



SANDHURST TOWN COUNCIL

COUNCIL OFFICES
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Executive Officer
Angela Carey

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Strategy & Policy Committee Meetings are open to the Public and Press.

Dear Councillors N. Allen (Chairman), Mrs J. Bettison (Vice Chairman), D. Birch, A. Blatchford, Mrs S. Davenport, Mrs H. Hill, Ms G. Kennedy, R. Mossom, J. Porter, M. Sanderson

You are hereby summoned to attend a meeting of the **Strategy & Policy Committee** to be held in **Kitty Dancy Room, Sandhurst Community Hall Complex, Sandhurst**, on **Thursday 23rd September 2021 at 7.30pm** for the purpose of considering and resolving upon the subjects and matters set out in the agenda below.

Angela Carey (Executive Officer)

1. Apologies for absence

To receive and approve apologies for absence.

2. Members' interests

To receive any declaration of interests from Members on the business to be transacted.

3. Minutes of Strategy & Policy Committee

To receive and confirm the Minutes of the proceedings of the Strategy & Policy Committee Meeting held on 22nd July 2021 (pages 1142-1144) as a true and correct record.

4. Neighbourhood Action Group

- Standing item to receive documents relating to work of the sub-committee where available. (Information item)
- Review the effectiveness of the NAG meetings and discuss how the meeting format could be refreshed. (Decision item)

5. Health and Safety

To receive a verbal update confirming of any incident in the period (non-injury), and any other Health and Safety related items. (Decision item)

6. Sandhurst Youth Worker

To receive an update on the Sandhurst Youth Worker (Annexe 1). (Information item)

7. Media Support

To discuss the continuation of the existing contract with LGA for media support (Annexe 2). (Decision item)

8. Little Sandhurst Community Hall

To receive an update on the facility and to consider any relevant actions required.
(Decision item)

9. External Audit

To receive the report from the external auditors (Annexe 3). (Information item)

10. Press and Publicity

To plan press and publicity messages for the forthcoming period if required. (Decision item)

11. Date of next meeting

The date of the next meeting to be confirmed as 25th November 2021.
(Procedural item)

ANNEXE 1: Sandhurst Youth	
Meeting: Strategy & Policy Committee	Date: 23rd September 2021
Agenda item: 6	Author: Angela Carey

1. Purpose of report

To apprise Councillors of the update received from Sandhurst Youth.

2. Background

The below report has been provided by Sandhurst Youth

Termly report – Summer term 2021

Introduction

The period has been dominated by the continuing uncertainty and restrictions from the Covid 19 Pandemic which is both impacting operations (Youth work has been on NYA Amber status for most of the period), and also the confidence and commitment of the young people.

Routine activities

- **Detached work** – The Youth worker together with at least one of our Session workers have been out at least two evenings a week. The areas covered include all the major parks in Sandhurst, Morgan’s Rec in Crowthorne (popular with many Sandhurst young people) and Horseshoe Lake. Groups encountered vary from two or three up to, occasionally, 20-50. Conversations have ranged from personal/relationship issues (sexting, bullying etc), through Covid, jobs, exams, challenges at school, drink and drugs, mental health, disability, faith, and death in family.
- **Dream Big** – for much of the period the regulations restricted this to online which has not proved very attractive to many (they are fed up with being online for school etc). However, at the end of the period it was possible to restart. Numbers continue to be low, though a number of the old “regulars” have started to trickle back. Nationally about 70% of young people have disengaged from their regular pre-pandemic youth activities.
- **Mentoring** – all the mentees in the scheme have now formally finished, though informal contact remains with some of the young people. Two new mentors have come forward – we could do with one more to make running the next round of training worthwhile. Recruitment of new mentees will commence in the autumn.
- **Reach (Church based group)** – support to the church youth team has continued on a Sunday afternoon online with a small, but dedicated, attendance. Programme covers both topic based (eg Prayer) and bible based studies (eg Beatitudes).
- **Schools work** – SY has been working with Year 7 pupils in Sandhurst School running five groups each of 5-6 pupils throughout the term, focussed on personal development to cope with secondary school and the pandemic. Funding for this work has been obtained from Shanly Foundation and from Tesco. Sandhurst School has written requesting this work to continue in the autumn. We have also supported the transition programme “Moving on” run for Edgbarrow by Hopezone running sessions in several primary schools.

Other activities

- **Anti-social behaviour** – ASB is becoming a more significant problem with the end of lockdown. Action is being coordinated by police and BFC with the youth worker and session workers contributing to the meetings and the rapid notification group and being present on some of the street operations.
- **County lines** – Sandhurst is a “boundary town” between two significant county lines networks and has been the scene of some significant friction between the two with consequent youth violence. The youth worker is closely involved in the operations to counter this.
- **Youth Justice** – The youth worker has completed a Certificate in Youth Justice effective practice covering why young people offend, assessment, custody and desistance.
- **Youth worker development** – two of our session workers have opted to undertake further professional development with NYA.
- **Diocesan Youthwork working group** – The youth worker is assisting an initiative in Oxford Diocese developing plans and approaches as to how parishes can better engage with the young people in an area – this follows the stabbing of a young person in Caversham last year.
- **Corporate**
 - accounts for the past financial year (2020 – 21) have been prepared and submitted for Independent Examination.
 - All safeguarding and DBS requirements are fully up to date.
 - Extensive information has been provided to St Michael's PCC to assist them to better understand the interface between Sandhurst Youth and the church youth work.

Plans - Over the summer it is planned to:

- Run “Youth Club in the Park” with a range of activities of interest to the young people (identified from conversations with YP during detached work). This work is being financially supported by SRA and Howard Stilliard Trust and will be based at the Baptist Church close to Memorial Park.
- Run detached work in support of the STC “Fun Day”.
- Support the church youth team as they consult with the church young people on their needs, and how to be an “Intergenerational church”.
- Consult the young people further on their desires for the Youth Club (Dream Big), its timing and location to ensure we have removed as far as possible the barriers to attendance.
- Liaise with Sandhurst School, the new chaplain to Sandhurst and Ranelagh schools, and with St Georges to explore how to engage more fully with their needs, and those of the young people in College Town and Owlsmoor.

3. Recommendation

To consider the report and discuss any relevant points.

ANNEXE 2: Media Support	
Meeting: Strategy & Policy Committee	Date: 23rd September 2021
Agenda item: 7	Author: Angela Carey

1. Purpose of report

To apprise Councillors of the proposed renewal of the contract with LGA.

2. Background

The current contract with the LGA to provide Press & Media support is due for renewal. The contract has been running since August 2017.

There is a copy of the original agreement included.

The LGA have supported STC by sending out press releases, alerting us of articles of interest seen elsewhere, social media training for Councillors, support of office staff whilst setting up Facebook and adding a Mayors Page.

The proposal remains the same as the original terms and the cost remains static.

3. Recommendation

To consider the continuation of the Press and Media support for the next twelve months.

Sandhurst Town Council – Proposal for the provision of media services

October 2021

1 Background

The Local Government Association (LGA) communications directorate works with partners across local government – individual councils, regional groupings and special interest groups. This work spans media, campaigns and public affairs activity on issues of concern to all member councils, conferences and events and communications improvement and support work.

In addition, the LGA media team has experience of undertaking work for partner organisations and is contracted to deliver media work for outside, partner organisations, such as the grant funded health programmes such as The Care and Health Improvement Programme (CHIP) and the District Councils Network.

Through this experience we are uniquely placed to offer press and media services to Sandhurst Town Council. Our knowledge of the key issues for the sector, gives us a detailed understanding of the issues facing all councils.

Our work on your behalf will be delivered confidentially and separate to LGA media activity.

2 Our team

We have a team of award-winning, experienced, trusted and respected professionals with a track record and national reputation for delivering outstanding media relations in local government and other sectors. Our understanding of the challenges facing the public sector, councils, partner organisations and those working with councils, and the role effective communications can play, is second to none.

We are well placed to offer support, advice, training and access to best practice. Our team works across local government, the wider public sector, voluntary and business sectors. We work closely with the national media, specialist and trade press on a daily basis and with central government, officials, MPs and Peers, think-tanks and key stakeholders of interest to local government. This allows us, where appropriate to use third party voices to strengthen our media position on key issues. In addition, we have a network of Vice-Presidents in both Houses who speak on local government issues on our behalf. This matrix of activity helps to support us to help generate positive media stories and we would aim to make maximum use of this for our media relations work for Sandhurst Town Council.

The LGA communications team has wide experience of working across the full range of communications disciplines. This includes strategic communications, media relations, campaigns, public affairs and lobbying, digital marketing and social media, conference and event management and speech writing. Although this invitation is for media services, this link with other disciplines will provide added value.

3 Results

The LGA's media team delivers significant media coverage on our key asks and issues 24/7 ensuring the views of our member councils are included where appropriate in the big stories of the day.

4 Our approach

As with our other 'external' partner contracts, such as DCN, we will provide a dedicated email address so that media enquiries are clearly separated from LGA media enquiries. This approach will also be taken to responses so that all Sandhurst Town Council media work is separate to LGA media work. This ensures that *all Sandhurst Town Council media activity is clearly separate and treated confidentially at all times*, which is particularly important in the case of conflicting media lines.

We will provide a named senior media advisor who will lead on all Sandhurst Town Council media work. In addition, we will provide cover for periods of holiday and/or sick leave and a strategic overview of the media relations work through the Head of News and the Director of Communications and Strategy.

Our approach will be to work closely with the Town Clerk and media spokesperson to develop a proactive calendar of media stories. We will also identify opportunities for comment pieces and Op eds on key Sandhurst Town Council lines. In addition, the team is highly experienced at dealing with reactive media inquiries.

5 Detailed offer

We will provide the following support:

Specified task	Provision of service
Prepare media lines (with the Town Clerk) for clearance	We have well-established processes for agreeing media lines. These will be tailored to meet your detailed requirements.
Prepare the Sandhurst Town Council spokesperson for media interview/filming	Our experienced team of senior press advisers brief spokespeople ahead of, often high profile media interviews such as Newsnight and the Today programme, on a daily basis.
Identify and monitor media coverage	We have a sophisticated media monitoring function which horizon-scans the news agenda and provides detailed analysis of media coverage.
Provide support for pre-planned articles for newspapers, journals and websites.	The team has a wide experience of writing Op Eds, comment pieces and articles for a range of national, specialist and trade publications.
Measurement and evaluation	If you wish, we can provide: <ul style="list-style-type: none">• Monthly media monitoring report• Quarterly report if required• Annual communications report if required

6 Cost

To provide a fully managed media relations service for the equivalent of two days a month from 1 October 2021 to 30 September 2022: £1,000 per month plus VAT.



David Holdstock
Director of Communications and Strategy

October 2021

Section 3 – External Auditor Report and Certificate 2020/21

In respect of

Sandhurst Town Council – BE0065

1 Respective responsibilities of the body and the auditor

This authority is responsible for ensuring that its financial management is adequate and effective and that it has a sound system of internal control. The authority prepares an Annual Governance and Accountability Return in accordance with *Proper Practices* which:

- summarises the accounting records for the year ended 31 March 2021; and
- confirms and provides assurance on those matters that are relevant to our duties and responsibilities as external auditors.

Our responsibility is to review Sections 1 and 2 of the Annual Governance and Accountability Return in accordance with guidance issued by the National Audit Office (NAO) on behalf of the Comptroller and Auditor General (see note below). Our work **does not** constitute an audit carried out in accordance with International Standards on Auditing (UK & Ireland) and **does not** provide the same level of assurance that such an audit would do.

2 External auditor report 2020/21

On the basis of our review of Sections 1 and 2 of the Annual Governance and Accountability Return (AGAR), in our opinion the information in Sections 1 and 2 of the AGAR is in accordance with Proper Practices and no other matters have come to our attention giving cause for concern that relevant legislation and regulatory requirements have not been met.

Other matters not affecting our opinion which we draw to the attention of the authority:

None.

3 External auditor certificate 2020/21

We certify that we have completed our review of Sections 1 and 2 of the Annual Governance and Accountability Return, and discharged our responsibilities under the Local Audit and Accountability Act 2014, for the year ended 31 March 2021.

External Auditor Name

PKF LITTLEJOHN LLP

External Auditor Signature

PKF Littlejohn LLP

Date

06/09/2021

* Note: the NAO issued guidance applicable to external auditors' work on limited assurance reviews in Auditor Guidance Note AGN/02. The AGN is available from the NAO website (www.nao.org.uk)