

**DRAFT Minutes of the Framlingham Town Council Public Relations and
Market Committee.
7:00pm Tuesday 9th February 2021 Via Zoom.**

1 APOLOGIES

None

Present:

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

In Attendance:

James Overbury (Deputy Town Clerk); Eileen Coe (Town Clerk/RFO) and 1 member of the public representing Topcat Media.

2 DECLARATIONS OF INTEREST

None.

3 MINUTES OF PREVIOUS MEETING

Cllr Hine proposed that the minutes of the previous meeting, with one amendment, were a true and accurate record, which was seconded by Cllr Kitching with all in favour.

The Chair proposed to adjourn the meeting for the following item which was agreed.

4 PUBLIC COMMENT

The representative from Topcat Media outlined why he was constructing a new version of the TC website on a new server and took questions from the Councillors regarding issues relating to it.

The Chair reconvened the meeting.

5 MARKETS MANAGEMENT

5.1 Saturday & Tuesday Markets: – Town Clerk
Market Pitch applications - all new applications on hold ref Covid regulations

The Town Clerk reported this week's Tuesday market had been cancelled due to the weather.

6 CORRESPONDENCE

6.1 Email from Framlingham Business Association (FBA) requesting copy from them to be posted on the website

It was agreed that the DTC would respond positively and suggest that there would be times when the Town Council would ask the FBA to reciprocate.

6.2 email from Topcat Media

This was noted and would be discussed later in the meeting.

7 COMMUNITY ENGAGEMENT & EVENTS

7.1 Framlingham Business Association: – Cllr Wraight and Deputy Town Clerk Report from Cllr Wraight and DTC from recent bimonthly meeting.

Cllr Wraight reported on the recent bi-monthly meeting and had advised the FBA that the Town Council was very happy to share Wi-Fi data and asked if they were aware of anyone who could advise how to generate income from the data.

7.2 ESC Community Area Partnership: – Cllr Hine

Cllr Hine reported that she had attended the year end meeting of the group on 21st January which had discussed what to do with the balance of C £4k. The CAP agreed that this would be targeted at smaller rural parishes and would be prioritised for social isolation, youth or transport issues. The next meeting of the CAP would be on 18 March.

8 GENERAL MANAGEMENT / STATISTICS & POLICIES

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

To note that Elephant reported they know of no other council who use the data for commercial purposes. Decision required on what to do with the data going forward.

The DTC reported that he had spoken with Elephant WIFI who were unaware of any other Council using the data to generate funds nor how that could be achieved – although they expressed an interest in working on that issue. It was noted that the funding from ESC for the free wi-fi was to end next year and funds were needed if the free wi-fi was to continue. Cllr Hine noted that there are companies that provide free public WIFI and it was agreed that this was an avenue worth exploring further.

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

Cllr Hine reported that she is still working on the revised document and was intending to discuss it with staff before bringing it back to the PM Committee.

8.3 Survey Monkey Contract:

It was noted that the contract expired in January 2021 and there was reason to renew the contract at this time.

9 WEBSITE

9.1 Website Management / Updates / Revisions:

Report on recent changes

Cllr Hine reported on the recent changes and updates to the website due to a transfer to a new server. A change planned (and which would save money) is the ability for Councillors and staff to upload documents to the website.

9.2 Website Contract Review 2021/22:

It was noted that a meeting with ESC would take place on the 15th February to discuss WIFI, websites and integrated communication. There was a discussion regarding the need to reduce costs during the current financial year.

It was agreed that the DTC contact Topcat Media and ask how the Town Council could upload documents – and whether the new server could be configured to achieve this.

Cllr Hine reported that the first meeting of the Website Working Group had been set up and a project plan was in development. Cllr Hine agreed to circulate the relevant documents. Cllr Hine is collating the list of questions to ask Topcat Media regarding data analysis.

10 COMMUNICATIONS

10.1 Social Media - Instagram:

Monthly updates & any issues arising

It was agreed that the suggestion of changing to quarterly written reports ref social media was not yet necessary

Cllr Kitching noted that FTC was making good use of social media in its efforts to keep people informed of important Covid-19 information. ~The Town Clerk reported that the Instagram account was very busy and had 1028 followers to date.

10.2 Integrated Communication:

This will be discussed at the meeting scheduled for 15th Feb 2021 with ESC

Further consideration of a Communication Media Strategy was considered an important part of working towards integrated communication.

10.3 Town Council Newsletter / Website News & Public Notices: –

Cllr Hine reported that the Town Council Newsletter was work in progress and would consult staff and report back to the next meeting.

10.4 Annual Town Council Newsletter: – Cllr Hine and Deputy Town Clerk

It was noted that Cllr Hine had already received the Town Council Chair's and Lands Committee report which was very welcome. The Town Clerk reported on the legal basis for issuing the Annual Town Council Meeting, Annual Parish Meeting and Newsletter.

Cllr Hine proposed to recommend to Full Council that the deadline for receipt of printed Annual Framlingham Town Council Newsletter would be the date closest to the date of the Community News distribution deadline (before April 30) which was seconded by Cllr Kitching with all in favour.

It was noted that the cost of the delivery by Community News needed to be factored into the budget.

It was agreed that the DTC would establish the deadline for Community News delivery.

10.5 File naming protocol reminder

This was agreed to be adopted but with a minor change to use of upper and lower case when describing whether a document is a DRAFT or final minutes. Cllr Hine reported that staff would be renaming files as they went along processing the documents.

10.6 Draft revision of Town Council logo

Report from Cllr Hine and agreement on recommendation to change to Upper & Lower case text in the Town Council Header.

Cllr Hine proposed to recommend approval to Full Council the changes to the Town Council Logo and Header which was seconded by Cllr Garrett with all in favour.

It was noted that every effort would be made to keep the data size of the logo as small as possible whilst maintaining quality.

10.7 Calendar 2022-23

It was agreed the deadline for the receipt of printed 2022 calendars would be 31st May.

Cllr Hine suggested the idea of the 2023 Calendar to be themed on a 'old view' 'new view' of the same location in the town but taken many years apart. Cllr Garrett, who had a number of these, would look into the idea.

11 PROJECTS

11.1 CCTV – Cllr Kitching

Update on progress

Cllr Kitching reported that the preferred bidder had been agreed by Full Council and a meeting with them was scheduled for the following week.

11.2 Community Notice Board:

DTC update on progress - agree a supplier for new notice board and recommend to full council, subject to agreement by landlord. The Town Clerk/RFO advised on funds available in the budget.

Cllr Hine proposed to recommend to Full Council the cost of £625.00 + VAT on a new notice board made locally by Jonathan Read using funds from Budgets 2105 (£125) and 2202 (£500) which was seconded by Cllr Kitching with all in favour.

12 ACTION PLAN & NEW PROJECTS

No business

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

None.

12.2 Action Plan Updates: – Cllr Hine

Cllr Hine reported that she was working on a document proposing the priorities for the PM committee.

13 MATTERS OF REPORT

None

14 NEXT MEETING

Items for next agenda:

Welcome Pack folder – and plans for revision

List of areas of Responsibility for PM Committee

Annual Parish Meeting plans – The Town Clerk/RFO advised that the format was to be agree, a decision on whether to have a speaker needs to be made and the requirement of 14 days notice needs to be met.

Date of next meeting: Tuesday March 9 2021 6:00pm via Zoom.

The meeting concluded at 7:25pm