

**Minutes of the Public Relations and Markets Committee Meeting held virtually via Zoom
on Tuesday 9th June 2020 at 6.00pm**

1. Apologies:

None

Present:

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

Cllr A Fisher was not present

The resignation of Cllr J Simpson was noted and the Election of Committee Chair would be the first item on the next agenda. Cllr Garrett suggested that the Town Council Chair sends an email to all Councillors requesting additional members for the Committee. It was noted that the Lands Committee would also be low on membership until a new Councillor was elected/co-opted.

In Attendance:

Eileen A Coe (Town Clerk/RFO)

2. Declarations of Interest:

None.

3. Minutes of previous meeting:

319620 Cllr Garrett proposed the minutes of the meeting held on Tuesday 19th May 2020 (circulated in draft form prior to the meeting), be approved as an accurate record, which was seconded by Cllr Hine with all in favour.

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

4/5. Public Comment:

None.

6. Town Council Events:

Firework Spectacular 2020:

It was agreed to consider whether or not to proceed with the event provisionally booked for 7th November 2020 as an agenda item at the next Full Council meeting on 2nd July.

7. Markets:

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

It was agreed for the Town Clerk to look at Pit 2 at the next opportunity and report back to the next meeting.

Saturday and Tuesday Markets and COVID-19 restrictions:

The requests from casual traders to return to the Markets, emails in support of Cupboard Love and an email from the Market Supervisor along with information, photographs and advice from the Town Clerk had been circulated to members prior to the meeting.

The return of Market Traders and the limited space available due to the need for social distancing measures was discussed and the Town Clerk noted that to avoid the collection of rent and trips to the bank all traders should pay in advance for the 3 months (July – Sept) by bank transfer, which was agreed.

719620 Cllr Garrett proposed to agree to the return of one Tuesday Market trader and two Saturday Market traders subject to social distancing measures and COVID-19 regulations being observed, with a monthly review of the situation by the Committee, which was seconded by Cllr Hine with all in favour.

Hand Sanitisers:

The Town Clerk reported that the G&P Contractor had installed the new units each Market day and a photo of the Market Supervisor using one of the units along with an article had been published on the website and newspapers etc. However, larger triangular signs would make the location of the sanitisers more visible.

729620 Cllr Garrett proposed to purchase new Hand Sanitiser signs x 4 from Leiston Press at a cost not exceeding £100, which was seconded by Cllr Kitching, with all in favour.

To consider the following Market pitch applications and any others received prior to the meeting:
All new applications on hold until September.

8. Communications:

Calendar 2021:

Deferred to next meeting

Monthly Town Council Newsletter and Weekly Fram at Home Newsletter:

Cllr Hine reported that the Fram at Home newsletter would now be produced fortnightly and the Town Council Newsletter monthly, an email in each fortnight between monthly TC issues would be sent to all subscribers notifying them of the latest Fram at Home newsletter and the latest Covid Update with links to the relevant website page.

Cllr Hine noted that the feedback on the Fram at Home newsletter had been very good and there had been a print run of 400 published this week. However, she noted that a fortnightly publication would be more sustainable.

Cllr Hine requested an agenda item for the next meeting – Regular Content Planning & Submission for the Town Council Newsletters.

Website:

Accessibility Regulations:

There was some discussion on this matter and the useful compliance procedure outlined in the NALC document (previously circulated by the Town Clerk) was noted. Cllr Hine advised that part of the assessment must be carried out by an independent person. It was agreed to discuss this matter with the Website Manager in order to review accessibility requirements and report back to the next meeting. Cllr Garrett and Cllr Hine agreed to lead on this matter and the Town Clerk was requested to arrange a Zoom meeting and circulate suggested dates to all Committee members.

Website Design Content Management and Brief – Cllr Hine

Discussion took place on two documents (previously circulated by the Town Clerk) reviewing the website, to address comments previously made by the Website Manager. It was agreed that quarterly reviews of the website with the Website Manager would be a good way to develop a team approach for making changes and developing new content for the site. It was also agreed the changing communication needs of the Town Council should be detailed in a Website Communication Brief, to be drafted by Cllr Hine. The website manager would then be asked to assess the website and propose design solutions to meet those needs. These would then be considered by the committee and put forward for approval. The Website Communication Brief would be circulated to all Councillors for input. It was also suggested that all data on communication in the Town Survey should be analysed and consideration should be given on various ways to consult the town on the usefulness of the website for residents.

The new brief and quarterly review meetings should form part of a new Website Contract. However, it was felt that in view of current Covid circumstances July would not be the right time to go out to tender for a new contract and therefore the remaining one year extension period of the current contract was considered.

819620 Cllr Garrett proposed to recommend approval to Full Council to extend the current website contract for a further one year period from 1st April 2021 to 31st March 2022, when the website contract would then go out to Tender as part of the normal five yearly process, which was agreed.

Website Private Page and Standardising File names for all Documents – Cllr Hine

Although there was a current file naming system in place for the Private Page Cllr Hine felt that this could be improved upon and a standardised system for all documents produced by Cllrs and Clerks be put in place. The aim is to produce a method which allows documents to drop into place automatically in committee and date order. A draft proposal was presented and it was agreed for Cllr Hine to provide examples of how this would look in use, providing a template for consideration by the Town Clerk to make sure it complies with best practice, and it would then be circulated for agreement by all Councillors and Staff.

Website Adverts – Town Clerk

The Town Clerk reported that the website sponsors adverts had been put on hold due to the COVID-19 situation. It was agreed to review this on a monthly basis.

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

Deferred due to the current situation taking precedence.

Town Council information leaflet:

Deferred due to the current situation taking precedence.

Annual Newsletter:

It was noted that the Annual newsletter was ready to print but had been put on hold due to the current situation. Cllr Hine suggested producing a PDF version without the adverts which could be circulated to subscribers and put on the website, which was agreed.

Instagram update – Town Clerk and Volunteer

It was noted that the Instagram page was being regularly updated.

Community Engagement Policy Update – Cllr Hine

A draft proposal had been circulated via the Private Page of the website. Cllr Hine suggested that, as community engagement is something that all Cllrs should be involved in, prior to proposing amendments to the Policy itself, a first step could be to ask Councillors what areas of community engagement they are interested in with a view to providing regular reports to Full Council. This would have the added benefit of also identifying any community areas that were missing our attention.

It was agreed to put this matter forward to Full Council as an agenda item for consideration.

Town Survey – criteria for analysis of results

It was noted that the huge amount of data had now been collected as a result of the survey. The large number of comments throughout the Survey had made it a time consuming task to input from the paper responses, and some analysis would have to be done by hand. Cllr Hine outlined some results from questions relating to communication and the Town Council. A draft copy would be circulated to all Cllrs, and it was agreed that small informal groups meetings of PR&M Councillors were needed to discuss these matters and report back to the Committee.

9. CCTV – Cllr Kitching

Cllr Garrett proposed to recommend to Full Council that due to the results of the Town Survey approval be sought to proceed with a presentation paper for the CCTV project for the town centre, which was seconded by Cllr Hine with all in favour.

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

Cllr Wraight reported that there had been no meetings.

11. Christmas Working Group – Cllr Wraight and the Town Clerk:

Cllr Wraight reported that it had been suggested by a retailer that all businesses in the town be contacted and requested to support the purchase of a bespoke Christmas tree, new lighting and decorations by contributing £100 each. It was felt that this was not a good time to ask businesses in the town to contribute at this stage. Cllr Wraight and the Town Clerk were working with retailers on investigating the design and cost of a bespoke Christmas tree and then an application for funding could be submitted to DCllr Cook who had expressed an interest in the project, and requested more details and costings as he had donated funds to the FBA last year for Framlingham's Christmas event.

Cllr Wraight would report progress back to the next meeting.

12. WiFi:

Geo-sense monthly reports circulated. The Town Clerk would circulate a selection of alternative reports for information.

13. Inclusivity Working Group – Cllr Hine

Cllr Hine reported that a remote meeting via Zoom was being arranged for 18th June and the next East Suffolk Community Partnership meeting would be held on 23rd June.

14. Flower tubs and planting:

1419620 Cllr Garrett proposed to recommend approval to Full Council of the cost of 4 x new self-watering planters from Amberol at £403 including delivery + vat from Budget 2114, which was seconded by Cllr Hine with all in favour. It was noted that these would replace two of the old ones on Market Hill and at the Cemetery gates.

15. Action Plan:

Updates: None

Projects to be put forward for local CIL funding - None

Cllr Hine requested that the procedure for putting forward local CIL projects to the Strategic Planning Committee be clarified.

16. Correspondence:

1/6 East Suffolk Council

Email relating to the East Suffolk COVID-19 Business Grant Scheme for Market Traders. Information forwarded to all Town Council Licensed Market Traders. Noted.

2/6 Residents

Information on a Pirate Treasure/Treasure Hunt to be held in the town from 11am Saturday 27th June to Sunday 5th July. It was agreed that subject to safe access there were no objections and the event could be advertised on the website and in the newsletters etc

17. Matters of report or items for next agenda:

Agenda items for next meeting:

Planning Regular Content for the monthly Town Council Newsletter – Cllr Hine

Notice Boards – consider procedure and possible new Notice Board in Church Street – Cllr Wraight

Standardising minutes and agendas with new san serif type font– Cllr Wraight

Matters of Report:

Cllr Kitching gave advance apologies for the next meeting,

18. Next meeting:

Tuesday 14th July 2020 at 6.00pm (Meeting closed at 19.53)