

**Minutes of the Public Relations and Markets Committee Meeting to be held
on Tuesday 11th February 2020 in The Cell, The Old Court House, Bridge Street at 6.00pm**

1. Apologies:

None.

Present:

Cllr Fisher, 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)

2. Declarations of Interest:

None.

3. Minutes of previous meeting:

3111120 Cllr Simpson proposed the minutes of the meeting held on Tuesday 14th January 2020 (circulated in draft form prior to the meeting) and with one amendment were approved as an accurate record, which was seconded by Cllr Kitching with all in favour.

Cllr Simpson then signed the minutes

4. Adjournment:

4111120 Cllr Simpson proposed to adjourn the meeting for the following, which was agreed:

➤ **Public Comment:**

None.

5. Reconvene:

5111120 Cllr Simpson proposed to reconvene the meeting, which was agreed.

6. Town Council Events:

➤ **Firework Spectacular 2020:**

The Town Clerk/RFO advised that following approval at Full Council on 6th February the event had been confirmed with Shell Shock Fireworks for Saturday 7th November 2020. She noted that due to the Town Council being registered for VAT from 1st April 2020 the ticket prices would need to have vat added, however, the vat on the expenses such as the display could now be reclaimed. She also advised that advance ticket sales were quite poor and did not speed up the entry through the gate as expected. As the event had suffered a considerable loss last year the cost to print advance tickets could be a saving if all entry was on the night. Previous years advance tickets had been £5 for Adults and £2.50 for children and on the night £6 for Adults and £4 for children, which with vat added would be £6 and £3 and £7.20 and £4.80, and she suggested the members consider the lower figures in order to keep this an affordable family community event, even though there had been no increase for the last 10 years.

6111220 Cllr Simpson proposed that the Firework entry on the night be £6 for Adults and £3 for Children with no advance tickets, which was seconded by Cllr Kitching with all in favour.

➤ **Medieval Market – 25th July 2020 – Cllr Simpson**

The date as above was confirmed.

Cllr Simpson advised that the Castle has a jousting event over the weekend and were interesting in working with the Town Council, which he agreed to pursue.

Cllr Wraight agreed to meet with the Framlingham Business Association for its involvement and support.

6211220 The cost for Morris Men at £150 was agreed and the Town Clerk would confirm the booking.

Cllr Simpson would speak to the Saturday Market traders to see if they would dress up in medieval costume for the day.

The Town Clerk would action a temporary road closure around the back of the Market Hill.

Cllr Hine agreed to ask the Inclusivity WG and Fairtrade Group if they would like to be involved.

It was agreed for the Town Clerk to request advance booking only for casual market traders on the 25th July, so that the maximum use of space could be obtained.

AA Advertising signs – due to the cost involved this was declined.

Enabling Communities Grant application – The Town Clerk would apply for funding once all expenditure was known.

It was agreed to hold a Planning Meeting for the event and the Town Clerk would circulate some suitable dates.

Historical Promotions offer – declined due to the costs involved and also as it was felt that this should be a small community event.

7. Markets:

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

It was noted that a response had been received from APC Groundworks Ltd suggesting that the pit continue to be isolated and monitored when the weather is drier to see if it is a groundwater problem, which was agreed. The Town Clerk would meet with Cllr Simpson to look at the issue and he agreed to monitor the situation.

➤ Market pitch applications received prior to the meeting:

Clive McDonald – Dreddys Jerk Pit

Application for a 6ft pitch on the Saturday and Tuesday Markets (with electricity) – west Indian street food; fried dumplings, saltfish and ackee, jerk chicken, rice/peas, curried goat and a variety of tropical drinks.

Steven Rafis – Vegan Spice

Application for a 9ft pitch (with electricity) on the Saturday Market Freshly cooked vegan street food including vegan curry which is based on Sri Lankan and Indian Cooking.

It was noted that there was currently only one space available with electricity on the Saturday Market and the Tuesday Market was currently full.

7111220 Following some discussion it was agreed to approve a Market License for both of the above applications, but to arrange attendance on alternate weeks if possible.

Neil Hunting (Framlingham Travel)

Application for a 6ft pitch on the Saturday and Tuesday Market promoting holidays.

7211220 The application was declined as there would be no physical product to sell and the business was so close to Market, it would take up space which could be offered to a trader selling goods.

East Suffolk Pleinair Painters

Application for a 10ft pitch on the Saturday and Tuesday Market to exhibit, display and sell artwork and promote local artists.

7311220 Approved

➤ Market Receipts books:

7411220 The cost of re-printing the Market Receipt Books x 10 @£91 net from Leiston Press (Budget1704) was approved.

➤ Love Your Local Market – 16th – 30th May

The Town Clerk advised that the event covered Saturdays: 16th, 23rd and 30th and Tuesdays: 19th and 26th May. It was agreed not to organise an event but to fly the LYLM flag and put the banner up for the period.

8. Communications:

➤ @framlingham.com email issue:

The communication from a resident requesting the reinstatement of email forwarding was considered along with the letter from the previous Chairman of the Town Council 21 years ago.

Following some discussion and advise it was felt that the offer to forward email was not intended to be perpetual, and after 21 years of service it was felt to be reasonable now to close the forwarding service, particularly as there are security implications as it becomes more difficult to apply modern security methods to forwarded email. In addition, an increasing proportion of Framlingham Town Council communication uses the framlingham.com domain, and it is important for the Town Council to be able to control all use of the domain. It was agreed for the Town Clerk to response apologising for any inconvenience, but advise that now is the time to use their own domain, rather than one intimately associated with Framlingham Town Council, with which they have no direct link and therefore after 21 years the Town Council is withdrawing the service.

➤ Communications Strategy document: - update

It was agreed for the final draft to be circulated to members and a recommendation made to Full Council for approval. It was also agreed to rename the document: External Communications Strategy.

Cllr Garrett agreed to re-circulate his previous document on Internal Communications and this would also be recommended to Full Council for approval as an Internal Communications Strategy.

➤ **Community Engagement Policy:**

Cllr Hine agreed to review the document, which would be circulated with the agenda for the next meeting.

➤ **External Communications: Cllr Hine:**

Cllr Hine and the Town Clerk had met with the Website Manager and Cllr Hine noted that the aim was to improve communication about the Town Councils work by using up to date digital/print methods and reduce the amount of office admin time to produce newsletters PDF's in different formats and to revise procedures and roles due to the change in Councillors since the May elections. She reported on the progress to date and also the new format for the monthly Town Council Newsletters, which would have an A5 summary poster published on the Notice Boards each month. Cllr Hine would provide a briefing outline for proposed newsletter copy, indicating monthly deadlines for Chairs of Committee to provide editorial and photos for the newsletter each month.

It was noted that the Website Volunteer had agreed to continue with updating Directory/Markets/events Diary/Clubs and Groups, but would no longer update the News or Gallery.

Cllr Garrett agreed to take photographs for the Website Gallery and it was agreed to provide the information required to enable access to the website to upload the photographs direct.

The Town Clerk would continue to co-ordinate the Instagram with a Volunteer and provide monthly reports to the Committee.

It was agreed for Cllr Hine to continue the good work and to liaise with the Town Clerk and report back to the Committee each month.

The Town Clerk reported that following approval at Full Council of the extension of the Website Management Contract the Website Manager had asked for his appreciation to be passed on to the Committee for their continued faith in his work.

The Town Clerk/RFO advised that due to the reduction of voluntary input and additional work resulting from Cllr Hine's suggestions the Website Manager is finding it difficult to work within the current budget, especially if the workload continues to increase. It is anticipated that an additional £300 per annum would be required, which would be the first increase for 10 years. It was agreed for the Town Clerk/RFO to discuss this further with the Website Manager in order to provide an estimate of additional hours needed, with a view to investigating funding for potential digital projects associated with the website.

➤ **Website – new online Town Guide/Town Trail plus accessible print version:**

Deferred to next meeting

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

The cost of for Welcome Pack presentation folders at £218 for 250 from Budget 2105 was agreed.

➤ **Annual Newsletter – format and distribution costs**

Cllr Hine was overseeing the editorial provided by Committee Chairs etc and the final draft would be circulated for approval.

8111220 The cost to distribute the Annual Newsletter within Community News at £46.36 net was approved.

This would be published on 24th April.

➤ **Calendar 2021**

It was agreed to consider photographs submitted at the next meeting as the first item on the agenda at the earlier time of 6pm.

➤ **Internal Communications – Cllr Garrett**

As item 8.

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

Cllr Wraight would liaise with the Town Clerk and provide information, costs and examples at the next meeting.

➤ **Annual Website Adverts x 3**

The Town Clerk advised of the procedure for the website adverts and noted that from 1st April these would be vatable.

8211220 It was agreed for the Town Clerk to offer the same cost (£400) as this year plus vat.

➤ **Instagram update – Town Clerk**

The Town Clerk advised that the Volunteer had reported that the Town Council now has 700 followers. During December 2019 and January 2020 The TC's account posted 11 times with the following results (collectively from the 11 posts)

766 likes

3986 times seen

14 shares to other accounts

16 positive comments

The Town Council's Instagram Account is now 10 months young/old since its launch on 5th March 2019 and it has received no negative comments.

9. CCTV – Cllr Kitching

No business until results of Town Survey received.

10. Framlingham Business Association – Cllr Wraight and the Town Clerk

➤ To report on meeting held on Wednesday 22nd January

Cllr Wraight and the Town Clerk attended the meeting and the minutes would be circulated when available.

➤ Christmas (Joint FTC/FBA event)

Cllr Wraight reported that she and the Town Clerk had attended the X19 Debrief meeting when it had become clear that the FBA would no longer organise or be responsible for the Christmas Festivities, however, they would be willing to support and be involved in any Christmas activities or event. The FBA would also no longer organise or be responsible for the Sausage Fest, however, this would go ahead in October and be organised by an individual.

There followed some discussion and the Town Clerk noted that FBA members, Retailers and members of the public were willing to get involved and raise funds throughout the year for Christmas lights, trees and decorations etc and had already suggested a Bingo Night and Cake stall on the Market.

Cllr Wraight was keen to be involved and felt that a Christmas Market event on the first Saturday before Christmas would be a good way to get everyone involved and be good for the town. She noted that everyone had enjoyed the event held on 7th December 2019 organised by the FBA and supported by the Town Council, and there had been a lot of positive feed-back, so she felt that this type of event could be expanded upon and would work well.

It was suggested that stalls and activities could be considered in the Library Car Park and Unitarian Meeting House to encourage people to make their way down to Well Close Square shops as well as the Market Hill area.

Cllr Wraight offered to take the lead if a Working Group could be set up and Cllr Simpson agreed to support her. Other Councillors would also be requested to help. The Town Clerk/RFO advised of potential funds available.

10111220 It was unanimously agreed to set up a Christmas Working Group led by Cllr Wraight and Cllr Simpson with a recommendation to Full Council for support and approval to transfer the £600 profit from the Soap Box Race event currently in Ear Marked Reserves and £500 from the Entertainments Reserve Account to a designated Christmas EMR account.

Cllr Wraight and the Town Clerk/RFO would draw up a plan of action and likely income and expenditure to support the above proposal.

11. WiFi:

The Town Clerk provided a Geo-Sense report for the last month which would be circulated to all Councillors.

12. Inclusivity Working Group – Cllr Hine

Cllr Hine reported on the first meeting held on Wednesday 22nd January and the notes of the meeting had been circulated.

Cllr Hine explained the priorities identified by the group:

1. Website community pages of information and calendar of activities and event
2. Community Open Day/event on Market Hill and all around the town of clubs, groups and organisations offering activities, services and volunteering initiatives.
3. Youth Development Worker would be proposed to the ESC Community Partnership Area Group.

The next meeting would be held on 12th February when a Working Group of up to 12 people would be established.

Cllr Hine also mentioned Asset Mapping – Youth and would circulate the information from the recent ESC Community Partnership Area Meeting that she had attended.

13. Action Plan:

Updates:

Inclusivity and Christmas

- Projects to be put forward for local CIL funding:

None.

14. Correspondence:

1/2. Suffolk Coastal Norse:

Love East Suffolk 2020 Litter Pick

It was agreed to pass the information to the Framlingham WI and Friends of the Fens Group. It was also agreed to carry out a Litter Pick on a Sunday morning between 10am and 12noon between the dates of 20th March – 13th April. The Town Clerk would circulate a list of dates and complete the registration forms.

It was noted that the Town Council has 5 Litter Picker Sticks available for community use.

2/2 Framlingham and District RBL:

Email wondering if the Town Council has any plans to commemorate VE/VJ day this year?

(VE Day - Friday 8th May VJ Day - 14th -16th August)

It was noted that Rev Sanders had agreed to accommodate a commemorative service in St Michael's Church as part of the Communion Service on 10th May.

It was agreed to arrange for the Union Jack flag to be flown on the appropriate dates.

3/2 Armed Forces Day:

Saturday 22nd June 2020.

It was agreed that due to other commitments there would be no event this year, but the flag would be raised on the Market Hill.

4/2 Resident:

Request to use the Town Crest (Copy Right to Framlingham Town Council) within a certificate for a fire fighter for over 40 years-service to the town. Agreed prior to the meeting.

5/2 Suffolk Day:

14111220 It was agreed to purchase a Suffolk flag at a cost of £7.99 and fly the flag on 21st June.

The Town Clerk reported that she had a list of dates and flags currently used which was the responsibility of the Deputy Town Clerk.

14211220 The Town flag was in need of replacement and the cost of £94.99 for a new Town flag was agreed.

15. Matters of report or items for next agenda:

Website Accessibility Regulations – next Agenda.

16. Next meeting:

Tuesday 10th March 2020 at 6.00pm

Meeting closed at 20.04