

**Minutes of the Framlingham Town Council
Public Relations and Markets Committee – Tuesday 12th January 2021 at
6.00pm via Zoom**

1 APOLOGIES

None.

Present: Cllrs S Garrett, M Hine (Chair), G Kitching, P Wraight.

In Attendance: James Overbury (Deputy Clerk) and 1 member of the public

2 DECLARATIONS OF INTEREST

None.

3 MINUTES OF PREVIOUS MEETING

Cllr Hine proposed that the minutes of the previous meeting be approved as an accurate record which was seconded by Cllr Garrett with all in favour.

The Chair adjourned the meeting for public comment.

4 PUBLIC COMMENT

None

The Chair reconvened the meeting.

5 CORRESPONDENCE

None.

6 MARKETS MANAGEMENT

6.1 Saturday & Tuesday Markets:

Market Pitch applications - all new applications on hold ref Covid regulations

Deferred due to Covid-19

6.2 Review of Market Regulations and Charges – Town Clerk and Cllr Hine

Cllr Hine suggested some minor changes which the Town Clerk would incorporate into a revised version and circulate to Councillors before submitting to Full Council for approval.

7 COMMUNITY ENGAGEMENT & EVENTS

7.1 Christmas: – Town Clerk and Cllr Hine

Update

It was agreed a note of thanks to everyone who helped would be published in the Newsletter.

7.2 Framlingham Business Association: – Cllr Wright and Deputy Town Clerk

Update

No business.

7.3 Inclusivity Working Group: – Cllr Hine

Deferred due to Covid restrictions

7.4 ESC Community Area Partnership: – Cllr Hine

Update on CPA priorities: Youth Development, Social Isolation, Community Transport

Next meeting by Zoom on Thursday 21 Jan 2021 6pm

Grant funding agreed, but £4000 still not allocated - propose a project from our list at 12.1 below, or suggest a local organisation to bid for this

Cllr Hine outlined the successful grants awarded to local projects and called for suggestions for bids to the remaining funds left in the pot. Cllr Wright agreed to raise this with our Community.

8 GENERAL MANAGEMENT / STATISTICS & POLICIES

8.1 Website Visitors / WIFI Footfall / Geo-sense - Reports:

Monthly Data

The DTC confirmed that the FBA do not receive any of the data. It was agreed that the data from the current website be understood and used when determining the specifications for the new website.

8.2 Town Council Documents Presentation - Agendas, Minutes, Reports & Policies:

Update on revisions to presentation style for all documents

WWWWHP editorial guide and presentation style “template”

This was discussed and it was agreed that the DTC would share it with the office staff for comment before Cllr Hine produced a final draft for consideration by the PR&M Committee and then approval by Full Council.

8.3 Community Engagement Policy:

Action on policy revisions

This item was deferred.

8.4 Maintenance:

Market Hill Lime Trees, flower beds and planter tubs maintenance & planting up - move to Lands Committee - now agreed?

It was confirmed that the Lands Committee would be considering this issue in future.

8.5 Survey Monkey Contract:

Renewal of the annual contract

The cost and terms would be evaluated at the next meeting and a decision would be made whether to recommend to Full Council whether it should be renewed at the next meeting.

9 WEBSITE

9.1 Website Management / Updates / Revisions:

Ongoing - issues to discuss with website manager
Update on the new Reports Page

Cllr Kitching thanked Topcat Media for their work on the Website for the Covid-19 information.

Cllr Hine outlined the recent website changes and the planned additions in the short term which she would circulate for comment.

9.2 Website Contract Review 2021/22:

Update on website aims & content, functionality & features (incl. accessibility), Contract options, Time schedule.
Plan time schedule for the year, and agree regular working group meetings

It was agreed to arrange a meeting with Topcat Media to look at what savings could be made during 2021.

It was agreed to set up a working group to draw up the specification and work flow to commission a new website. This would meet monthly and there was a need for staff input into this group. The immediate priorities for the working group were agreed to be:

- Meet ESC and seek their advice and support.
- Draw up a time line for the implementation of the new website. (working backwards from March 2022 when the new website needs to be live)
- Create a plan to achieve savings during 2021/22

10 COMMUNICATIONS

10.1 Social Media - Instagram:

Monthly updates & any issues arising

The Town Clerk reported that the Town Council had made 210 posts and the Instagram account had 1013 followers.

It was agreed for the PM committee to look to create guidance for the Town Council on how to respond to social media posts relevant to the Town Council on various platforms used by residents.

10.2 Communication Media Policy: – Cllr Hine

Improving and developing new ways of engaging with the community - developing a Media Policy for social media use: Instagram, Framlingham Community Facebook / Next-door
Update on Media Policy revision

It was agreed to revise the Social Media Policy.

10.3 Integrated Communication:

Offer of assistance from Morag McInnes at ESC on Communication & Media - integration of all comms with the right infrastructure / platform, including Fram WIFI subscriber base.

Update on meeting proposal

WIFI - sustainable project planning and Xmas Newsletter initiative

Free WIFI: **It was noted** that the monthly cost of providing this was £375.00 per month (£4,500pa) which was currently covered by a grant from ESC. This would terminate in 2021 and an alternative source would need to be found.

It was envisaged that it would be covered by businesses advertising on the landing page (or similar) but the effects of Covid-19 on local businesses, coupled with the difficulties the FBA had experienced made this seem very unlikely at present.

It was agreed to approach ESC to see if further funding could be achieved.

It was agreed to convene a meeting(s) with ESC to look at both the Town Council communications and the website and also to discuss with ESC and Elephant WIFI how the data the free WIFI created could be used to generate income.

10.4 Town Council Newsletter / Website News & Public Notices: – Cllr Hine

Improving the reporting of Council work to facilitate better public engagement, and planning a regular reporting schedule.

Cllr Hine outlined the paper she had created which was a guide to producing information for the public. It was agreed to separate the policy and guidance elements in the paper, and for Cllr Hine to circulate a revised document to Councillors for comment. It would be considered again at the next meeting.

10.5 Annual Town Council Newsletter: – Cllr Hine

Requesting reports from all Committee Chairs using the format from last year's newsletter

It was agreed to aid Councillors in writing reports for the Annual newsletter that she circulate the previous edition, which was in a new format. Cllr Hine would set a deadline and call for submissions from Committee Chairs.

11 PROJECTS

11.1 CCTV – Cllr Kitching

Update on tender responses

Cllr Kitching outlined the process undertaken which had led to 12 initial bidders shortlisted to 4 and from these 4 a preferred bidder had been proposed – Home View.

Cllr Kitching proposed the next steps, required before contract is to be signed:

- The exact location for the cameras be physically considered for suitability and to establish if any permissions would be required. Cameras on FTC lampposts would incur no charge but those on SCC lampposts or private owned building would do so.
- The Conservation officer would also be consulted on these locations and type and design of camera.
- Discussion with the owners of the Elms and Fore St car parks be undertaken for permissions and potential sharing of costs at these locations.

Cllr Kitching reported that he had discussed the work of the preferred bidder with another Town Council who had a CCTV system installed by them. The feedback was very good, although it was advised that a limited number of street lights be kept on during the dark to ensure the required definition of the images taken by the camera.

Cllr Hine proposed to recommend to Full Council that ‘Home View’ be the preferred bidder for the Town’s CCTV contract, which was seconded by Cllr Kitching with all in favour.

11.2 People & Places / Smart Towns initiative: – Cllr Garrett & Cllr Wraight
Working with ESC to develop a Town Centre Action Plan for potential grant funding.
Update from new Working Group

It was agreed that Cllr Hine would ask the Chair of the SP committee if it is more appropriate for the SP Committee to consider this issue.

11.3 Community Notice Board: – Deputy Town Clerk
To consider options, costs and locations.

The DTC was arranging a quotation from a local cabinet maker which would be put to the next meeting – along with off the shelf items.

12 ACTION PLAN & NEW PROJECTS

12.1 Potential New Projects:

Community Communication - Framlingham Website
Friendly Community Bench
A “Great Get Together” event for 2021 (June?)
Climate Action / Recycling initiatives

No business.

12.2 Projects for local CIL funding & Community Area Partnership funding:

Current: CCTV project

New:

None.

12.3 Action Plan Updates: – Cllr Hine

Revisions and changes

Discuss a Year Plan of aims and objectives of this committee for 2021

Cllr Hine had updated the plan and the meeting agreed on broad priorities for 2021 and this list would be circulated to councillors with the revised action plan.

13 MATTERS OF REPORT

- **Cllr Hine reported** that she was to meet the Framlingham social prescriber employed by the NHS.
- **Hessian bags** produced by ESC with fitness & activity related gifts were to be distributed via hour community and the churches.

14 Items for next agenda:

- Print version of the TC Newsletter
- File naming protocol reminder
- Draft revision of logos etc.
- Welcome Pack folder – and plans for revision
- Draft priorities of PR work & Events possible for 2021

Date of next meeting: Tuesday 09th February 2021 6:00pm