

Draft MINUTES for the Public Relations and Markets Committee held on Tuesday 10th November at 6pm via Zoom

1 APOLOGIES:

Cllr Garrett was having electrical supply problems and was only able to attend to give his apologies.

PRESENT:

Cllrs M Hine (Chair), G Kitching, P Wraight.

IN ATTENDANCE:

Eileen A Coe (Town Clerk/RFO) and James Overbury (Deputy Town Clerk)

2 DECLARATIONS OF INTEREST:

None.

3 MINUTES OF PREVIOUS MEETING:

31101120 Cllr Hine proposed that the minutes of the previous meeting be approved as an accurate record which was seconded by Cllr Kitching with all in favour.

4 PUBLIC COMMENT:

None.

5 CORRESPONDENCE:

None.

6 MARKETS:

6.1 Electrical Inspection: Update on monitoring of Pit 2L

It was agreed that Ss the supply was isolated from this pit and it was not needed at present, to monitor the pit at quarterly intervals – June, September, December and March.

6.1.1 Other market issues

It was agreed to add the issue of the condition of the lime trees, flower beds, and large roundels to the next agenda.

6.1.2 Budgetary issues.

It was agreed to ask Finance committee whether the cost centre for street cleaning be moved to ROW, H&L or Lands.

It was agreed, as part of the budget setting process, to reduce the amount requested for go kart/community events from £2,500 to £1,500.

It was agreed to raise the issue of considering not always budgeting for a 'break even' approach to events for the community in future budget planning.

6.2 Saturday and Tuesday Markets:

No new applications for pitches were considered.

7 COMMUNITY & EVENTS:

7.1 Remembrance 2020:

It was noted that the Covid-19 compliant ceremony, which could be followed on FaceBook, was excellent considering the restrictions.

7.2 Christmas – Town Clerk:

Update on Christmas Tree for Market Hill

The Town Clerk reported that the Market hill tree was due to arrive this Thursday and the G&P contractor was arranging to put out bollards.

The small trees for the individual businesses were beginning to be erected and lit and the remaining were anticipated.

It was agreed With regard to the decorated trees in the Church that this was not a Town Council project (and thus VAT was not recoverable) **and it was noted** that the FBA had offered a grant of £180.00 for additional lighting and there was the possibility of a £100 grant from the CO-OP. The FBA would need to be consulted to establish if they would be happy for the money to be spent on trees. The Town Clerk agreed to do this.

It was noted that there was still £600 in ear marked reserves code 327 and this could also be considered a source to draw down funds.

The Town Clerk reported that potted trees cost £20.00 each and the maximum this committee could authorize is 15 trees for £300.00.

71101120 Cllr Hine proposed that 15 trees would be ordered at a cost of £300 sourced from ear marked reserves 327 which was seconded by Cllr Kitching with all in favour.

It was agreed to table this issue at the next Full Council and also for it to consider the purchase of another 5 trees. Cllr Hine would prepare a report, and it was hoped that any funds raised towards the trees would be used to replace the reserves.

7.3 Community Notice Board: – Town Clerk

The Town Clerk reported that there was £2,650 in Ear Marked Reserve 334 which could be used for this purchase. Examples of possible display boards, both wall mounted and free standing, and their costs ranging from £366 to £1,700, were circulated prior to the meeting. The landlord has indicated agreement to a wall mounted design as long as it harmonised with the building.

It was agreed the best option would be to install a noticeboard on the wall outside the Town Council Office. One design, of a more traditional wooden style, was identified as a preferred choice as a cost of approximately £880.

It was agreed that the DTC would talk to the Town Council's landlord to see if this noticeboard would meet his preferred style or if he had any alternatives - and for this to be checked with the conservation officer. From these discussions a range of options and costs would be considered at the next meeting.

7.4 Town Survey: Consider new actions arising from research responses

It was noted that the survey revealed that the Library was a key public space in the town, but that most of it was not wheelchair accessible – an internal lift to the old court room could help remedy that. It was agreed to ask the Strategic Planning Committee if it would consider looking at the issue.

7.5 Framlingham Business Association – Cllr Wraight and the Town Clerk

No Update.

7.6 Inclusivity Working Group & ESC Community Area Partnership – Cllr Hine

Update on CPA projects: Youth Development; Social Isolation

A number of regional forums had taken place and Cllr Hine would produce a report on them in due course.

7.7 WIFI Geo-sense reports:

Consider how to analyse these updates & how to publish the information usefully

Deferred to the next meeting.

7.8 WIFI Smart Towns initiative:

Consider next steps – email from ESC – CPA Annual Forum (Smart Towns 5th Nov)
Potential grant funding from ESC for extension to current system – Year 1 of 3 – funding for future – advertising – working with FBA – Report on Zoom meeting held with EAC and FBA on 27th October.

The DTC reported on the Zoom meeting held recently with ESC. The People and Places programme would meet soon and produce some action points. It was hoped that the organisations, businesses and societies in the town would be included in the completion of this programme. There was the potential for a £10k grant to aid Framlingham Town Council, possibly via an improved website.

7.9 Post Covid Event:

Whilst the planning of any event would be deferred, it was hoped to earmark a £1,500 budget for an event to be planned for the future.

8 WEBSITE:

8.1 Visitor Report:

Monthly Data - plus any updating / revision issues to discuss with website manager:

It was agreed, to present these in tabular and graph form as its primary value is to see the information on the use of the website over time.

It was agreed to retain the £8k PA budget request.

Consider reinstating the events / calendar section following requests from local groups

Two issues were felt to be in need of more prominence and accessibility on the website: the plans for St Michael's rooms (a link to the PCC website needs to be added as well) and more accurate and up to date information on the changes to parking in the town. **Cllr Hine would look** to see what could be done.

8.2 Update on Contract Review 2021/22:

Website aims & content, Functionality & features (incl. accessibility), Contract options, Time schedule, and Action

The DTC reported that he was to meet the current website contractor with a view to understanding how to extend/amend or terminate any or all parts of the current contract. He would produce a report on this meeting before the next meeting.

8.3 Review of Town Council Documents Page

Deferred to next month.

8.4 Website Adverts:

Report by Town Clerk

One business had expressed an interest and the Town Clerk was approaching others.

9 COMMUNICATIONS:

9.1 New online & printed Town Guide/Town Trail:

Deferred due to current situation taking precedence

It was agreed to reduce the budget request of cost centre 2105 from £1,500 to £750.00

9.2 Town Council information leaflet:

Deferred due to current situation taking precedence

9.3 Communication & Community Engagement Policy:

Improving and developing new ways of engaging with the community; developing a Media Policy, including editorial guidelines

Work on this was ongoing.

9.4 Town Council Newsletter & Website News & Public Notices:

Improving the reporting of Town Council work to facilitate better public engagement: planning a regular reporting schedule

Deferred to the next meeting.

9.5 Social Media: Instagram – Town Clerk and Volunteer

Monthly update

The Town Clerk reported that she had been posting on Instagram and **Cllr Hine reported** she had been doing the same on the Nextdoor platform.

9.6 Town Council Letter Head design and typeface clarification:

Use of Arial font and letterheading design options

This was deferred to the next meeting.

10 CCTV: – Cllr Kitching

Update

Cllr Kitching reported that 11 tenders had been received and through a matrix of results was hoping to shortlist this to around three suppliers. He would share the matrix with all Councillors. It was likely that more dialogue with potential suppliers would be needed. Thereafter various permissions would be required (mounting on walls, conservation area issues and permissions from car park owners) and there were issues around the transmission of the data that needed resolving.

11. ACTION PLAN & NEW PROJECTS:

11.1 Potential New Projects:

Cllr Hine reported that she was awaiting the new format for Action Plans before updating the plan for PR&Markets.

11.2 Projects to be put forward for local CIL funding & Community Area Partnership funding:

Current: CCTV project, Community Communication (Framlingham Website)

New:

No more new applications received.

12.MATTERS OF REPORT OR ITEMS FOR NEXT AGENDA:

None.

13 NEXT MEETING:

Tuesday 8th December 2020 at 6.00pm

The Meeting closed at 7:20pm