

**Minutes of the Public Relations and Markets Committee Meeting to be held  
on Tuesday 14<sup>th</sup> January 2020 in The Cell, The Old Court House, Bridge Street at 7.00pm**

**1. Apologies:**

Angelika Grant (Co-opted member for Fireworks and Volunteer items)  
Cllr Fisher was not present

**Present:**

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

**In Attendance:**

Eileen A Coe (Town Clerk/RFO), Jon Spall (Website Manager) and Jane Parlone (Office Assistant)

**2. Declarations of Interest:**

None.

**3. Minutes of previous meeting:**

**3114120** Cllr Garrett proposed the minutes of the meeting held on Tuesday 10<sup>th</sup> December (circulated in draft form prior to the meeting) were approved as an accurate record, which was seconded by Cllr Hine and with two abstentions due to absence all were in favour.

Cllr Simpson then signed the minutes

**4. Adjournment:**

**4114120** Cllr Simpson proposed to adjourn the meeting for the following, which was agreed:

➤ **Public Comment:**

None.

➤ **Website:**

There followed a discussion with the website manager on various matters relating to the website:

- Dedicated Councillor email addresses – [councillor@framlingham.com](mailto:councillor@framlingham.com) would incur significant expenditure for 11 separate email addresses but [councillor@gmail.com](mailto:councillor@gmail.com) was an option, which would enable Council and personal emails to be kept separately.
- Access to non-public documents via secure password access for Councillors only on the website, which would have the benefit of all documents in one place rather than numerous emails to every Councillor, but the onus would be on each Councillor to access. Separate log ins for each Councillor that can be deleted when the term of office ends or one log in and password changed annually or when required.

What's App also suggested as a solution.

The Town Clerk could continue to email the Summons to meetings to each Councillor with a link to the relevant documents on the website, rather than attaching to the email.

➤ **Volunteers:** (Angelika Grant)

Deferred to the next meeting as Mrs Grant was not in attendance

**5. Reconvene:**

**5114120** Cllr Simpson proposed to reconvene the meeting, and re-order the agenda, which was agreed.

**8. Communications:**

**Website:**

**8114120** Cllr Simpson proposed to recommend approval to Full Council to enable secure access to a page on the website for Councillors only with log in details and one secure password, which was seconded by Cllr Hine with all in favour.

It was agreed for Cllr Simpson to make a report to Full Council to gauge views on a dedicated [councillor@gmail.com](mailto:councillor@gmail.com) email address.

Jane Parlone (Office Assistant) left the meeting.

### **Newsletter/Website – new online Newsletter:**

Cllr Hine reported briefly on the initial informative meeting with the Website Manager, which had resulted in a suggestion that an outline proposal was needed for further discussion.

### **Website – new Town Council pages**

There was some discussion on Cllr Hine's aims to generate more public interest and understanding of the wide range of Town Council work by changing some areas of the website, with the work of the Town Council taking priority over agendas and minutes, changing the layout and sequence of some items including the Agendas and Minutes, and to include a page for Full Council on the Committee's page, as well as introducing some photographs to make the committees more visually interesting.

There was concern that there was a considerable amount of work involved but Cllr Hine confirmed that in her role as Communications Councillor she was prepared to undertake the editorial work required.

Cllr Kitching suggested producing a sample of the suggestions first and then go into the detail afterwards, which was agreed.

### **Website – new community pages**

Cllr Hine suggested a new Community section on the website to consist of: Environment; Health and Wellbeing; Inclusivity and Volunteering. Also the Visit Fram section to include an online version of the Town Guide (with support from ESC and BT); to add more Fram town history to the Archive page (with links to the Town Guide); and adding information about Fairtrade.

Again more detail was requested and Cllr Hine agreed to circulate her ideas prior to the next meeting when they would be considered further and a recommendation made to Full Council.

**5214120** Cllr Simpson proposed to adjourn the meeting in order to ask further questions of the Website Manager, which was agreed:

The Website Manager advised that he could create a draft new layout page which could be incorporated into the website when agreed. He also advised that he was undertaking more work updating the website since the Town Council volunteer had taken a step back. He noted that the most viewed section was Visit Framlingham and the most downloaded pdf is the Official Town Guide.

**5314120** Cllr Simpson reconvened the meeting, which was agreed.

Cllr Hine requested that the Town Clerk arrange a meeting with the Website Volunteer and the Website Manager to discuss matters further and with a view to preparing sample visuals of the proposals for presentation to Councillors.

The Website Manager was thanked for attending and left the meeting.

## **6. Firework Spectacular 2020:**

**6114120** Cllr Simpson proposed to recommend approval to Full Council to accept the provisional booking with ShellShock Fireworks for Saturday 7<sup>th</sup> November, and review after the event to ascertain whether or not it is worth continuing, which was seconded by Cllr Kitching with all in favour.

It was noted that the proposed Volunteer leaflet may help recruit the extra volunteers needed for the event.

## **7. Markets:**

### **➤ Resolution of issues and costs for work required to Pit 2:**

The Town Clerk reported that she had contacted Apec Groundworks Ltd for an alternative quotation for the work required and they had been working on a solution and had spent some time trying to source a sealed cover for the pits but without having something bespoke made (at a very high cost) they have drawn a blank. Apec had advised that they do not feel the water ingress into the chamber is groundwater, more water than that is making its way either through the cover or via the existing ductwork. Their suggestion at this stage would be to set up some basic traffic management, clean out the bottom of the chamber and place a concrete or shingle base, the reason for shingle would be to aid drainage if the water is coming in from the lid, concrete would be used if the water is deemed to be coming up from the ground to create a barrier, seal the ducts with expanding foam then install some compressible foam type material that would create the seal around the cover, from what

was noticed on the site visit it seemed that there is a lot of condensation inside the one particular chamber that is not being helped by the additional water sitting in the chamber. This could be completed with minimum disruption and initially with minimal costs. Depending on traffic management requirements the estimate for these works would be around £900 - £1200.

Following discussion the Town Clerk was requested to respond asking if this work was of an urgent nature and would it be likely to get worse if left. It was noted that Pit 2 is isolated and therefore safe. To be discussed further at the next meeting.

➤ **To consider any Market pitch applications received prior to the meeting:**

None received.

**8. Communications continued:**

**Communications Strategy document – update**

There followed some discussion on how to approach this task with Cllr Wraight recommending a SWOT analysis. Cllr Kitching felt that a one page aims and objectives on how to effectively communicate with the public/stakeholders, and promote the interests of the town, was all that was needed, not something overly complicated.

Cllr Simpson felt that the document should be produced quickly and not wait for the results of the Town Survey first as had been suggested.

Following some further discussion Cllr Wraight agreed to draft a one page Communications Strategy document which would be circulated to committee members in time for the next meeting.

It was agreed that in order to solve the immediate issues to proceed with projects that had not yet been agreed within a Strategy.

It was agreed for the Town Clerk to continue to send an email reminder to Chairs of Committees for items for the monthly Town Council News.

**Community Engagement Policy – review**

It was agreed to combine this with the Strategy document.

**External Communications:**

➤ **Newsletter/Website:**

To report on meeting with website manager – noted as part of discussion in the adjournment.

➤ **Residents Survey – circulated**

Cllr Hine reported that the fee for Survey Monkey had been paid as agreed and she was working on the suggested revisions put forward by Councillors

**8114120** Cllr Simpson recommended that the Town Survey be put forward to Full Council for approval, which was unanimously agreed.

➤ **Town Council information leaflet and Welcome Pack**

Deferred to next meeting

➤ **Calendar 2021**

Deferred to next meeting.

➤ **Calendar 2020 – reduction in price**

**8214120** It was agreed to reduce the remaining 2020 Calendar to half price.

➤ **Promotional materials – mugs, pens and pencils etc – Cllr Wraight**

Deferred to next meeting.

➤ **Annual Newsletter – format and distribution**

Changing from reporting Town Council work as a diary list of information to annual report from each committee was agreed and it was agreed for the Town Clerk to contact Leiston Press to carry out the printing (costs to be covered by advertising) with delivery via Community News, cost to be agreed at the next meeting. The Town Clerk noted that the publication date for Community News was 24<sup>th</sup> April with a deadline of 15<sup>th</sup> April for the printed copy via Leiston Press.

Each Committee Chair would be requested to provide a summary of the year with a deadline of 1<sup>st</sup> March.

➤ **Annual Parish Meeting:**

It was agreed to hold the APM on either Thursday 30<sup>th</sup> or Wednesday 29<sup>th</sup> April depending on availability of Hall hire, and the Town Clerk would confirm at the next meeting.

Following a request from the Town Council Chairman it was agreed not to invite a Guest Speaker but to have a Framlingham Neighbourhood Plan Review and Inclusivity item on the agenda.

**Internal Communications – Cllr Garrett**

Discussed under item 4

**9. Website Contract:**

Contract term of three years commencing on the 1<sup>st</sup> of April 2017 until 31<sup>st</sup> March 2020 with an option to extend for an additional two years to 2022.

**9114120** Cllr Simpson proposed to recommend approval to Full Council to extend the Website Contract for a further two years to 31<sup>st</sup> March 2022, which was seconded by Cllr Kitching with all in favour. The Town Clerk advised that the tender process for the new Website Contract from 1<sup>st</sup> April 2022 would need to start in September 2021.

**10. Recycling Facilities:**

The Town Clerk provided an update on the Electrical Recycling Facility – no suitable site had been identified as yet, and no suitable alternative site for the Bottle Banks in the Fore Street car park had been found.

Cllr Simpson commented on the issue of Tetra Packs etc recycling, which seemed to be undertaken by private groups rather than a public recycling centre.

This matter would be considered further after the results of the Town Survey were known as a question relating to recycling had been added.

**11. Street Cleaning 2020:**

The quotation for street cleaning services from 1<sup>st</sup> April 2020 – 31<sup>st</sup> October 2020 from East Suffolk Norse was considered

**11114120** Cllr Simpson proposed to recommend approval to Full Council to accept the quotation from East Suffolk Norse of £1800 for street cleaning services from 1<sup>st</sup> April 2020 – 31<sup>st</sup> October 2020, which was seconded by Cllr Kitching with all in favour.

**12. Analysis of CPA Surveys – Cllr Hine**

Cllr Hine reported that she had completed an analysis and would be discussing the results at the first Inclusivity Working Group Meeting on 22<sup>nd</sup> January.

**13. CCTV – Cllr Kitching**

➤ **Survey:**

Results to date: 37 in favour and 2 against

➤ **Quotations:**

Westrock CCTV and Secure Response

Cllr Kitching noted that updated quotations would need to be sought in due course, following the results of the CCTV question in the Town Survey

He noted the recent increase in vandalism in the town.

#### **14. Framlingham Business Association:**

**X19**

Residents Letter regarding lack of central Christmas tree – acknowledged and forwarded to FBA

The next FBA meeting would be held on Wednesday 22<sup>nd</sup> January at 5.30pm in The Crown Hotel, which Cllr Wraight and the Town Clerk would attend.

Cllr Wraight requested an item for the next agenda – Christmas 2020 joint event with FBA

#### **15. WiFi:**

The Town Clerk provided the following report on the meeting held on 18<sup>th</sup> December:

1,611 people signed up to date, 435 agreed to marketing, average connection time 86 minutes and 17-20,000 visits to the town per week with an average dwell time of 3 hours and 6 minutes. The Market Hill was the busiest area followed by the Library area.

FBA to organise a Retailers Meeting with a presentation by Elephant WiFi

Advertising pop ups were being developed and would be free of charge

Monthly updates would be available soon for the website and newsletters

Funding may be available to extend the free WiFi zone from ESC and there may also be a funding opportunity for a digital Town Guide. ESC would be organising a meeting relating to digital projects in the New Year.

There was also an offer of a tour of BT in 2020. The group agreed to continue to meet every 2-3 months and email updates in between.

#### **16. Wellbeing activities and projects:**

##### **➤ Inclusivity Working Group:**

Cllr Hine requested that the Town Clerk attend the Inclusivity Working Group Meeting and take notes.

##### **➤ Medieval Market – 750<sup>th</sup> Anniversary - July 2020**

The Town Clerk was requested to ask if there was any other source of evidence for the 750<sup>th</sup> Anniversary date as there were some doubts from members.

It was agreed for Cllr Simpson to lead the event but remove the reference to the 750<sup>th</sup> Anniversary.

It was felt that a medieval re-enactment would be too large scale for the Market area and more suitable for the Castle.

Apple dipping and medieval costumes was suggested.

The Town Clerk provided the following information as requested which was noted and further detail would be considered at the next meeting.

Cost for Morris Men - £150 for 3 x 20minute session - preferred date 25<sup>th</sup> July

AA Advertising signs – Installed 24-48 hours prior to event and removed 24-48 hours after event. 5 x signs - £268.00 + vat up to 20 x signs £822.00 + vat

Enabling Communities Grant application

Cllr Simpson suggested having a permanent sign: Framlingham Market – Saturday and Tuesdays – off the A12

It was agreed to pass this item for the next Rights of Way, Highways and Lighting Committee agenda.

#### **17. Action Plan:**

##### **➤ Updates:**

None.

##### **➤ Projects to be put forward for local CIL funding:**

None.

#### **18. Correspondence:**

##### **1/01 Email**

Email asking if there are any plans to light up the Framlingham signs to make them more visible to motorists.

It was agreed for the Town Clerk to respond advising that this was not currently practicable.

#### **19. Floral Fram 2020:**

##### **➤ Self-watering planters:**

The Town Clerk provided information on Amberol self-watering Barrell Planter 630mm = £89.50 + vat each plus delivery, and advised that there was £513 left in the 2019/2020 Budget.

**19114120** Cllr Simpson proposed to recommend approval to Full Council to purchase 4 x self-watering barrell planters @ £89.50 each plus delivery total cost £401.00 + vat from Budget 2114, which was seconded by Cllr Hine with all in favour.

Replacement of remaining planters would be considered in the new financial year.

**19214120** Cllr Simpson proposed to approve the cost of £142 for the re-print of 100 x 180x50mm Framlingham Town Council stickers for FTC owned equipment, from Budget 2202, which was seconded by Cllr Garrett with all in favour.

**17. Matters of report or items for next agenda:**

Cllr Hine to circulate the List of jobs for Communications Councillor presented at the previous meeting.

**18. Next meeting:**

Tuesday 11<sup>th</sup> February 2020 at 6.00pm

Meeting closed at 21.04