



HELSTON TOWN COUNCIL

Konsel an Dre Hellys

THE GUILDHALL • HELSTON • CORNWALL • TR13 8ST

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Pamela Lavelle Town Clerk



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10th April 2025

To: The Mayor and Members of the Town Council

Dear Councillor

You are summoned to attend a Meeting of Helston Town Council to be held at the Guildhall, Helston on **WEDNESDAY 16TH APRIL 2025 at 7.00 p.m.** for the purpose of transacting the undermentioned business.

The meeting will observe the requirements of the Council's commitment to the Civility and Respect Pledge. That is to treat councillors, employees, members of the public, representatives of partner organisations and volunteers with civility and respect in their roles. Behaviour breaching that commitment will not be tolerated.

Yours sincerely,

Pamela Lavelle
Town Clerk

AGENDA

1. Prayers
2. Apologies for absence.
3. Declarations of Interests and Dispensations
 - (a) Members to declare interests in respect of any item on this Agenda.
 - (b) To consider written requests from Members for dispensations.
4. To receive a presentation from Helston Place Shaping Board on feedback regarding the Helston Spring Thing event.
5. To receive reports from, and to put questions to:-
 - (a) Cornwall Councillor Michael Thomas
 - (b) Cornwall Councillor Guy Foreman
6. At this juncture the Meeting will adjourn for a period of up to fifteen minutes to permit members of the public present to put questions to Members or to make observations.
7. To approve the Minutes of the Town Council Meeting held on 20th March 2025 (**Page 3**).
8. Matters Arising from the 20th March meeting (for information exchange only).

PTO

9. To receive the Minutes of the Staffing Committee Meeting held on 17th March 2025 (**Page 9**).
10. To receive the Minutes of the Finance & General Purposes Committee Meeting held on 27th March 2025 (**Page 11**).
11. To receive the Minutes of the Planning & Licensing Committee Meeting held on 3rd April 2025 (**Page 15**).
12. To receive announcements and communications from the Mayor and Town Clerk.
13. To answer questions received from Members pursuant to Standing Order 6.14.
 - i) Submitted by Councillor R J L Boase
Could you please let me know the progress on getting the King's portrait for the Council Chamber.
14. At the request of Councillor Thomas to receive an update on the Wendron Leats and Helston Kennels.
15. To consider the Report of the Projects Officer (**Page 19**).
16. To consider the Report of the Communications Officer (**Page 21**).
17. To consider the Report of the Town Clerk (**Page 25**).
18. To authorise the payment of Accounts (**to follow**).
19. To receive written reports from, and to put questions to, Councillors who have attended meetings as representatives of Helston Town Council, since the last Meeting.
20. Exclusion of the Press and Public
If there are any the Council is invited to pass the following resolution:-
That pursuant to the provisions of the Public Bodies (Admissions to Meetings) Act 1960, the press and public be excluded from the Meeting for the following item of business, by reason of the confidential nature of the business to be transacted.

MINUTES OF A MEETING OF HELSTON TOWN COUNCIL
HELD IN THE GUILDHALL, HELSTON
ON THURSDAY 20TH MARCH 2025 AT 7.00 PM

Councillors: M J Kenchington (Town Mayor) in the Chair

R Williams
R J L Boase
Mrs F N E Boase
M H Thomas

J Martin
P M Webb
D Willey
M P Andrew

P E Williams
M Riley

Officers: Miss P J Lavelle (Town Clerk)
Miss A Retallack (Deputy Town Clerk)
Mr R James (Projects Officer)

300. Prayers

The meeting opened with prayers offered by Councillor Andrew.

301. Apologies

Apologies for non-attendance was submitted by Councillors Grattan-Kane, Benyon and Greet. An apology for late attendance was received from Councillor R J L Boase.

302. Cornwall Councillors' Reports

Cornwall Councillor Foreman submitted apologies for non-attendance.

Cornwall Councillor Thomas gave a report during which he made particular mention to:

- Cornwall Council's budget was approved with less cuts than anticipated;
- The end of the 20mph consultations;
- Helston Community College's James and The Giant Peach production;
- Installation of telegraph poles had begun on Osborne Parc; and
- The continued progress at the Gateway Building.

303. Minutes

On the proposition of Councillor R Williams, seconded by Councillor Mrs Boase, it was unanimously:

RESOLVED – that the Minutes of the Town Council meeting held on 20th February 2025 and the Special Town Council meeting held on 27th February 2025 be approved and signed as a true record.

304. Minutes of the Planning and Licensing Committee

On the proposition of Councillor Martin, seconded by Councillor Willey, it was unanimously

RESOLVED – that the Minutes of the Planning and Licensing Committee meeting held on 6th March 2025 be received.

305. Announcements

The Mayor informed members that he had attended the Helston Community College production of James the Giant Peach and had been impressed by the very high standard of the production.

Councillor R J L Boase entered the meeting at 7.17pm.

306. Nomination of Deputy Mayor-elect for the civic year 2025/26

Councillor P E Williams advised that he wished to be considered for Deputy Mayor for the civic year 2025/26.

It was proposed by Councillor Martin, seconded by Councillor Webb, that Councillor P E Williams be nominated as Deputy Town Mayor-elect for the civic year 2025/26.

RESOLVED – that Councillor P E Williams be nominated as Deputy Mayor-elect for the civic year 2025/26.

307. Report of the Projects Officer

Members considered the Report by the Projects Officer (circulated prior to the meeting) and the Projects Officer gave members a verbal update.

308. Council Meeting Structure

After a detailed debate, on the proposition of Councillor Mrs Boase, seconded by the Mayor, it was unanimously

RESOLVED – that:

- a. an Events Committee be created and the Terms of Reference be adopted subject to the removal of responsibility for youth engagement events; and
- b. consideration of Youth Engagement be deferred to the June Full Council meeting and the Town Clerk investigate what other Councils do.

It was proposed by Councillor R Williams, seconded by Councillor R JL Boase, that:

- a. the allocation of the community grant funding and the environmental grant funding be considered at two special meetings, one in February and one in September; and
- b. half of each budget be allocated at each meeting.

An Amendment was proposed by Councillor Willey, seconded by the Mayor, that:

- a. the community grant funding be allocated at two Special Full Council meetings, one held on the second Thursday in September and one on the fourth Thursday in February (along with the nomination for Mayor and Deputy Mayor for the following civic year);
- b. the community grant budget be divided equally between both meetings; and
- c. the environmental grant be allocated at the Special Full Council meeting held on the second Thursday in September.

The Amendment was carried (*Voting: For – 9, Against – 2, Abstain – 0*) and became the Substantive Motion and it was unanimously

RESOLVED – that:

- a. the community grant funding be allocated at two Special Full Council meetings, one held on the second Thursday in September and one on the fourth Thursday in February (along with the nomination for Mayor and Deputy Mayor for the following civic year);
- b. the community grant budget be divided equally between both meetings; and
- c. the environmental grant be allocated at the Special Full Council meeting held on the second Thursday in September.

309. Report of the Town Clerk

(1) Neighbourhood Priorities Statement Pilot

On the proposition of the Mayor, seconded by Councillor Andrew, it was unanimously

RESOLVED – that:

- a. Helston Town Council develop a Neighbourhood Priorities Statement for Helston; and
- b. Members consider that the whole of the parish of Helston, was the most appropriate area to be covered by the Neighbourhood Priorities Statement.

On the proposition of the Mayor, seconded by Councillor Andrew, it was further unanimously

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RESOLVED – that:

- a. A Steering group be set up that shall consist of seven members, three Helston Town Council Councillors and four members from the community;
- b. that Helston CIC, South Kerrier Alliance CIC and the Helston Place Shaping Board be each offered a place; and
- c. that any remaining community places on the steering group be advertised.

After a written ballot Councillors Grattan-Kane, Webb and Andrew were appointed to the steering group.

(2) Freedom Parade

This item was noted.

(3) Remembrance Sunday

On the proposition of Councillor Mrs Boase, seconded by Councillor Webb, it was unanimously

RESOLVED – that at the end of the Remembrance Parade a civic party attend the war memorial to lay a wreath.

Councillor R J L Boase and Mrs Boase declared an interest in the following item and left the meeting at 8.37pm.

(4) Twinning Visit - Plougasnou

On the proposition of Councillor Thomas, seconded by the Mayor, it was

RESOLVED – that, in principle, the Town Council would hold an event during the June 2025 visit and that the Town Clerk liaise with the Secretary to clarify the arrangements.

Voting: For – 8, Against – 0, Abstain – 1

Councillor R J L Boase and Mrs Boase returned to the meeting at 8.40pm.

(5) Bleed Kits

This item was noted.

(6) Roundhouse Way Bin

On the proposition of the Mayor, seconded by Councillor Thomas, it was

RESOLVED – that, subject to permission, the Town Council would provide a litter bin.

Voting: For – 8, Against – 3, Abstain – 0

(7) Hens Horn Court Defibrillator

On the proposition of Councillor R J L Boase, seconded by Councillor Willey, it was unanimously

RESOLVED – that the Town Council adopt the defibrillator at Hens Horn Court and be responsible for the ongoing insurance and maintenance after it had been installed.

310. Payment of Accounts

On the proposition of Councillor R Williams, seconded by Councillor Martin, it was

RESOLVED – that Account Nos. 786 – 881 inclusive, as listed and set out as an Appendix to these Minutes, in the total sum of £191,627.99 be certified for payment.

Voting: For – 10, Against – 0, Abstain – 1.

Councillor R J L Boase requested that his abstention from the vote be recorded.

Meeting closed at 8:50 pm

Confirmed

Town Mayor

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MINUTES OF A MEETING OF THE STAFFING COMMITTEE
HELD IN THE GUILDHALL
ON MONDAY 17TH MARCH 2025 AT 7.00PM

Councillors: T Grattan-Kane in the Chair

Mrs F N E Boase M J Kenchington (Town Mayor) D Willey

Officers: Miss P J Lavelle –Town Clerk

296. Absent

Councillor Greet was absent without submitting an apology.

297. Minutes

On the proposition of the Chair, seconded by Councillor Mrs Boase, it was

RESOLVED – that the Minutes of the meeting held on 9th December 2024 be approved and signed as a true record.

Voting: For – 3, Against – 0, Abstain – 1

The Mayor abstained from the vote as he had not been present at the meeting.

298. Exclusion of the Press and Public

On the proposition of the Chair, seconded by Councillor Mrs Boase, it was unanimously

RESOLVED – that pursuant to the provision of the Public Bodies (Admissions to Meetings) Act 1960, the press and public be excluded from the Meeting for the following item of business by reason of the confidential nature of the business to be transacted.

299. Confidential Report of the Town Clerk

i) Flexible Working Request

On the proposition of Councillor Willey, seconded by Councillor Mrs Boase, it was unanimously

RESOLVED – that the Flexible Working Request by Mr Walsh to reduce his hours to 24 hours per week be approved subject to flexibility of actual days worked when required to assist with Council events.

ii) Communication Officer

It was proposed by the Mayor, seconded by the Chair, and

RESOLVED – that the Communication Officer post become a full time (37 hour) position from 1st April 2025 and any costs exceeding the staffing budget be met by the marketing EMR.

Voting: For – 3, Against – 0, Abstain – 1

iii) Salary Review

It was proposed by the Mayor, seconded by Councillor Willey, and unanimously

RESOLVED – that the Projects Officer’s salary scale be set as SCP 25 – 30 with effect from 1st April 2025.

iv) Staff Structure

On the proposition of the Chair, seconded by Councillor Mrs Boase, it was unanimously

RESOLVED – that the Town Clerk be authorised to investigate procedures and cost implications for conducting a staff structure review for consideration at a future staffing committee meeting.

v) Town Warden

It was proposed by the Chair, seconded by Councillor Willey, and unanimously

RESOLVED – that due to the current progress the situation be reviewed again in 3 months.

Meeting closed at 7.42pm

Confirmed

Chair

MINUTES OF A MEETING OF THE FINANCE & GENERAL PURPOSES COMMITTEE
HELD IN THE GUILDHALL
ON THURSDAY 27TH MARCH 2025 AT 7.00PM

Councillors: Mrs FNE Boase in the Chair

R J L Boase

M P Andrew

Reserves:

P E Webb

Officers: Miss P J Lavelle –Town Clerk

312. Election of a Chair

On the proposition of Councillor R J L Boase, seconded by Councillor Andrew, it was RESOLVED – that, in the absence of the Chair and Vice-Chair, Councillor Mrs Boase Chair the meeting.

Voting: For – 3, Against – 0, Abstain – 1

313. Apologies

Apologies for absence were received from the Mayor and Councillors Grattan-Kane, Benyon and Willey.

314. Minutes of the Finance & General Purposes Committee

On the proposition of Councillor Andrew, seconded by Councillor Willey, it was unanimously

RESOLVED – that the Minutes of the Finance & General Purposes Committee meeting held on 23rd January 2025 be approved and signed as a true record.

Voting: For – 3, Against – 0, Abstain – 1

315. Budget Monitoring Report

Members considered the Budget Monitoring Statement to 28th February 2025. It was proposed by Councillor R J L Boase, seconded by Councillor Andrew, and unanimously

RESOLVED – that the Budget Monitoring Statement be accepted.

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316. Review of Effectiveness of Internal Controls

Members considered a report by the Town Clerk that contained details on the Review of Internal Controls which had been conducted by the Mayor and Councillor R J L Boase on 17th February 2025. On the proposition of Councillor Andrew, seconded by the Chair, it was unanimously

RESOLVED – that the report on the Review of the Effectiveness of Internal Controls be accepted.

317. Internal Audit by Members

Members considered a report by the Town Clerk which contained details of an internal audit conducted by Councillors Grattan-Kane and Willey on 25th March 2025. The Town Clerk advised that the invoice error discovered during the check which related to an overcharge for use of the Guildhall had been credited to the hirer.

It was proposed by the Chair, seconded by Councillor R J L Boase, and unanimously

RESOLVED – that the Internal Audit Report be accepted.

318. Policies Reviewed by the Policy Review Working Party

- i) Code of Conduct**
- ii) Dignity at Work**
- iii) Environmental Policy**
- iv) Fire Safety Policy**

It was proposed by Councillor Andrew, seconded by Councillor R J L Boase, and unanimously

RESOLVED – that the above policies be accepted.

319. Ear-marked Reserves

Members considered the proposed adjustments to the ear-marked reserves detailed in the Town Clerk's Report as listed below. The Town Clerk advised that balances would be adjusted to reflect the actual expenditure at 31st March 2025.

- Play Equipment (EMR 321) – The balance of the Playground Equipment budget be added to the reserve.
- Guildhall Refurbishment (EMR 322) – The balance of the Guildhall Building Repairs budget be added to the reserve.
- Public Seating and Noticeboards (EMR 323) – The balance from the Public Seating and Signs & Notice Boards Budgets be added to the reserve.

- Elections (EMR 324) – £6,000 be added to the reserve.
- Professional Fees (EMR 326) – The balance of the Consultancy/ Professional Fees Budget be added to this reserve.
- Play Equipment Replacement Fund (EMR 330) – The balance of the Playground Equipment Replacement Budget be added to the reserve.
- Marketing (EMR 333) – The balance of the Marketing budget be added to the reserve.
- Pledged Grants (EMR 342) – The outstanding pledged grants be added to the reserve.
- Carbon Footprint Reduction (EMR 345) – The balance of the Carbon Footprint Reduction budget be added to this reserve.
- Defibrillators (EMR 346) – The balance of the Defibrillator budget be added to the reserve.
- Devolution of Services (EMR 347) - £5,000 be added to the reserve.
- Events (EMR 349) – The balance of the Council Events & Hospitality Budget be added to the reserve.
- Match Funding (EMR 352) – £10,000 be added to the reserve.

It was proposed by Councillor R J L Boase, seconded by Councillor Andrew, and unanimously

RESOLVED – that:

- (a) the Ear-marked Reserves be adjusted as set out above; and
- (b) the 2024/25 surplus be transferred to General Reserves.

320. Calendar of Meetings 2025/26

Members considered the draft Calendar of Meetings 2025/26 circulated prior to the meeting. The Town Clerk advised that the scheduled date for the Planning Committee meeting in April 2026 would fall on the day before a bank holiday which was not permitted under Standing Order 3.27 and therefore had been moved to the previous Wednesday. The Town Clerk further advised that it had been suggested that Planning Committee meetings should commence at 7pm to bring them into line with all Council meetings and the Planning Committee meeting in August should be moved to the last Thursday in July to avoid having any meetings in August. Members agreed these changes.

It was proposed by Councillor Andrew, seconded by Councillor R J L Boase, and unanimously

RESOLVED – that, subject to the above amendments, the draft Calendar of Meetings 2025/26 be recommended to the Full Council at the Annual Meeting as set out.

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321. Report of the Town Clerk

i) Flora Day

It was proposed by Councillor Andrew, seconded by Councillor Webb, and unanimously

RESOLVED – that the Town Council considered Cornwall Council responsible for any potential safety arrangements along the Porthleven Road if required for access to the event they are permitting to be held on their property (the Fairground Car Park).

ii) Keep Helston Tidy Litter Picks

This item was noted.

iii) Electronic Photo Frame for Mayor's Pictures

It was proposed by Councillor R J L Boase, seconded by Councillor Webb, and unanimously

RESOLVED – that the Town Clerk be permitted to investigate the provision of an electronic photo frame for the Mayor's pictures and the matter be reported to Full Council for consideration once investigations complete.

iv) Debtor Write Off

It was proposed by Councillor Webb, seconded by Councillor Andrew, and unanimously

RESOLVED – that the Town Clerk be authorised to write off the debt owed by Little Land Play at a cost of £36.

322. Exclusion of the Press and Public

On the proposition of the Chair, seconded by Councillor Willey, it was unanimously

RESOLVED – that pursuant to the provision of the Public Bodies (Admissions to Meetings) Act 1960, the press and public be excluded from the Meeting for the following items of business by reason of the confidential nature of the business to be transacted.

323. Confidential Report of the Town Clerk

i) Flora Day Portaloo Hire

It was proposed by Councillor R J L Boase, seconded by Councillor Webb, and unanimously

RESOLVED – that the Town Clerk be given delegated authority to select the supplier.

Meeting closed at 7.56pm

Confirmed

Chair

MINUTES OF A MEETING OF THE PLANNING & LICENSING COMMITTEE
HELD AT THE GUILDHALL
ON THURSDAY 4TH APRIL 2025 AT 6.15 PM

Councillors: Councillor D Willey in the Chair

J Martin

M P Andrew

P E Williams

Councillor R Williams was also present.

Officers: Miss A D Retallack (Deputy Town Clerk)

324. Apologies

An apology for absence was received from Councillor R J L Boase.

325. Absent without Apologies

Councillor Webb was absent without submitting apologies.

326. Minutes

On the proposition of Councillor Andrew, seconded by Councillor P E Williams, it was

RESOLVED – that the Minutes of the Meeting held on 6th March 2025 be approved and signed as a true record.

Voting: For – 3, Against – 0, Abstain – 1

327. Cornwall Councillor Observations

As a member of the Cornwall Council West Sub-Area Planning Committee, Councillor Martin advised that he reserved the right to change his view on an application in light of additional information at the time of the Cornwall Council Planning Committee meeting.

328. Planning Applications

Category I

Recommendation

a) *Application PA24/09150*

Approval

Application Type: Full Application

Proposed renovation and loft conversion with dormer

11 St Johns Road, Helston

For Mr R Macgregor

b) *Application PA25/01818*

Approval

Application Type: Full Application

Proposed front entrance porch

An Hyreth, Old Hill, Helston

For The Lizard and Mounts Bay Circuit

- c) **Application PA25/02151** **Approval**
Application Type: Non-Material Amendment
Proposal Non-material amendment to decision notice
PA24/03373 dated 12.06.2024 for the addition of 2 high
level triangular windows to the extension's east elevation.
4 Gwendrona Close, Helston
For Mr A Watson
- d) **Application PA25/02284** **Approval**
Application Type: Tree Preservation Order
Proposed works to trees subject to a Tree Preservation
Order (TPO), works include removal of row of 5 ash trees
with ash dieback and have replanted 6 oak trees as replacements
Land East of The Yard, Ratcliffes Lane, Helston
For M Redgrave

The delegated decisions of the Chair and Vice-Chair were noted and it was accepted that the Cornwall Council Planning Officer be notified of the recommendations accordingly.

Category II

- e) **Application Number PA25/01877**
Application Type: Full Application
Alterations and extensions to dwelling
Polwainton, Casterills Road, Helston
For Mr and Mrs K Walczak

Councillor Martin gave a presentation.

It was proposed by Councillor Martin, seconded by Councillor Andrew, and unanimously

RESOLVED – that the Town Council recommended approval of Application PA25/01877.

Councillor Martin left the meeting at 6.34 pm

Councillor Martin returned to the meeting at 6.36 pm

- f) **Application Number PA25/02092**
Application Type: Full Application
Proposed Ancillary Accommodation
26 Cades Parc Helston Cornwall TR13 8QS
For Mr Alan Barker

Councillor Andrew gave a presentation.

It was proposed by Councillor Andrew, seconded by Councillor Martin, and unanimously

RESOLVED – that the Town Council recommended approval of Application PA25/02092 on the condition that the proposed ancillary accommodation not become a standalone dwelling.

329. Premises Licence Application

Licence Ref: L124_007883

***Licensable Activities: Licence to extend Recorded Music
and Sale by Retail of Alcohol***

***Flambards Theme Park, Clodgey Lane, Helston, TR13 0QA
For Fifty North Ltd***

Members considered the above Application and it was proposed by Councillor P E Williams, seconded by Councillor Martin and unanimously

RESOLVED – that the Town Council contact licencing and ask that the requested extension be limited to sale of alcohol until 10pm and recorded music until 10.30 pm due to the prolonged impact on residents living in the immediate and near area.

Meeting closed at 6.55 pm

Confirmed

Chair

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REPORT OF THE PROJECTS OFFICER
Full Council 17th April 2025

Project Progress Update

1. Cultural Quarter project

1.1 We have made enquiries to Cornwall Council in respect of the ownership of Drill Hall Yard. As yet, we have not had a reply, but we will continue to seek a definitive answer.

2. Bulwark Park

2.1 Kompan have now assigned our project to their contract manager. I have arranged an on-site pre-start meeting with him on the 23rd April. Once that is done our install date will be confirmed.

3. Restoration and Reimagining the Guildhall Project

3.1 Since my last report, the Department for Culture Media and Sport has announced a new 'Heritage Revival Fund'. This fund is aimed at supporting community organisations to take ownership of and adapt and reuse the local heritage assets that matter to them, transforming them into thriving spaces that meet their needs. The fund is split into two streams; one is administered by the Architectural Heritage Fund (AHF) and the other by Historic England (HE). The AHF stream is predominantly for project development with some small capital funding; the HE is for larger capital projects.

3.2 Unfortunately, the HE capital funding is on a one-year scheme to be spent by the end of March 2026, so we would not be eligible.

3.3 The AHF fund is offering up to £100k for project development. I have submitted an expression of interest outlining a plan to develop a full set of drawings for the project. If we are invited to formally apply, then we would be looking at a decision by September.

4. King George V & Coronation Gardens

4.1 The Coronation Gardens working party will meet on the 15th April and I intend to propose a small pilot project over a year that would prove the concept and demand for a community garden/potting shed in the long run.

4.2 This year's volunteer gardening sessions have now started, and our next one is 10th May 2025.

Richard James
9th April 2025

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REPORT OF THE COMMUNICATIONS OFFICER
FOR FULL COUNCIL ON 17TH APRIL 2025

This report outlines the strategic communication activity by the Communications Officer of Helston Town Council from January – April 2025.

1. Council's Communication Aims

- 1.1 To take a more strategic and proactive approach to communications as outlined on p3 of the Helston Town Council Communications and Engagement Strategy, 7th March 2022 (CES)
- 1.2 Communicate clearly what the council does as well and what it does not do (p3 of CES)
- 1.3 Have a clear and distinctive identity (p3 of CES)
- 1.4 Ensure that residents, businesses and visitors have a seamless experience when interacting with the council (p3 of CES)
- 1.5 Ensure that the community can play an active role in the future of Helston, that communications are not just about informing but about listening (p3 of CES)

2. Activities from the past quarter (Jan – Mar 2025)

2.1 General Tasks

- 2.1.1 Continuing to promote Town Council events (Town Tidy, Annual Town Meeting, Community Gardening).
- 2.1.2 Creating marketing and promotional materials for the Lantern Parade.
- 2.1.3 Working on the copy and supporting the finishing of the Strategic Plan
- 2.1.4 Created and delivered the Annual Town Survey which has now been released.
- 2.1.5 Created the article for the Discover Helston magazine.
- 2.1.6 Supported communications around the May election.

2.2 Website

- 2.2.1 Continuing to write and create new website content, moving old content over from old website and creating new content.
- 2.2.2 Website data and key point indicators (KPIs) for this period:

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- 2.2.3 VisionICT has not been able to provide website usage data from this period. When the new website is live, there will be website usage tracking and data.

2.3 Newsletter

- 2.3.1 Created the March newsletter.

2.4 Social Media

- 2.4.1 Continuing to post on social media.
- 2.4.2 General social media support (one-off events, notices, town council activities).
- 2.4.3 Creating events on Facebook for all the town council events for 2025.

2.5 Facebook data and KPIs for this period.

	Oct - Dec 2024		Jan - Mar 2025	
Facebook	Data	Q on Q Change	Data	Q on Q Change
Facebook page reach	18,836	-2.63%	19,148	1.66%
Content Interactions	925	17.39%	1,073	16.00%
Published content	19	-64.15%	73	284.21%
Mean average content interactions per post	48.68421053	227.44%	14.69863014	-69.81%
Page Follows	1600	-0.06%	1641	2.56%

2.6 Instagram data and KPIs for this period

	Oct - Dec 2024		Jan - Mar 2025	
Instagram				
Reach	98	-75.92%	409	317.35%
Content Interactions	24	-56.36%	83	245.83%
Followers	112	13.13%	138	23.21%

GLOSSARY

Facebook	
Facebook page reach	This metric counts reach from the organic or paid distribution of your Facebook content, including posts, stories and ads. It also includes reach from other sources, such as tags, check-ins and Page or profile visits. This number also includes reach from posts and stories that were boosted. Reach is only counted once if it occurs from both organic and paid distribution.
Content Interactions	The number of likes or reactions, saves, comments, shares and replies on your content, including ads. Content can include formats such as posts, stories, reels, videos and more.
Published content	The total number of all pieces of content we've published this quarter
Mean average content interactions per post	Mean average content interactions per post. $\text{Content interactions} / \text{Published content}$
Page Likes	A Like is a person who has chosen to attach their name to your Page as a fan.
Page Follows	A follower is a person who has chosen to receive the updates that you post in their news feed (subject to the Facebook algorithm of course)
Instagram	
Reach	This metric counts reach from the organic or paid distribution of your Instagram content, including posts and stories that were boosted. Reach is only counted once if it occurs from both organic and paid distribution.
Content Interactions	The number of likes or reactions, saves, comments, shares and replies on your content, including ads. Content can include formats such as posts, stories, reels, videos and more.
Followers	The total number of followers of your Instagram account. This metric is calculated as the number of follows minus the number of unfollows over the lifetime of your Instagram account.

REPORT OF THE TOWN CLERK**1. Neighbourhood Priorities Statement Pilot**

The Town Council's application for Helston to be part of the Neighbourhood Priorities Statement has been accepted. Representatives of Helston CIC, Helston Place Shaping Board and South Kerrier Alliance CIC have all agreed to join the Steering Group and the Steering Group will recruit the final independent community member. The first Steering Group meeting is scheduled to take place on Thursday 10th April 2025.

2. Councillor Training

The following training sessions have been organised to support the new Council following the election.

	Date	Location
Councillor Induction	12 th May 2025	Guildhall
Planning Training	21 st May 2025	Online
Code of Conduct	11 th June 2025	Guildhall
HR Training	24 th June 2025	Online
Councillor Skills	31 st July 2025	Online

All training sessions will commence at 6.30pm and Councillors are encouraged to attend these events. The Councillor Induction will provide an opportunity for all Members to meet informally prior to the Annual Council meeting.

The Cornwall Association of Local Council's (CALC) are also offering Chairmanship training at Carn Brea Parish Council on 15th July 2025 at 7pm. If this is of interest this training session can be booked on an individual basis by contacting the Town Clerk's Office.

3. Special Full Council

A Special Full Council meeting is being arranged for 7pm on Thursday 12th June to allow the Council to consider the Guildhall Restoration and Reimagining Project. An agenda will be circulated nearer to the event.

4. Declaration of Acceptance of Office

Following the election on 1st May 2025, all Members will need to sign their Declaration of Acceptance of Office before they can act in their capacity as Councillor. The declaration can only be signed from 6th May and must be signed before 13th May to participate in the Annual meeting. To facilitate the signing, all Members are requested to contact the Town Clerk to make an appointment to sign the required documents.

5. Members Information Folder

Any Members who have a blue Members Information Folder are requested to drop it into the Town Clerks Office to allow it to be updated in preparation for the new Civic Year.

6. Low Carbon Information Event

The Helston Climate Action Group (HCAG) applied for Community Environmental Grant funding in June 2024 to deliver a Low Carbon Information Event in partnership with Community Energy Plus (CEP). The event is intended to focus on low carbon, energy efficiency and climate resilience and would provide advice and support for residents on a range of issues. As the members of HCAG are all volunteers they have struggled with capacity to organise the administrative elements which has delayed the delivery of the event.

The Town Council has an opportunity to partner with HCAG and CEP to help deliver the Low Carbon Information Event for Helston by providing additional administrative support. Doing so would support one of the Councils strategic objectives by working in partnership with the community to develop projects that contribute to the Parish of Helston becoming carbon neutral by 2030. Early responses from the residents survey also indicate that there is a desire for the Council to provide more in person advice sessions with specialist advisors.

It is recommended that the Town Council assist HCAG and CEP with the delivery of the Low Carbon Information Event.

7. Twinning Visit - Plougasnou

Further to Min. No. 309 (4)/2024, discussions have taken place with the Secretary of the Helston & District Town Twinning Association (Plougasnou). It is proposed that the Council provide a Cream Tea Reception at the Guildhall for the delegation on Friday 27th June 2025 at 2.30pm. This can be catered for internally with the costs met by the Council's Town Twinning budget.

Members authority to proceed with the Cream Tea Reception is requested.

9th April 2025

Town Clerk