

# Public Document Pack



Date: 14 July 2014  
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## **BOUNDARY AND ELECTORAL ARRANGEMENTS WORKING PARTY**

**24 JULY 2014**

A meeting of the Boundary and Electoral Arrangements Working Party will be held at **7.00 pm on Thursday, 24 July 2014** at the Council Chamber, Council Offices, Cecil Street, Margate, Kent.

### Membership:

Councillor D Green (Chairman); Councillors: Duncan, Gideon, Hornus, Nicholson, Roberts and W Scobie

## **A G E N D A**

Item  
No

Subject

1. **APOLOGIES FOR ABSENCE**

2. **DECLARATION OF INTERESTS**

To receive any declarations of interest. Members are advised to consider the advice contained within the Declaration of Interest form attached at the back of this agenda. If a Member declares an interest, they should complete that form and hand it to the officer clerking the meeting and then take the prescribed course of action.

3. **MINUTES OF THE MEETING HELD ON 3 JULY 2014** (Pages 1 - 2)

4. **COMMUNITY GOVERNANCE REVIEW** (Pages 3 - 24)

Annex 5 – Possible Precepts for new Town / Parish Councils, to follow

### **Declaration of Interests Form**

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## **BOUNDARY AND ELECTORAL ARRANGEMENTS WORKING PARTY**

**Minutes of the meeting held on 3 July 2014 at 7.00 pm at Council Chamber, Council Offices, Cecil Street, Margate, Kent.**

**Present:** Councillor David Green (Chairman); Councillors Duncan, Gideon, Hornus, Roberts, W Scobie and E Green

### **6. ELECTION OF A CHAIRMAN**

It was proposed by Councillor W Scobie and seconded by Councillor Hornus that:

Councillor D Green be elected Chairman of the Boundary and Electoral Arrangements Working Party for the remainder of the municipal year.

**RESOLVED**

### **7. APOLOGIES FOR ABSENCE**

Apologies for absence were received from Councillor Nicholson, who was substituted by Councillor E Green.

### **8. DECLARATION OF INTERESTS**

There were no declarations of interest.

### **9. MINUTES OF THE PREVIOUS MEETING**

It was proposed by Councillor W Scobie and seconded by Councillor Hornus that the minutes of the previous meeting held on 9 January 2014 were approved as a correct record.

### **10. REVIEW OF COMMUNITY GOVERNANCE ARRANGEMENTS - MARGATE**

Councillor Mrs Johnston spoke under Council Procedure Rule 24.1

The Democratic Services & Scrutiny Manager introduced the report, the results of the first stage public consultation and the decisions the Working Party needed to take in order for the community governance review to progress to the second stage consultation.

Members were concerned about the low level of responses to the first stage consultation but recognised that it might not have been easy for members of the public to respond when presented with such a wide range of options for the area. The Democratic Services and Scrutiny Manager explained that the Stage 2 consultation would be different, because the Working Party needed to agree very specific proposals at this meeting, which it was hoped would elicit a larger response.

Despite the consultation responses largely only drawing a distinction between Westgate and the rest of the un-parished area of Margate, it was suggested by some Members that Westbrook may have more in common with Westgate, and that option should be a specific part of the Stage 2 consultation.

The Democratic Services and Scrutiny Manager commented that a good deal of such specific options could be included in the Stage 2 consultation, but there would be a difficulty drawing the line as to which specific options to present. It would be simpler, and easier for the public to understand, if one specific set of proposal were put forward, but the consultation explained the choices available; those choices would include agreeing or disagreeing with the proposal, or suggesting a different proposal with, for example, different boundaries.

Members agreed to attend residents' association meetings etc. to engage the public more and ask them to get involved. It was noted that the public needed to know any difference between a Parish and Town Council and understand what Parish councillors and Town councillors can and cannot do.

The Finance Manager said he would come to the next meeting with possible precept figures for any new Town/Parish Councils for 2015/16, but at this early stage they would only be indicative and based on a set of assumptions, although he did comment that the precept for Ramsgate had risen by 111% since it was set up. He also told the Working Party that it could cost the council £25k to hold an election for Margate if it coincided with another election or £50k if it were to be on its own (although such a scenario may be unlikely). Members agreed that in Stage 2 of the consultation the public should be made aware of the possible costs for a Margate Town council and a Westgate Parish council in terms of a possible precept.

It was proposed by Councillor W Scobie, and seconded by Councillor E Green that the following be the subject of the second stage public consultation; that:

1. A "Margate Town Council" be created for the un-parished area of Margate excluding the District Ward of Westgate on Sea; with the same number and distribution of Councillors as the current District Wards, that is to say 17 Councillors in all; and,
2. A "Westgate Parish Council" be created for the area covered by the current District Ward of Westgate-on-Sea, with 10 parish councillors.

The Working Party was content for the first election to these Councils to take place at the scheduled elections on 7 May 2015 and made no proposals for grouping or de-grouping of parishes, or any proposals to change existing District of County electoral boundaries that would warrant referral to the Local Government Boundary Commission for England.

## **RESOLVED**

The Working Party also agreed to meet on 24 July 2014 to consider detailed proposals for the Stage 2 public consultation and agree the information regarding possible levels of precepts that would be included in the consultation documents.

One Member raised concerns about the review of electoral arrangements being undertaken by Kent County Council (KCC), and how proposals apparently emerging from that might impact on the community governance review. The Democratic Services and Scrutiny Manager noted that he had not yet seen specific proposals emerging from KCC, but agreed to obtain more information.

Meeting concluded : 7.55 pm

## REVIEW OF COMMUNITY GOVERNANCE ARRANGEMENTS - MARGATE

To: **Boundary and Electoral Arrangements Working Party, 24 July 2014**

By: **Glenn Back, Democratic Services and Scrutiny Manager;**

Classification: **Unrestricted**

Wards: **Cliftonville East, Cliftonville West, Dane Valley, Garlinge, Margate Central, Salmestone, Westbrook, Westgate-on-Sea**

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**Summary:** This report sets out the proposed second-stage public consultation arrangements, and provides further details on the precepts that might be set by the new town/parish Councils.

### **For decision**

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#### **1.0 Introduction and Background**

1.1 The Working Party met on 3 July 2014 to consider the outcome of the first stage public consultation and agree proposals to be included in a second stage public consultation exercise, prior to reporting a recommended way forward to Council, at the extraordinary Council meeting on 18 November 2014.

1.2 The Working Party agreed the following; that:

- |   |
|---|
| <ol style="list-style-type: none"><li>1. A "Margate Town Council" be created for the un-parished area of Margate excluding the District Ward of Westgate on Sea; with the same number and distribution of Councillors as the current District Wards, that is to say 17 Councillors in all; and,</li><li>2. A "Westgate Parish Council" be created for the area covered by the current District Ward of Westgate-on-Sea, with 10 parish councillors.</li></ol> |
|---|

1.3 In order to assist debate, Annex 1 includes maps showing the proposals.

1.4 The Working Party agreed on 3 July 2014 to meet again on this date to consider the second-stage public consultation exercise, and to consider the financial information to be included in that consultation, which compares the precept of the current Margate Charter Trustees, with the precepts that might be levied by the above town/parish Councils.

## **2.0 Stage 2 public consultation**

2.1 Annex 2 includes details of the proposed programme and content of the second-stage public consultation. Comments from members of the Working Party are invited.

## **3.0 Possible financial implications of the creation of new town/parish Councils**

3.1 Annex 3 includes information on the possible levels of precept of a new Westgate Parish and a Margate Town Council. Comments from members of the Working Party are invited.

## **4.0 Corporate Implications**

### **4.1 Financial and VAT**

4.1.1 There are no financial implications arising directly from this report. However, Annex 3 includes (for the purpose of public consultation) information on the possible financial implications relating to the proposed new Parish and Town Council.

4.1.2 There are no VAT implications arising directly from this report.

### **4.2 Legal**

4.2.1 Thanet District Council is conducting the review of community governance arrangements in the Margate area in accordance with Part 4 Chapter 3 of the Local Government and Public Involvement in Health Act 2007.

4.2.2 The Council is having regard to the Statutory Guidance on Community Governance Reviews issued by the Secretary of State for Communities and Local Government.

### **4.3 Corporate**

4.3.1 Consulting and involving Thanet people in decisions that affect them.

### **4.4 Equity and Equalities**

4.4.1 None identified.

## **5.0 Recommendations**

5.1 The Working Party is invited to agree:

- a) The programme and content of the second stage public consultation programme;
- b) The information relating to possible parish/town Council precepts to be included in the consultation.

## **6.0 Decision Making Process**

6.1 The District Council is responsible for conducting a review within its electoral area. The Boundary and Electoral Arrangements Working Party has delegated authority

to develop proposals to be the subject of public consultation, to consider the response to that consultation and to make final recommendations to Council.

- 6.2 Council will be required to approve the final recommendations prior to the Community Governance Order being made.
- 6.3 This process will be undertaken in accordance with the stages and timetable agreed at the previous meeting of the Working Party (that is to say, the second stage consultation will run from 4 August 2014 to 29 September 2014), with the outcome reported to a meeting of the Working Party in October 2014.

|                  |   |
|------------------|---|
| Contact Officer: | Glenn Back, Democratic Services and Scrutiny Manager, x7187 |
| Reporting to:    | Paul Cook, Interim Director of Corporate Resources          |

### Background Papers

| Title  | Details of where to access copy |
|--|---------------------------------|
| Local Government and Public Involvement in Health Act 2007 | <i>Via internet</i>             |

### Annexes

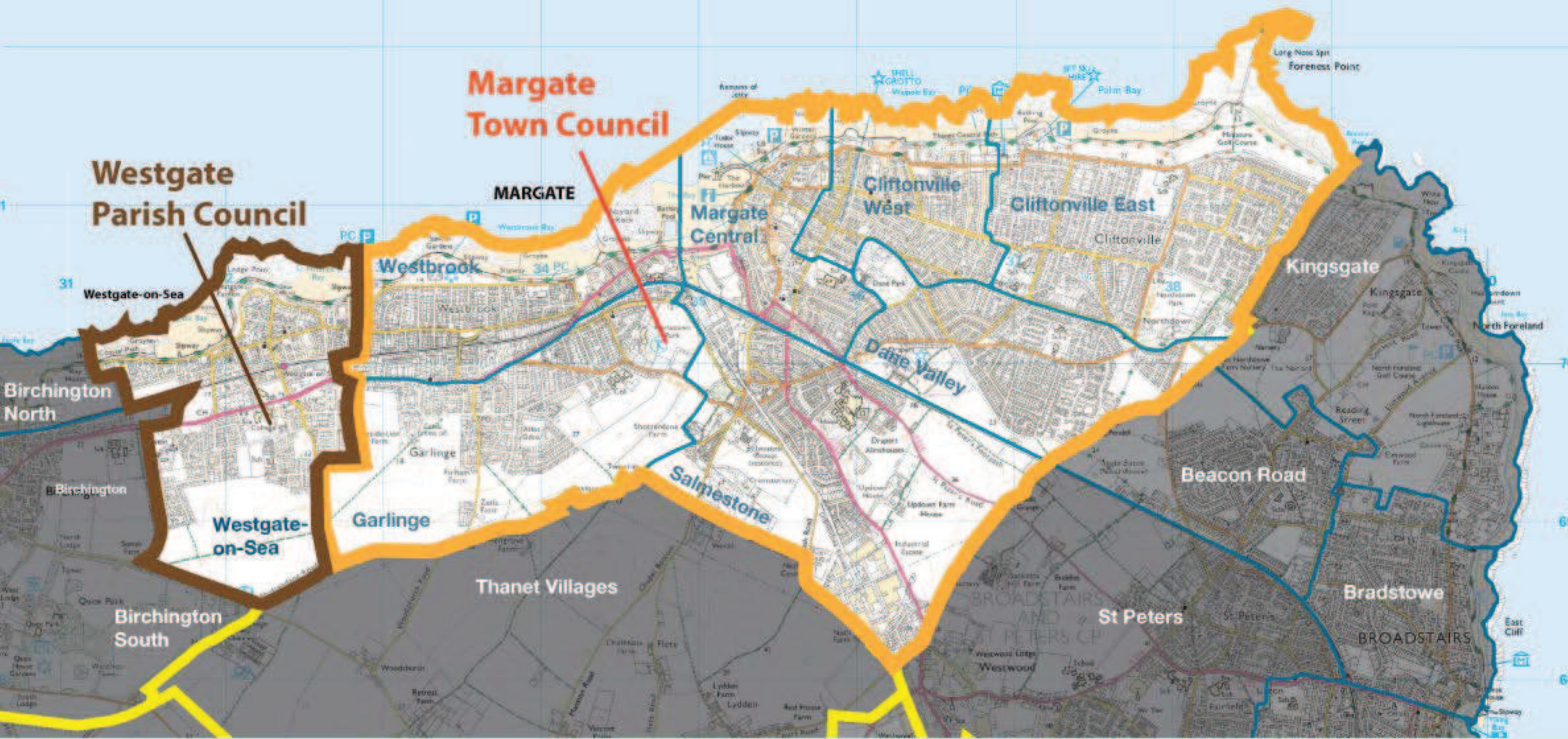
|              |  |
|--------------|--|
| Annex 1      | Map showing proposed town and parish Council   |
| Annex 2 to 4 | Proposed second-stage consultation   |
| Annex 5      | Information on possible precepts to be set by Westgate Parish Council and Margate Town Council |

### Corporate Consultation Undertaken

|         |  |
|---------|--|
| Finance | Matt Sanham, Finance Manager (Service Support) |
| Legal   | Steven Boyle, Interim Legal Services Manager   |

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## Thanet Wards and Parishes

### Legend

Existing Wards



Existing Parishes



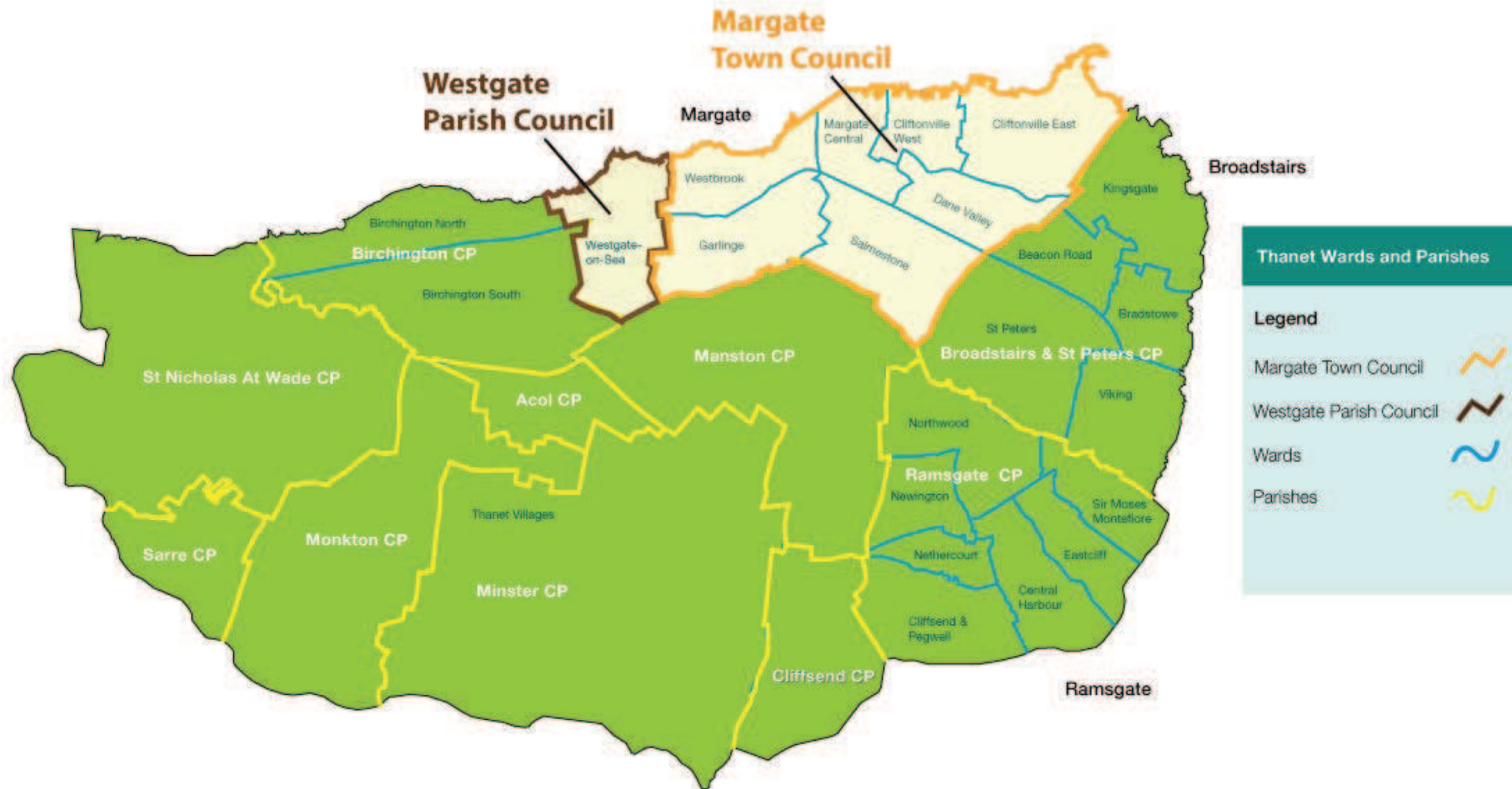
Margate Town Council



Westgate Parish Council







## Community Governance Review – Stage 2.

### Progress so far

#### Stage 1

During the first stage consultation period which ran from 3 March 2014 to 2 June 2014 the council invited local residents, businesses and other interested parties to submit their views on who should represent them locally in Margate. These were the options available. <link>

Submissions, views and comments were made to the council during the initial consultation period.

#### Stage 2

The Boundary and Electoral Arrangements Working Party considered a report outlining the consultation responses at its meeting on 3 July 2014. A copy of the report can be accessed here <link>. Recommendations were put forward and it was agreed that the following proposal be taken forward to the next stage of public consultation.

#### Proposal for the future governance arrangements for Margate.

*A division of the existing unparished area into two separate Parishes; a Town Council which will serve the wards of Cliftonville East, Cliftonville West, Dane Valley, Garlinge, Margate Central, Salmestone and Westbrook and will be known as Margate Town Council. Ward boundaries will remain unchanged and 17 Town Councillors will be elected; a Parish Council which will serve only the ward of Westgate-on-sea and will be known as Westgate Parish Council. The ward boundary for Westgate-on-sea will remain unchanged and 10 Parish Councillors will be elected.*

*Elections to the proposed Margate Town Council and Westgate-on-sea Parish Council will be held on 7 May 2015 alongside the scheduled local elections.*

*The boundaries of the two proposed Parish/Town Councils can be seen on this map.<link>*

Suggested cost to each resident (precept) for the new Town/Parish Councils:

|                      |                   |                 |
|----------------------|-------------------|-----------------|
| Margate Town Council | Band D equivalent | £ (see annex 3) |
| Westgate-on-sea      | Band D equivalent | £ (see annex 3) |

For additional information, precept details for existing Parish/Town Councils in Thanet and the Margate Charter Trustees can be viewed here <link>

Parish/Town Councils are the most local tier of local government in England with specific powers and budgets for which they are democratically accountable. They provide a range of services which vary between one parish council and another but may include community centres, police community support officers, youth clubs, maintenance of public open spaces, children's play area equipment, community events, environmental projects such as

landscaping, tree planting, seats and bins, as well as being consulted on local planning applications.

Powers and duties available to Parish/Town Councils <link>

Parish/Town Councils pay for these services by collecting a payment (precept) from their residents each year in addition to the Council Tax charged by the District Council.

An important part of this review <link> will be to think about the governance/electoral arrangements that may happen as a result of any changes to the current arrangement for local governance in Margate (the Margate Charter Trustees <link>). This includes the way in which a Parish Council is created and includes:

- the ordinary year in which elections are held;
- the number of councillors to be elected to the Parish/Town Council;
- the division (or not) of the parish into wards for the purpose of electing councillors;
- the boundaries of those wards;
- the number of councillors to be elected to the wards;
- the names of the wards;
- the potential cost to the residents of the proposed Parish.

If a new Parish/Town Council is created, Parish/Town Councillors will need to be elected and they will decide the services to be delivered and the exact cost (precept) to be charged to each Parish/Town resident in addition to their Council Tax.

A key part of this review is to give residents, businesses and interested organisations an opportunity to give us their views on the proposal for two new Parish/Town Councils for the currently unparished area of Margate and to potentially get more involved in the delivery of services.

#### Respond to the consultation

Two public meetings will be held to discuss the proposal.

- **7pm (Date) (Margate Venue)**
- **7pm (Date) (Westgate Venue)**

Please complete the consultation response form <link> to give us your views.

**The closing date for responses is Monday 29 September 2014.**

If you have any queries regarding this consultation or the Community Governance Review please contact Electoral Services on [electoral.services@thanet.gov.uk](mailto:electoral.services@thanet.gov.uk) or call 01843 577500.

If you would prefer a hard copy of the consultation form please email Sharon Kelley [Sharon.kelley@thanet.gov.uk](mailto:Sharon.kelley@thanet.gov.uk) or call 01843 577050.

## Community Governance Review

Following the review of the responses received from the initial public consultation, the council's Boundary and Electoral Arrangements Working Party has proposed, and would like your views on, the following change to local governance in Margate:

***The replacement of the Margate Charter Trustees with a division of the existing unparished area into two separate Parishes; a Town Council which will serve the wards of Cliftonville East, Cliftonville West, Dane Valley, Garlinge, Margate Central, Salmestone and Westbrook and will be known as Margate Town Council. Ward boundaries will remain unchanged and 17 Town Councillors will be elected; a Parish Council which will serve only the ward of Westgate-on-sea and will be known as Westgate Parish Council. The ward boundary for Westgate-on-sea will remain unchanged and 10 Parish Councillors will be elected.***

***Elections to the proposed Margate Town Council and Westgate Parish Council will be held on 7 May 2015 alongside the scheduled local elections.***

***The boundaries of the two proposed Parish/Town Councils can be seen on this map. <link>***

When thinking about this proposal, you may wish to consider the following:

- *Will it be better for me than the current arrangement (Margate Charter Trustees)?*
- *Will improve the way public services are delivered?*
- *Is it a good opportunity for residents to influence local decisions?*
- *Will it provide value for money?*
- *Will it reflect the identities and interests of the local community?*

1. Name  
Address  
Postcode

2. If you live in Margate, which ward do you live in?  
(To find your ward visit <http://democracy.thanet.gov.uk/mgFindMember.aspx?>)

Cliftonville East  
Cliftonville West  
Dane Valley  
Garlinge  
Margate Central  
Salmestone  
Westbrook  
Westgate-on-sea

3. Do you agree with the proposal above for two new Parish/Town Councils  
(Margate Town Council and a Westgate-on-sea Parish Council)?

Yes            No

If not, what type of local governance would you prefer and why?  
(A list of available local governance options can be found here <link>)

4. Do you agree that the current ward boundaries within the two proposed  
Parish/Town Councils remain unchanged?

Yes            No

If not, how would you change them and why?

5. Do you agree with the suggested number of Parish/Town Councillors for each  
of the proposed Parish/Town Councils?

Yes            No

If not, how many councillors do you think there should be?

Margate Town Council [    ]

Westgate-on-sea Parish Council [    ]

Why?

6. Do you think the estimated precept for Margate Town Council is:

Too high [    ]

The right amount [    ]

To little [    ]

Why?

7. Do you think the estimated precept for Westgate Parish Council is:

Too high [    ]

The right amount [    ]

To little [    ]

Why?

8. Do you have any other comments about the proposal above for the future governance of Margate?

- Equalities information.

**Thank you for taking part in this survey**

**This consultation closes on Monday 29 September 2014.**

**Please return your questionnaire free of charge to:**

**Community Governance Review Consultation  
FREEPOST SEA 8273  
Thanet District Council  
PO Box 9  
Margate  
CT9 1XZ**

For more information go to [www.thanet.gov.uk/speakup](http://www.thanet.gov.uk/speakup)





## Community Governance Review

## Communications Strategy

### Background and introduction

In April 2013 Council agreed to undertake a district wide electoral review of Thanet and a community governance review of the un-parished parts of the district.

As a result of this, Thanet District Council will undertake a review of community governance arrangements in the currently un-parished Margate area. This review is taking place due to some interest being expressed in the creation of a parish council for Margate, as reflected in the report to Council in April 2013.

The review will take place in three stages:

#### **Stage one**

Public consultation with residents and stakeholders on the preferred governance arrangements.

#### **Stage Two**

Responses considered by the Boundary and Electoral Arrangements Working Party and recommendations made for the next stage.

#### **Stage three**

Public consultation with residents and stakeholders on the recommended governance arrangements resulting from stage one feedback.

Responses considered by the Boundary and Electoral Arrangements Working Party and final recommendations made to Council.

Margate's population is approximately 50,560 people. The Mosaic Profile for Margate illustrates that:

## Goals and objectives

Promote the Community Governance Review to residents and stakeholders.  
 Raise awareness of the different community governance options.  
 Engage the hard to reach population.  
 Obtain a high level of consultation response.  
 Deliver comprehensive response analysis to inform recommendations.

## Communication objectives

**Awareness:** Raise awareness of community governance options, the Community Governance Review and consultation process.

**Comprehension:** Explain the different community governance options such as:

Charter Trustees  
 Parish Council  
 Community Forum  
 Community Development Trust  
 Neighbourhood Management  
 Residents' and Tenants' Association  
 Community Association

**Conviction:** Increase community engagement with governance in Margate.

**Action:** Undertake a public consultation and marketing campaign, specifically targeting Margate Wards and hard to reach groups, using a mix of channels to launch 3 March 2014.

## Partnership

| Partner                          | Objective  |
|----------------------------------|--|
| Thanet's Gateway Plus (KCC)      | Raise awareness of CGR consultation/ address queries / signpost to online consultation |
| Press/Media                      | Raise awareness of CGR consultation/signpost to online consultation                    |
| Call Centre (East Kent Services) | Raise awareness of CGR consultation/ address queries / signpost to online consultation |
| Local Businesses                 | Raise awareness of CGR consultation/signpost to online consultation                    |
| Charity Organisations            | Raise awareness of CGR consultation/signpost to online consultation                    |
| Local Clubs & Organisations      | Raise awareness of CGR consultation/signpost to online consultation                    |
| Libraries                        | Raise awareness of CGR consultation/signpost to online consultation                    |
| East Kent Housing                | Raise awareness of CGR consultation/signpost to online consultation                    |
| Housing Associations             | Raise awareness of CGR consultation/signpost to online consultation                    |
| Job Centre Plus                  | Raise awareness of CGR consultation/signpost to online consultation                    |

## Target areas

As the Community Governance Review is relating to Margate, specific attention will be afforded to the following wards ensuring maximum exposure to the residents most affected by the review. Many of these wards contain high levels of hard to reach individuals and so special attention will be paid to engage them.

| Ward              | Pop  | Mosaic Profile  | % Pop |
|-------------------|------|---|-------|
| Cliftonville West | 9200 | I - Transient young singles on benefits and students, renting terraces in areas of higher ethnic diversity                    | 43.6% |
|                   |      | K - Singles and lone parents on low incomes, renting terraces in town centres   | 16.1% |
|                   |      | J - Middle aged parents receiving benefits, living in neighbourhoods of social housing with higher levels of unemployment     | 9.3%  |
|                   |      | L - Vulnerable singles and lone parents with young children, living in higher crime areas in neighbourhoods of social housing | 8.7%  |
|                   |      | White   | 91.8% |
|                   |      | BME   | 8.2%  |
|                   |      | Other EU  | 18%   |
|                   |      | Elderly 60+   | 19.1% |
|                   |      | Main language - Other EU  | 16.5% |
| Margate Central   | 5400 | K - Singles and lone parents on low incomes, renting terraces in town centres   | 31.1% |
|                   |      | I - Transient young singles on benefits and students, renting terraces in areas of higher ethnic diversity                    | 29.3% |
|                   |      | L - Vulnerable singles and lone parents with young children, living in higher crime areas in neighbourhoods of social housing | 25.6% |
|                   |      | J - Middle aged parents receiving benefits, living in neighbourhoods of social housing with higher levels of unemployment     | 6.6%  |
|                   |      | White   | 92.8% |
|                   |      | BME   | 7.2%  |
|                   |      | Other EU  | 8.2%  |
|                   |      | Elderly 60+   | 17.9% |
|                   |      | Main language - Other EU  | 6.2%  |
| Cliftonville East | 6260 | C – Retired people living comfortably in large bungalows and houses, often close to the sea.                                  | 45.2% |
|                   |      | F - Singles and divorcees approaching retirement, mostly living in privately rented flats and bungalows                       | 18.4% |
|                   |      | E - Cusp of retirement trades people with some health issues, mainly owning their homes                                       | 12.2% |
|                   |      | A – Extremely affluent, well educated owner occupiers   | 7.0%  |
|                   |      | White   | 96%   |
|                   |      | BME   | 4%    |
|                   |      | Other EU  | 2.9%  |
|                   |      | Elderly 60+   | 40.6% |
|                   |      | Main language - Other EU  | 1.6%  |
| Dane Valley       | 7900 | L - Vulnerable singles and lone parents with young children, living in higher crime areas in neighbourhoods of social housing | 46.7% |
|                   |      | J - Middle aged parents receiving benefits, living in neighbourhoods of social housing with higher levels of unemployment     | 16.3% |
|                   |      | K - Singles and lone parents on low incomes, renting terraces in town centres   | 9.1%  |
|                   |      | M - Elderly pensioners in poor health, living in social housing on very low incomes   | 7.7%  |
|                   |      | White   | 95.9% |
|                   |      | BME   | 4.1%  |

|                 |      |   |       |
|-----------------|------|---|-------|
|                 |      | Other EU  | 1.9%  |
|                 |      | Elderly 60+   | 21.1% |
|                 |      | Main language - Other EU  | 1.1%  |
| Salmestone      | 5800 | J - Middle aged parents receiving benefits, living in neighbourhoods of social housing with higher levels of unemployment     | 38.4% |
|                 |      | K - Singles and lone parents on low incomes, renting terraces in town centres   | 13.4% |
|                 |      | L - Vulnerable singles and lone parents with young children, living in higher crime areas in neighbourhoods of social housing | 13.1% |
|                 |      | M - Elderly pensioners in poor health, living in social housing on very low incomes   | 11.2% |
|                 |      | White   | 92.7% |
|                 |      | BME   | 7.3%  |
|                 |      | Other EU  | 2.2%  |
|                 |      | Elderly 60+   | 20.8% |
|                 |      | Main language - Other EU  | 1.3%  |
| Westbrook       | 4100 | E - Cusp of retirement trades people with some health issues, mainly owning their homes                                       | 21.5% |
|                 |      | B - Well off families with older children, working in managerial and professional careers                                     | 15.4% |
|                 |      | I - Transient young singles on benefits and students, renting terraces in areas of higher ethnic diversity                    | 14.4% |
|                 |      | F - Singles and divorcees approaching retirement, mostly living in privately rented flats and bungalows                       | 14.3% |
|                 |      | White   | 94.9% |
|                 |      | BME   | 5.1%  |
|                 |      | Other EU  | 3.8%  |
|                 |      | Elderly 60+   | 28.1% |
|                 |      | Main language - Other EU  | 2.1%  |
| Westgate-on-sea | 7000 | F - Singles and divorcees approaching retirement, mostly living in privately rented flats and bungalows                       | 30.3% |
|                 |      | J - Middle aged parents receiving benefits, living in neighbourhoods of social housing with higher levels of unemployment     | 29%   |
|                 |      | M - Elderly pensioners in poor health, living in social housing on very low incomes   | 13.8% |
|                 |      | I - Transient young singles on benefits and students, renting terraces in areas of higher ethnic diversity                    | 6.7%  |
|                 |      | White   | 96%   |
|                 |      | BME   | 4%    |
|                 |      | Other EU  | 2.2%  |
|                 |      | Elderly 60+   | 30.5% |
|                 |      | Main language - Other EU  | 0.8%  |
| Garlinge        | 4900 | J - Middle aged parents receiving benefits, living in neighbourhoods of social housing with higher levels of unemployment     | 18.9% |
|                 |      | M - Elderly pensioners in poor health, living in social housing on very low incomes   | 17.6% |
|                 |      | L - Vulnerable singles and lone parents with young children, living in higher crime areas in neighbourhoods of social housing | 13.8% |
|                 |      | D - Middle aged couples living in well maintained often semi detached houses that they own                                    | 13.1% |
|                 |      | White   | 97.7% |
|                 |      | BME   | 2.3%  |
|                 |      | Other EU  | 1.9%  |

|  |                          |       |
|--|--------------------------|-------|
|  | Elderly 60+              | 26.1% |
|  | Main language - Other EU | 0.8%  |

## Audience Scope

| Audiences   | Channels for communications  | Communications Partners  |
|---|--|--|
| <b>Internal</b>   |  |  |
| Staff Members   | Intranet<br>All TDC Email<br>Internal posters<br>Staff briefings<br>Member briefings<br>Press release  | Corporate Communications Team.<br>Elected Members.<br>Democratic Services.   |
| <b>External</b>   |  |  |
| General public  | TDC Dedicated web pages<br>Twitter<br>Leaflets<br>Posters<br>Local press ads/releases<br>Local newsletter ads/articles<br>Automated information phone line   | Thanet Gateway Plus<br>Call Centre<br>Local Businesses<br>Libraries<br>East Kent Housing   |
| Students & Young People                                 | TDC Dedicated web pages<br>Twitter<br>Posters<br>Leaflets<br>Local press ads/releases<br>Student newsletter ads/articles<br>Automated information phone line   | Thanet Gateway Plus<br>Call Centre<br>Universities/6 <sup>th</sup> Form<br>Local Businesses<br>Libraries<br>Job Centre Plus  |
| Black & Ethnic Minority Groups                          | TDC Dedicated web pages<br>Twitter<br>Local BME community events<br>Face to face (Gateway)<br>Posters  | Thanet Gateway Plus<br>Community Groups<br>Call Centre<br>Local Businesses (ethnic food store /restaurants/venues)<br>Clubs & Organisations<br>Charities<br>Religious Leaders<br>Job Centre Plus |
| HMO's   | Frontline council services communications channels :<br><br>Council Tax letters/bills/website<br>Benefits letters/bills/website<br>Recycling & Waste letters/bills/website<br>EK Housing letters/newsletters/website<br>Parking (permits)<br>Gateway | Thanet Gateway Plus<br>Call Centre<br>Charities (Mencap, Sense, Porchlight, Help the Homeless)<br>Libraries<br>Local Businesses<br>East Kent Housing   |
| Disabled and those with additional communications needs | Large print literature<br>Braille Literature<br>Audio<br>Accessible website<br>Translated Literature<br>Face to face (Gateway)<br>Automated information phone line   | Thanet Gateway Plus<br>Call Centre<br>Clubs & Organisations<br>Charities<br>East Kent Housing<br>Housing Associations<br>Local Businesses<br>Libraries   |
| Elderly   | TDC Dedicated Website<br>Automated information phone line  | Thanet gateway Plus<br>Call Centre   |

|  |  |   |
|--|--|---|
|  | Face to face (Gateway)<br>Local press ads/releases<br>Leaflets | Charities (Age UK, Help the Aged)<br>East Kent Housing<br>NHS / Doctors surgeries<br>Libraries<br>Clubs and Organisations |
|--|--|---|

## Key messages

| Key Messages |   |
|--------------|---|
| 1.           | Speak up for Margate  |
| 2.           | Complete the Community Governance Review Consultation                           |
| 3.           | Visit <a href="http://www.thanet.gov.uk">www.thanet.gov.uk</a> for information. |
| 4.           | For further information contact Electoral Services on 01843 577500              |

## Evaluation

| Objective  | Measure  | How to measure  |
|--|--|---|
| Promote the Community Governance Review to residents and stakeholders. | Promotional campaign specifically targeted at Margate Wards. | Number of consultation responses received from Margate residents and stakeholders.<br><br>Number of unique web page views.<br><br>Number of Tweets. |
| Raise awareness of the different community governance options.         | Low contact for further information regarding options.       | Number of calls for info.<br>Number of emails for info.<br>Number of unique web page views.<br>Number of Tweets.                                    |
| Obtain a high level of online consultation response.                   | Number of online responses.                                  | Low consultation document printing and postal costs.<br><br>Low requests for hard copy consultation documents.<br><br>Number of online responses.   |
| Deliver comprehensive response analysis to inform recommendations      | Consultation response report.                                | Comprehensive consultation analysis report delivered to Boundary and Electoral Arrangements Working Party by 9 June 2014.                           |

## Community Governance Review

## Proposal Consultation – Communications Implementation Plan

**Internal Communications**

| Tactic   | Target Audience | Timing   | Cost   | Responsibility | Progress |
|--|-----------------|----------|--------|----------------|----------|
| Intranet home page article linking to CGR information and Consultation | All staff       | Aug 2014 | £0.00  | Communications |          |
| Monthly Staff Briefing Slides/Manager's Briefing                       | All staff       | Aug 2014 | £0.00  | Communications |          |
| Internal Posters in main and satellite offices                         | All staff       | Aug 2014 | £50.00 | Communications |          |
| All TDC Emails   | All staff       | Aug 2014 | £0.00  | Communications |          |

**External Communications**

| Tactic   | Target audience  | Timing               | Cost  | Responsibility                            | Progress |
|--|--|----------------------|-------|---|----------|
| <b>Social Media:</b>   |  |                      |       |   |          |
| TDC Twitter - regular scheduled tweets                                     | General Public<br>Young People/Students<br>BME   | Throughout<br>Aug 14 | £0.00 | Communications                            |          |
| <b>Call Centre</b>   |  |                      |       |   |          |
| Call waiting message   | General Public<br>Hard to reach<br>BME   | Throughout<br>Aug 14 | £0.00 | Communications<br>/EK Services            |          |
| <b>PR</b>  |  |                      |       |   |          |
| Press briefing   | General Public<br>Elderly<br>Students<br>Rural and Village<br>Communities                      | Aug 2014             | £0.00 | PR  |          |
| Press releases   | General Public<br>Elderly<br>Students<br>Rural and Village<br>Communities                      | Aug 2014             | £0.00 | PR  |          |
| Press/online articles  | General Public<br>Elderly<br>Students<br>Rural and Village<br>Communities                      | Aug 2014             | £0.00 | PR  |          |
| <b>Direct Marketing –</b>  |  |                      |       |   |          |
| <b>Posters/Leaflets/Postcards</b>  |  |                      |       |   |          |
| All Elected Members<br><br><b>Margate &amp; Westwood:</b><br><br>Libraries | General Public<br>Students/Young<br>People<br>Elderly<br>Disengaged<br>Residents<br>Businesses | Aug 2014             | £50   | Communications<br>/ Electoral<br>Services |          |

| Tactic   | Target audience  | Timing                                      | Cost                             | Responsibility                           | Progress |
|--|--|---|----------------------------------|--|----------|
| Hartsdown Leisure Centre<br>Bannatynes Gym<br><br>Doctor's surgeries<br>Bars and clubs<br>Restaurants/Cafés<br>East Kent College<br>Canterbury<br>Christchurch<br>Broadstairs Campus<br>Vue Westwood Cross<br>Margate residents associations<br>Job Centre Plus<br>Margate<br>Community/Social groups<br>Community centres<br>Local Businesses<br>Thanet's Gateway Plus<br>Post office | Staff<br>Members   |   |                                  |  |          |
| <b>Invitation to Respond</b>   |  |   |                                  |  |          |
| Letters  | 1000 random<br>Margate residents   | Aug 2014                                    | £100.00                          | Communications<br>/Electoral<br>Services |          |
| Postage  | 3000 @£0.33 per<br>item  | Aug 2014                                    | £990.00                          | Communications                           |          |
| <b>Advertising:</b>  |  |   |                                  |  |          |
| 2x Isle of Thanet<br>Gazette<br>Quarter Page   | General Public<br>Elderly<br>Disengaged<br>Residents<br>Rural & Village<br>Communities | Aug 2014                                    | £272.00<br><br>(£136.00<br>each) | Communications                           |          |
| 2 x KM Thanet Extra<br>Quarter page  | General Public<br>Elderly<br>Disengaged<br>Residents<br>Rural & Village<br>Communities | Aug 2014                                    | £200.00<br><br>(£100.00<br>each) | Communications                           |          |
| East Kent Housing<br>Newsletter  | General Public<br>Elderly<br>Disengaged<br>Residents                                   | Dependent<br>on<br>publishing<br>date (TBC) | £0.00                            | Communications<br>/EK Housing            |          |
| <b>TDC Website</b>   |  |   |                                  |  |          |
| Homepage feature<br>(linking to online CGR<br>pages and consultation<br>document)  | General Public<br>Students/Young<br>People<br>BME                                      | Aug 2014                                    | £0.00                            | Communications                           |          |
| FAQ's  | General Public<br>Students/Young<br>People<br>BME                                      | March 2014                                  | £0.00                            | Communications<br>/Electoral<br>Services | Complete |
| <b>Events:</b>   |  |   |                                  |  |          |
| 2 x Public meetings  | ALL  | April 2014                                  | £TBC                             | Communications<br>/Electoral             |          |



| Tactic | Target audience | Timing | Cost | Responsibility | Progress |
|--------|-----------------|--------|------|----------------|----------|
|        |                 |        |      | Services       |          |

|                   |                 |
|-------------------|-----------------|
| <b>TOTAL COST</b> | <b>£1662.00</b> |
|-------------------|-----------------|

Approval *(to be completed by commissioning manager and communications manager)*

This strategy was approved by:

|                         |                 |
|-------------------------|-----------------|
| Commissioning Manager:  |                 |
| Communications Manager: | Justine Wingate |

Website Copy –

Dedicated CGR Home Page - copy

### **Community Governance Review**

Thanet District Council is carrying out a district wide consultation on the way that decisions are made on local issues in Margate. This process, called a 'Community Governance Review' will look at the best ways of enabling you to influence decisions affecting you and represent the interests of this area.

The council is committed to devolving services and assets to local groups and parish councils that will be able to run those services effectively. As Margate does not currently have a parish council, this review offers the opportunity for you to look at all of the options available for the area. Although parish councils are widely viewed as the most local form of community governance there are several other options which should also be considered.

### **Stage One**

The first stage of the Community Governance Review will involve consultation with residents and stakeholders on the preferred governance options. The consultation will launch on 3 March and will be widely promoted throughout Thanet. Public meetings will be held in XXXX and stakeholders and members of the public are invited to ask questions and submit their views on what the best option(s) are for Margate. For more information about the possible governance options see the [What are the Options](#) page. Also see the [Frequently Asked Questions](#) for more information on the Review.

### **Stage Two**

Once the first stage is completed, the council's Boundary and Electoral Arrangements Committee will consider the feedback received and make recommendations for the next stage of the review.

**Stage Three**

Will involve further public consultation and a ballot of electors on the preferred governance option(s) during XXXXX.

## THANET DISTRICT COUNCIL DECLARATION OF INTEREST FORM

### Do I have a Disclosable Pecuniary Interest and if so what action should I take?

Your Disclosable Pecuniary Interests (DPI) are those interests that are, or should be, listed on your Register of Interest Form.

If you are at a meeting and the subject relating to one of your DPIs is to be discussed, in so far as you are aware of the DPI, you **must** declare the existence **and** explain the nature of the DPI during the declarations of interest agenda item, at the commencement of the item under discussion, or when the interest has become apparent

Once you have declared that you have a DPI (unless you have been granted a dispensation by the Standards Committee or the Monitoring Officer, for which you will have applied to the Monitoring Officer prior to the meeting) you **must:-**

1. Not speak or vote on the matter;
2. Withdraw from the meeting room during the consideration of the matter;
3. Not seek to improperly influence the decision on the matter.

### Do I have a significant interest and if so what action should I take?

A significant interest is an interest (other than a DPI or an interest in an Authority Function) which:

1. Affects the financial position of yourself and/or an associated person; or Relates to the determination of your application for any approval, consent, licence, permission or registration made by, or on your behalf of, you and/or an associated person;
2. And which, in either case, a member of the public with knowledge of the relevant facts would reasonably regard as being so significant that it is likely to prejudice your judgment of the public interest.

An associated person is defined as:

- A family member or any other person with whom you have a close association, including your spouse, civil partner, or somebody with whom you are living as a husband or wife, or as if you are civil partners; or
- Any person or body who employs or has appointed such persons, any firm in which they are a partner, or any company of which they are directors; or
- Any person or body in whom such persons have a beneficial interest in a class of securities exceeding the nominal value of £25,000;
- Any body of which you are in a position of general control or management and to which you are appointed or nominated by the Authority; or
- any body in respect of which you are in a position of general control or management and which:
  - exercises functions of a public nature; or
  - is directed to charitable purposes; or
  - has as its principal purpose or one of its principal purposes the influence of public opinion or policy (including any political party or trade union)

An Authority Function is defined as: -

- Housing - where you are a tenant of the Council provided that those functions do not relate particularly to your tenancy or lease; or
- Any allowance, payment or indemnity given to members of the Council;
- Any ceremonial honour given to members of the Council
- Setting the Council Tax or a precept under the Local Government Finance Act 1992

If you are at a meeting and you think that you have a significant interest then you **must** declare the existence **and** nature of the significant interest at the commencement of the

matter, or when the interest has become apparent, or the declarations of interest agenda item.

Once you have declared that you have a significant interest (unless you have been granted a dispensation by the Standards Committee or the Monitoring Officer, for which you will have applied to the Monitoring Officer prior to the meeting) you **must**:-

1. Not speak or vote (unless the public have speaking rights, or you are present to make representations, answer questions or to give evidence relating to the business being discussed in which case you can speak only)
2. Withdraw from the meeting during consideration of the matter or immediately after speaking.
3. Not seek to improperly influence the decision.

### **Gifts, Benefits and Hospitality**

Councillors must declare at meetings any gift, benefit or hospitality with an estimated value (or cumulative value if a series of gifts etc.) of £100 or more. You **must**, at the commencement of the meeting or when the interest becomes apparent, disclose the existence and nature of the gift, benefit or hospitality, the identity of the donor and how the business under consideration relates to that person or body. However you can stay in the meeting unless it constitutes a significant interest, in which case it should be declared as outlined above.

### **What if I am unsure?**

If you are in any doubt, Members are strongly advised to seek advice from the Monitoring Officer or the Democratic Services and Scrutiny Manager well in advance of the meeting.

## **DECLARATION OF DISCLOSABLE PECUNIARY INTERESTS, SIGNIFICANT INTERESTS AND GIFTS, BENEFITS AND HOSPITALITY**

MEETING.....

DATE..... AGENDA ITEM .....

DISCLOSABLE PECUNIARY INTEREST

SIGNIFICANT INTEREST

GIFTS, BENEFITS AND HOSPITALITY

THE NATURE OF THE INTEREST, GIFT, BENEFITS OR HOSPITALITY:

.....  
.....  
.....

NAME (PRINT): .....

SIGNATURE: .....

Please detach and hand this form to the Democratic Services Officer when you are asked to declare any interests.