted unanimously by all Councillors.

RESOLVED: That Councillor Forbes be appointed Vice-Chairman of the Finance and Resources Committee for the remainder of the 2015-16 municipal year.

F151/15 2. APOLOGIES FOR ABSENCE

Apologies for absence had been accepted from: Councillor I Dixon.

F152/15 3. MINUTES OF THE LAST MEETING

Cllr Seymour requested the time was changed on the Council Minutes to 6pm from 5.15pm. Cllr Hill also had a couple of queries, in particular, the wording re xmas trees/ light fittings and it was thought the minutes were not the updated draft version but agreed to leave as is. The

minutes of the meeting held on 8 February 2016 were then agreed by all and signed as a correct record.

F153/15 4. DISCLOSURES OF INTEREST

Cllrs Hill and Seymour - Appendix A/ Civic Society expenditure.

F154/15 5. REQUEST FOR DISPENSATION

There were no requests for dispensation.

F155/15 6. AUTHORISATION OF EXPENDITURE AND ORDERS

Cllr Forbes queried Highcliffe Play Area expenditure and which was advised as recently caused by further vandalism.

RESOLVED: To approve all payments and orders appended to these minutes.

F156/15 7. CLEAR CHANNEL BUS SHELTERS

Berwick Town Council have received Non Domestic rates invoices for all 8 Adshel Bus Shelters which incorporate advertising space on the sides of each shelter. The rights for renting out advertising were owned by Adshel but the lease ended in February 2015. The full yearly charge for most shelters is £230.40 per shelter. The Clerk has spoken to the Valuation Office who promised to speak with NCC on this matter to see if there could be a reasonable solution, but so far, have not come back on this matter. Some Councilors though advertising could be continued on with BTC renting the space out to advertisers, however the Clerk thought there was not enough Council staff to implement this and put into practice. Cllr Gibson advised that the Council would have to become VAT registered to do this and also felt it would be better for the Council to remove the advertising space from all of the bus shelters. Cllr Bettison thought the Council should still advertise to prevent graffiti and Cllr Roughead thought the main bus shelters on the road driving into Berwick should be used for this purpose. Cllr Bettison thought putting pictures of Berwick into each advertising space would look attractive. Cllr Forbes thought putting in bus timetable could be informative. It was decided the Clerk would look into various options with Adshel and advise Councillors accordingly.

RESOLVED: The Clerk will check with the Valuation Office and also contact Adshel.

F157/15 8. ANNUAL AUDIT 2014-2015 & 2015-2016

- a) A query arose regarding the second 2015/16 report as not attached, Cllr Hill advised deferral. The Clerk advised hard copy only had been received and she was not aware of a report as well as the issues arising report.

- b) Issues Arising Report - Cllr Hill advised the dates given for the Delivery Organisation for Portas were not accurate and thought BDO should change the dates they had given. The Clerk advised that BTC would have given the dates originally and would ask the Finance Officer to check on this. Viewing dates and timelines were requested to look at the accounts and the Clerk advised that anyone could look at the accounts but an appointment would be preferable due to the Finance Officer only working two days per week. Cllr Hill also advised her intention to look at the accounts at 4pm on Friday 11th March. Cllr Mclean advised the issues report contained minor issues only. Cllr Seymour mentioned current BTC Financial Regulations and advised the 2014 NALC regulations appeared to be out of date. Cllr Graham advised the issues highlighted were helpful to the Finance Committee.
- c) Discussion on Tender Document for the 2015/16 Internal Annual Audit – The tender document had only just been circulated prior to the meeting and was felt Councillors had not had enough time to read properly. Cllr Hodgson pointed out 6 bullet points which were key matters that Councillors needed to consider. Cllr Seymour mentioned BTC current financial system SCRIBE 2000 and Cllr Hodgson advised that the Finance Officer was already looking at changing this and had been in contact with 3 companies. RBS (not Royal Bank of Scotland) was a preferred option and they were willing to send up a demo of their systems. Cllr Hill said approval of the tender process could not be given at the finance meeting, however, as Mr Stephen Warren was in Berwick on Friday this would be discussed further with him and the Clerk could use delegated authority to approve payment for Mr Warren and for the tender document if agreed.

RESOLVED: To look further at dates given by BDO for Portas timelines. To make an appointment for Cllr Hill to look at the Accounts of Friday 11th March at 4pm. Subject to further consultation with Mr Warren on Friday 11th March, payment for the tender document can be approved. The tender document can then be sent out to Auditors/Accountants.

Cllr Graham left the meeting at 6.30pm.

F158/15 9. LITTER BINS

A request to purchase 12 new 120L litter bins was discussed by Councillors with the cost of each bin approx. £250 and would bring the total amount over the budgeted figure of £1,600. Cllr Hill expressed concern at this and said that a contingency was needed and should be

included within the budget, Cllr Mclean agreed and advised a three-year programme re future spending was required. Cllr Hodgson also agreed and advised a dedicated budget for each committee was the way forward. Cllr Gibson proposed the litter bins be purchased and this was seconded by Cllr Mclean.

RESOLVED: 12 new 120L litter bins to be purchased for the town.

F159/15 10. WATER SUPPLY TO ALLOTMENTS

Northumbria Water are to put up water charges re the water supply to Blakewell Gardens, (3 plots) and Five Arches field (4 plots). The water supply has been charged on a ratable value basis of £95 per year but this is now moving to an assessed charge where there is no water meter installed. Blakewell Garden site is assessed as Band 3 which will be phased in over 2 years and will eventually cost £632.15 by 2017/18. Mention was made that there was no current water supply at Five Arches. Cllr Hill also mentioned the possibility of a section 106 in regard to the land at Five Arches. **Suspend Standing orders** – Mr Haswell advised that metered water was in place at his allotment and the rule of thumb was watering cans only. Mr Waugh advised that there were fixed charges on metered water and this accounted for 30% of the bill and there were also water disposal issues. **Reinstate Standing Orders**.

RESOLVED: Installation of a water meter will be looked into at the smaller allotment and will be investigated whether the meter can be removed at a later date if proved to be expensive or not successful. Five Arches lack of water supply will be reported.

F160/15 11. TEENAGE MARKET

Councillors were asked to approve £750 to purchase a lease for one year for the Teenage Market taking place on 3rd July 2016. The lease could be purchased next year by NCC and it would cover all Market Towns in Northumberland. Cllr Bettison thought it was an exciting idea and was a great opportunity for young people in the town. The lease would include all signage, banners and media publicity as well as support from the originators who first started the concept in Stockport. Cllr Forbes declared an interest as a youth leader. Cllr Mclean also thought it was a chance to give young people the opportunity to be entrepreneurial. It was then proposed by Cllr Mclean to buy the lease and this was seconded by Cllr Bettison and agreed by all. Cllr Hill abstained.

RESOLVED: To buy the lease for the Teenage Market.

F161/15 12. BERWICK TOWN CENTRE CCTV

Cllr Hodgson advised 3 expressions of interest/tenders had been received and had been

opened by the Clerk and Chair of Finance, Cllr Hodgson. One company had not given any figures and a recommendation/decision was made between the 2 remaining quotes re best value, financial stability and closest to the specification. Cllr Seymour queried the tender process and advised that Councillors had not looked at them or agreed them. The Clerk advised the tenders were in the BTC office and all Councillors were welcome to come into the office to look through them. Cllr Hodgson advised that the CCTV successful company would be notified once the unsuccessful companies had also been notified.

RESOLVED: Councillors will look at the tenders.

F162/15 13. DATE OF NEXT MEETING

The next meeting will be held on Monday, 4th April 2016 at 6.00pm.

Berwick-upon-Tweed Town Council
PAYMENTS TO BE APPROVED

See page 3 for accompanying explanatory notes

Voucher	Code	Date	Cheque No	Description	Supplier	Net	VAT	Total
411	Site Repairs	25/02/2016	101268	Play Area maintenance	Tweed Landscapes	279.85	0.00	279.85
412	Stationery & Printing	25/02/2016	101269	Stationery	Viking	40.42	8.08	48.50
413	Postage	25/02/2016	101269	Stamps	Viking	63.00	0.00	63.00
414	Consultation	25/02/2016	101270	Room hire	Berwick United Reform Church	22.00	0.00	22.00
415	Rent	25/02/2016	101271	Rent	Edwin Thompson	1,650.00	330.00	1,980.00
416	Service Charge	25/02/2016	101271	Service charge	Edwin Thompson	53.39	10.68	64.07
417	Photocopies	25/02/2016	101272	Photocopies	Capital Solutions	137.94	27.59	165.53
418	Bus Shelter Maintenance	25/02/2016	101273	Bus Shelter cleaning	Wheeleigh Clean	241.00	0.00	241.00
419-26	Salaries	25/02/2016	101273	Salaries	Northumberland County Council	5,076.01	0.00	5,076.01
427	IT Support	26/02/2016	101274	IT support	Northern Lab	90.00	18.00	108.00

Berwick-upon-Tweed Town Council
RECEIPTS

See page 3 for accompanying explanatory notes

Voucher	Code	Date	Cheque No	Description	Supplier	Total
25	Sundry	25/02/2016	100077	Insurance - civic regalia	Zurich Municipal	3,204.94
26	Sundry	25/02/2016	100078	Payment	Teeside University	50.00
27	Sundry	25/02/2016	100078	Payment	Civic Society	50.00

Explanatory Notes to accompany payment list.

Payments

Voucher	Notes
411	Repair work at Highcliffe play area
412-3	Stationary & stamps
414	Neighbourhood plan Consultation in Spittal
415-6	Office Rent and service charge
417	Cost of office photocopies
418	Cost of quarterly cleaning of bus shelters
419-26	February wage costs
427	Monthly IT support

Receipts

Voucher	Notes
25	Insurance payment for replacement pendent
26-27	Contributions to Investors Conference