

Minutes of the Public Relations and Markets Committee Meeting held via Zoom on Tuesday 15th September 2020 at 6.00pm

All documents relating to this meeting were made available to Councillors (Cllr) in advance.

1. Election of Committee Chair:

Cllr Garrett proposed Cllr Hine which was seconded by Cllr Kitching with all in favour.

2. Apologies:

None received - all present.

Present:

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

In Attendance:

Eileen A Coe (Town Clerk/RFO) and one member of the public (Website Manager)

3. Declarations of Interest:

None.

4. Minutes of previous meeting:

4115920 - Cllr Hine proposed the minutes of the meeting held on Tuesday 9th June 2020 (circulated in draft form prior to the meeting), be approved as an accurate record, which was seconded by Cllr Garrett with all in favour.

Cllr Hine would sign the file copy of the minutes at the earliest opportunity.

511520 - The Chair proposed an adjournment for the following which was agreed.

5. PUBLIC COMMENT

The website manager expressed concerns that the usefulness and direction of the website was being determined only by the results of the Town Survey. In response he explained the addition of a new monthly 'website visitor report' (provided by Google Analytics) that will be made available to the Town Council from the first of each month and which massively improves the apparent popularity of the website when compared with the Town Survey results. He suggested that the committee could find the report useful to better gauge the true use of the website and to better channel future developments. He also stated that the first report for August confirmed the website received 5,390 genuine visitors during August 2020. He concluded that the August total was 'unusually low' when compared with previous years and presumed that less tourism was a probable reason.

521520 - The Chair proposed to reconvene the meeting which was agreed.

6. TOWN COUNCIL EVENTS

Firework Spectacular 2020 - Cancellation acknowledged by Shell Shock Fireworks Ltd and information publicised on www.framlingham.com, Newsletters and Instagram

7. MARKETS

7.1 Resolution of issues and costs for work required to Pit 2:

The Town Clerk reported that she had inspected Pit 2 in July and there was still water in the bottom of the pit.

It was noted that Pit 2 continued to be isolated and it was agreed to monitor the situation until a solution could be identified.

7.2 Electrical Inspection:

It was noted the quarterly electrical inspections carried out on 9th June and 9th September were satisfactory.

7.3 Saturday and Tuesday Markets:

The Town Clerk gave an update on the market and last quarter trading. Social distancing measures following Government guidelines were still in place along with hand sanitisers and the system was working well. Both markets were at full capacity with regular traders and one 10ft casual pitch available to book in advance on a Saturday on a first come first served basis. **It was agreed** to keep to this format for the next quarter.

7.4 Market Pitch Applications

To consider six Market pitch applications and any others received prior to the meeting:

(All new applications on hold from 19th May 2020)

116920 - Cllr Hine proposed that as the Market was at full capacity for the next quarter, to continue to put all new applications on hold and review the situation monthly, which was seconded by Cllr Garrett, with all in favour.

The Town Clerk was instructed to contact the Library to see if it would be possible for them to allow their car park to be used on a Saturday for clubs and charities to have stalls for fundraising as they have little opportunity to generate income during the Covid restriction period.

7.5 Annual Licenses renewal:

It was agreed to defer the renewal of all Market Licenses until January (Agenda item December meeting)

7.6 Annual review of Market Regulations and Charges:

It was agreed to review the Market Regulations and Charges at the January meeting.

8. COMMUNICATIONS

8.1 Framlingham Calendar 2021:

It was agreed not to produce a Calendar for 2021 but to plan for a 2022 version.

8.2 Content for the Town Council Newsletter and publishing:

Deferred to next meeting

8.3 Website - Meeting with Manager:

Cllr Hine reported on the meeting with the Website Manager to consider the Government Accessibility requirements. The new guidance indicated a clear way of assessing compliance, and the Website manager agreed to report back once this was completed. The results were that much of the site already met the standards, and a public statement was provided.

115920 - Cllr Hine proposed to publish the Website Accessibility Statement on the website and further action would be considered as part of the website contract review, which was seconded by Cllr Garrett with all in favour.

8.3.1 Website - Contract: (3 year contract 2017 – 2020 with option to renew for further 2 years before going out to Tender – renewed until 30 March 2021)

To consider final year 1st April 2021 – 31st March 2022:

A number of reports had been circulated to members prior to the meeting including: Background Review & Costs/Templates; Visitor Report; Framlingham Website Index Site/Map; Visual Presentation Criteria; Contract Options; and a Draft Time Schedule.

Discussion took place on the options available: Standard Website Templates which have been designed specifically for Town Councils to upload all their own documents, or a Bespoke Website with some template pages for uploading documents. Both these options would offer cost savings on the current contractual model as the website manager would have less work. The time, management and administration of such websites would need further investigation, including consideration of if/how the extra time would be handled by the TC office.

It was agreed to hold an informal meeting to discuss these matters further on 24th September at 4.30pm and then report back to the next meeting.

It was agreed to work towards the draft time schedule and report the progress to date to the next Town Council meeting.

8.3.2 Website - Standardising file names for all documents:

It was agreed the final File Name Crib Sheet Guide would be circulated to all Councillors and a report made to the next Full Council meeting

8.3.3 Website - Website Adverts:

It was agreed for the Town Clerk to pursue advertisers for the website for the three vacant spaces.

8.4 New online Town Guide/Town Trail plus accessible print version:

Deferred due to current Covid situation taking precedence.

8.5 Town Council information leaflet:

Deferred due to current Covid situation taking precedence.

8.6 Annual Newsletter:

PDF version of the final artwork has now been published on the website.

8.7 Instagram – Town Clerk and Volunteer:

The Town council's Instagram Account nearly has 900 followers. The volunteer logs in daily and the Town Clerk assists with the content.

8.8 Community Engagement Policy:

Deferred to the next meeting when it would be discussed with communication issues.

8.9 Town Survey:

The Analysis Reports of the survey have been published on the website.

It was agreed the latest report - on Transport & Infrastructure, which was presented to the Strategy Planning committee, could now also be published on the website.

8.10 Notice Boards:

It was agreed for the Town Clerk to contact the owners of the Old Con Club and St Michael's PCC with a view to the possibility of a new exterior Notice Board for Community Groups on either of the properties, which could be managed by a volunteer.

8.11 Agendas, Minutes and Meetings Structure:

Discussion took place on updating and standardising the layout and font of agendas and minutes. A sequential numbering system was suggested. Cllr Wraight agreed to provide a sample document prior to the next Full Council meeting where this matter would be considered as an agenda item.

9. CCTV

Cllr Kitching reported that the tendering process was underway.

10. FRAMLINGHAM BUSINESS ASSOCIATION (FBA) – Cllr Wraight and the Town Clerk (FTC representatives)

It was noted that the FBA AGM would be held on 23rd September.

11. CHRISTMAS WORKING GROUP – Cllr Wraight and the Town Clerk:

It was noted that no further meetings had taken place since lockdown and the proposed bespoke metal tree had failed to materialise.

It was agreed that it was essential to have an Xmas tree in the Town Centre and that funds were available in the Pageant Field Reserve Account – for the enhancement of the Pageant Field and Town Events.

The Town Clerk was instructed to contact the FBA and Retailers Group to ask what plans they had and if they would be prepared to oversee the management and installation of a tree if the Town Council contributed a significant sum towards it. The FBA would also be asked about the small artificial Christmas trees and what was proposed for these this year.

It was agreed the response would be considered as an agenda item at the October Full Council meeting.

12. WIFI

12.1 Geo-sense reports.

A Simplified version being explored with the contractors suitable for publication on the website.

12.2 Fram Free Wifi:

An email from ESC on the Smart Towns “business springboard” initiative and next steps was noted. The Town Clerk advised that there was potential grant funding from ESC for an extension to the current system.

It was agreed the Town Clerk would organise a Zoom meeting to discuss this matter further - Cllr Garrett agreed to attend, and to discuss this matter with the FBA, including advertising plans to enable funding for the future.

13. INCLUSIVITY WORKING GROUP – Cllr Hine

Cllr Hine reported on the Zoom meeting held on 18th June which was convened to consider how community groups were coping with the COVID-19 restrictions and whether any views on priorities had changed significantly.

It was agreed meeting notes would be published on the website.

Subsequently several Community Area Partnership meetings were also held to identify and propose Youth Development and Social Isolation projects for funding. Any community proposals should be sent to Cllr Hine or Cllr Jones as soon as possible to put forward at the next meeting with ESC in October.

14. ACTION PLAN

14.1 Updates:

Add CCTV to the Plan

14.2 Projects to be put forward for local CIL funding:

CCTV to be added to the Strategic Planning Committee Agenda for consideration

15. CORRESPONDENCE

15.1 Resident

Poem about Framlingham for newsletters.

It was noted that there was insufficient room to publish the poem in the Town Council newsletter, but it could be printed out and put on the wall in the Town Council Meeting Room and on the Co-op community board. The Town Clerk was instructed to respond with thanks for the offer.

15.2 Resident

Emails relating to flower cycles.

Due to current Covid restrictions beyond the control of the Town Council the cycles had not been repaired, repainted and planted by the Committee members as planned. However, it was agreed that this action would be carried over to next year.

15.3 Resident/Market Trader

Email with suggestions on how to improve the markets.

Noted and the Town Clerk was instructed to respond thanking the resident/trader for the suggestions and advise that there is a Traffic Regulation Order to suspend parking for the markets but this does not extend onto the highway. The top end is usually coned off for safety reasons but we cannot prevent vehicles from entering the bottom end near the town sign to park on the highway as the TRO does not cover this area. Vehicles are not permitted with stalls on the market area as they would take up more space and therefore limit the number of stalls and all Market Traders must have their own Public Liability insurance before a Market License is granted.

15.4 Ruby Tyger

Email raising concerns relating to Licensed Trader selling clothes on the Market which are very similar to the products available in the shop.

It was noted that the Town Council should be supporting businesses in the town particularly in the current climate as well as promoting a sustainable market. As the market trader also had a shop outside of the town it was felt that priority should be given to the Framlingham business.

116920 - Cllr Hine proposed not to renew the Market License for this trader and to review the Market Regulations in respect of this, which was seconded by Cllr Wraight with all in favour.

The Town Clerk was instructed to respond to Ruby Tyger and inform the market trader of the decision.

15.5 Market Trader

Assault on Market Trader by a member of the public.

The Town Clerk reported that the incident had been reported to the Police.

15.6 Market Supervisor

Email raising concerns relating to cars parked on the market area on Market days.

Noted and it was noted that the situation may improve once the new parking machines were activated. In the meantime the Town Clerk would continue to report incidents via the ESC website in the hope that the Enforcement Officers will take action.

16. ANNUAL REVIEW OF RISK ASSESSMENTS

Tuesday Market

Saturday Market

Third Party events of Market Hill

It was agreed Cllr Kitching to review all of the above and report back to the next meeting. The Town Clerk was instructed to ask the Market Supervisor for any comments.

17. REMEMBRANCE 2020:

The Town Clerk reported that she had met with a representative of the Royal British Legion (RBL) and as a parade was not possible this year due to COVID-19 restrictions, a reduced commemoration was planned on Sunday 8th November for a limited number of invited representatives of organisations in the town to lay wreaths and observe the 2 minute silence, along with the reading of the names. The band had been cancelled but a bugler requested instead. The Garden of Remembrance would be put in place next to the War Memorial as usual.

The 2 minute silence on Wednesday 11th November would be observed at the War Memorial rather than the Market Hill.

It was agreed Town Clerk to continue to support the RBL providing support this event and to publicise the details in Framfare and the Town Council newsletter and website.

18. BUDGET 2021/2022:

It was agreed for Cllr Hine to meet with the Town Clerk/RFO to consider the funds needed for the next financial year, which would be discussed further at the next meeting.

19. MATTERS OF REPORT OR ITEMS FOR NEXT AGENDA:

Matters of Report:

The Town Clerk reported that the three new flower barrels had been delivered and she would plant all 8 with autumn bedding as normal, within the agreed budget 2114.

Agenda item next meeting:

Communication – improving and new ways of engaging with the community – Cllr Wraight

20. NEXT MEETING:

Tuesday 13th October 2020 at 6.00pm

Meeting closed at 20.16