

MINUTES of the Framlingham Town Council Public Relations and Market Committee.

6:00pm Tuesday 9th March 2021 Via Zoom.

1 APOLOGIES

None.

Present:

Cllrs Garrett, Hine (Chair), Kitching, Wraight.

In Attendance:

Mrs. E A Coe Town Clerk/RFO, Mr. James Overbury Deputy Clerk, and one member of the public.

2 DECLARATIONS OF INTEREST

None

3 MINUTES OF PREVIOUS MEETING

Cllr Wraight suggested a number of amendments which were agreed.

PM 21-03-09 1 Cllr Hine proposed that with the agreed amendments that the minutes be passed as a true and accurate record, which was seconded by Cllr Wraight with all in favour.

4 PUBLIC COMMENT

The Chair proposed to suspend the meeting for public comment which was agreed.

The representative from the Hour Community/Mills Trust advised the meeting that he had written to a number of people and organisations in the town regarding a proposal to form a 'Community Council', and he read the synopsis of the email. Cllr Garrett asked what the timescale he envisaged and the representative replied that as the feedback had been largely positive, he hoped to be ready for an application to the Charity commission in 3-4 months' time. He agreed to write to the Town Council formally when plans had progressed.

The Chair reconvened the meeting.

5 MARKETS MANAGEMENT

5.1 Saturday & Tuesday Markets: – Town Clerk / RFO

No business

5.2 Street Cleaning

The Town Clerk reported that the requested quotation for the 2021 season had not yet been received. Therefore this item would be on the agenda for the next Full Council meeting.

6 CORRESPONDENCE

6.1 Email from person asking for assistance with research

It was agreed that the DTC would respond and advise that there was not enough support within the Town Council for a campaign that was perceived as political.

6.2 Email from Mills Meadow with suggestion for an open day

It was agreed that the DTC would seek more information and report back to the next meeting.

6.3 Email from Resident re Street Art

This was discussed and the Town Clerk advised that financial support from the Town Council would normally be considered by an application for a grant from the Town Council - the next date would not be until September. It was also questioned whether there could be a charitable element to any exhibition. **It was agreed** that the DTC write to the person indicating support in general and to ask the person to prepare a business case for the Town Council to consider and to make a presentation at the next meeting to see how we can assist.

7 COMMUNITY ENGAGEMENT & EVENTS

7.1 Framlingham Business Association:

Cllr Wraight reported that there had been no recent business and that she and the DTC were to attend the bimonthly meeting the following week.

7.2 ESC Community Area Partnership: – Cllr Hine

No business.

7.3 Annual Parish Meeting – Town Clerk draft Agenda

Noted

8 GENERAL MANAGEMENT / STATISTICS & POLICIES

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

It was noted that there was a 10% drop in website visitors and this was mirrored with a 10% drop in footfall from the free WiFi.

It was agreed that the Chair draft a reply to the ESC officer dealing with the Free WIFI scheme.

8.2 Areas of responsibility for PM committee

The Committee restructure was noted and the view expressed that further improvements could be made to decrease process and increase delivery by working smarter. It was agreed to defer further debate until the autumn.

8.3 WWWWWHP Editing Document from Cllr Hine

It was agreed Cllr Hine would make the amendments suggested and for the document be shared with all Councillors for comment before being approved by Full Council.

9 WEBSITE

9.1 Website Management / Updates / Revisions:

Cllr Hine reported that the PCC have drafted a set of questions and answers regarding the St Michaels Rooms project and had asked the Town Council if this could be posted on the Town Council Website. It was agreed to upload the pdf to the Town Council Website.

9.2 Website Contract Review 2021/22:

Cllr Hine reported that the minutes of the working group had been circulated and it was agreed that zoom meetings be set up with a number of website providers in order to inform the Town Council in more detail on the best approach.

9.3 Website advertising

It was agreed to keep the charge for advertisers at £34.00 + VAT per month (408.00 + VAT PA) for 2021-22. It was noted that more advertisers were being sought.

10 COMMUNICATIONS

10.1 Social Media - Instagram:

Monthly updates & any issues arising

No business.

10.2 Integrated Communication:

Social media Policy review and strategy

It was agreed to update the current Town Council Policy and to add guidance on external communications based on the Frome Town Council guidance.

10.3 Town Council Newsletter / Website News & Public Notices:

Quarterly committee reports proposal

It was agreed to relax the proposed time schedule for reports and to suggest using a 'lighter' tone for words used in articles. The Town Clerk would circulate the deadlines for copy, and it would be considered whether to return to each committee looking at newsworthy items each month.

It was agreed that the PM Committee would have a standing agenda item which would consider any newsworthy items that needed an article written about them.

In addition it would be considered whether to publish the Newsletter bi-monthly.

10.3.1 Discussion about TC printed news, and production considerations

It was agreed that it was not practical at present to produce a paper version of the Town Council Newsletter, but that the process of producing a print newsletter would be reviewed.

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

Cllr Hine reported that the 2021 Annual Newsletter had run to 36 pages and this resulted in an additional charge for four extra pages of £124.00.

PM-21-03-09 2 Cllr Hine proposed to spend up to £80.00 on the distribution of the Annual Town Council Newsletter and £124.00 (both from budget 2105) on four extra pages, which was seconded by Cllr Kitching with all in favour.

It was agreed that the PM Committee would look at revising the Annual Town Council Newsletter over the next year and historical copies would be examined for inspiration on how to improve the look and attractiveness of the production.

10.5 Calendar 2022-23

Deferred to next meeting.

10.6 New Welcome Pack Folder

It was agreed that the DTC would investigate the cost from local printers for a folder capable of containing the large number of inserts needed, and report back to next meeting.

The Town Clerk advised that there remained £218.00 from last year's budget and this would be carried forward.

11 PROJECTS

11.1 CCTV – Cllr Kitching

Cllr Kitching reported that letters seeking permission to install the cameras and transmitters had been sent, and that a pre planning application had been made.

11.2 Community Notice Board:

The DTC reported that planning and Listed Building advice had been sought from ESC and that he hoped to meet the cabinet maker soon.

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 these were in progress.

13 MATTERS OF REPORT

None.

14 NEXT MEETING: TUESDAY APRIL 13TH 6:00PM VIA ZOOM.

Items for next agenda:

Firework spectacular

Market electrical testing.

Date of next meeting: Tuesday April 13th 2021 6:00pm via Zoom.