

## **DRAFT Minutes of the**

**Public Relations and Markets Committee held on Tuesday 8<sup>th</sup> December 2020 at 6.00pm via Zoom**

### **1 APOLOGIES**

**None:** All present

**Present:**

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

**In Attendance:**

Mrs Eileen Coe (Town Clerk) James Overbury (Deputy Town Clerk)

### **2 DECLARATIONS OF INTEREST**

**Cllr Wraight declared** a pecuniary interest in the extra item of Correspondence (Mkt Hill Phone Box)

### **3 MINUTES OF PREVIOUS MEETING**

**3181220 Cllr Hine proposed** that the minutes of the previous meeting be accepted as a true record of the meeting, which was seconded by Cllr Kitching and with one abstention due to absence all were in favour.

### **4 PUBLIC COMMENT**

**4181220 The Chair adjourned** the meeting for public comment.

The representative from Hour Community spoke in favour of their plans to adopt the Market Hill Phone Box. Cllr Hine asked if, successful, what would happen to the electricity. The representative said that this would continue to be maintained. Cllr Hine also asked if other community groups could use it and at what charge. The representative said that they would be welcome for a small donation to Hour Community.

**4281220** The Chair reconvened the meeting.

### **5 CORRESPONDENCE**

**5.1 Note from person thanking FTC and everyone involved for the Christmas Tree**

Noted and the DTC would respond.

**5.2 Email re Census**

**Noted. It was agreed** that this should be publicised in the town by the Town Council. The Town Clerk reported that at the last Census the Town Council had offered to help people with completing any forms. It was agreed to look into what could be done to help.

**5.3 Email re Market Trader.**

**It was agreed** that during the Covid-19 restrictions for the Van to be allowed to park on the Hill on the Tuesday Market. This would be reviewed when the restrictions will be lifted and the Town Clerk would cascade this information to the market traders.

#### **5.4. BT HOUR PHONE BOX.**

Cllr Wraight left the meeting.

**5181220 Cllr Hine proposed** to recommend to Full Council not object to the Hour Community adopting the Market Hill phone box, which was seconded by Cllr Garrett with all in favour.

Cllr Wraight returned to the meeting.

### **6 MARKETS MANAGEMENT**

#### **6.1 Saturday & Tuesday Markets**

Market Pitch applications - all new applications on hold ref Covid regulations

#### **6.2 Market Traders License annual renewal – Town Clerk and Cllr Hine**

**6281220 Cllr Hine proposed** to renew the current licenses from 1/4/21 which was seconded by Cllr Kitching with all in favour.

### **7 COMMUNITY ENGAGEMENT & EVENTS**

#### **7.1 Christmas: – Town Clerk and Cllr Hine**

Update on progress

**The Town Clerk reported** that the lights had been damaged and subsequently replaced. The Grant income from Cllr Burroughes for the tree had been confirmed but not received.

ESC are drafting a one page Christmas newsletter, together with the FBA, to be sent via the WiFi mailing list. Cllr Hine would check on the GDPR implications and if there were any costs involved.

#### **7.2 Framlingham Business Association: – Cllr Wraight and Deputy Town Clerk**

Update

**Cllr Wraight reported** on the recent meeting of the FBA.

#### **7.3 Inclusivity Working Group & ESC Community Area Partnership: – Cllr Hine**

Update on CPA priorities: Youth Development, Social Isolation, Community Transport  
Local group - deferred due to Covid restrictions

No business.

### **8 GENERAL MANAGEMENT / STATISTICS & POLICIES**

#### **8.1 Website Visitors / WiFi Footfall / Geo-sense - Reports:**

Monthly Data

**It was agreed** that there was little clarity on how best to use the information and how much should be shared. The DTC would check if the FBA receive it and what they did with it. The DTC would also assemble all the data and present it to the Committee so that a decision could be made on what to do with it.

#### **8.2 Town Council Documents Presentation - Agendas, Minutes, Reports & Policies:**

Update on revisions to presentation style for all documents

**It was noted** that this work was on going. All documents were now in Arial as standard.

### **8.3 Community Engagement Policy:**

Update on the Policy revisions

**It was agreed** Cllr Hine and the DTC would work on documents supporting the revised policy (more details descriptions plans and targets etc)

### **8.4 Maintenance**

Market Hill Lime Trees, flower beds and planter tubs maintenance & planting up - move to Lands Committee?

**It was agreed** that Lands and Finance would be discussing this move at their next meetings.

### **8.5 Budget 2021/2022**

Update on revisions from Finance Committee

**Cllr Hine presented** the revised Budget which was agreed.

## **9 WEBSITE**

### **9.1 Website Management / Updates / Revisions**

Ongoing - issues to discuss with website manager

**9181220 Cllr Hine proposed** that a “noticeboard” section be placed on each Committee’s webpage and for this to be linked to a news page and the content would be edited by the Town Clerk/Deputy clerk and Cllr Hine (or her nominated person) which was seconded by Cllr Garrett with all in favour.

### **9.2 Website Contract Review 2021/22:**

Update on website aims & content, functionality & features (incl. accessibility), Contract options, Time schedule.

Report on Meeting with Topcat Media – Deputy Town Clerk and Cllr Hine

Extension of Contract to 30/03/2022 - decision

**Cllr Hine reported** that she and the Deputy Clerk had met Topcat Media to discuss the website contract and IT issues. Areas where money could be saved were agreed – typically if FTC entered data onto the website rather than the contractor.

**9281220 Cllr Hine proposed** to recommend to Full Council that the contract with Topcat Media be extended for a further year to 31<sup>st</sup> March 2022, as per the current contract, but that savings would look to be made during the year, which was seconded by Cllr Kitching and with three votes in favour and one against the motion was passed.

## **10 COMMUNICATIONS**

### **10.1 Social Media - Instagram**

Monthly Updates & any issues arising

**The Town Clerk reported** that there were very nearly 1000 followers.

### **10.2 Communication Media Policy:**

Improving and developing new ways of engaging with the community - developing a Media Policy, editorial guidelines, and social media use: Framlingham Community FaceBook / NextDoor

**News/responding to social media: It was agreed** that a function needed to be developed where responses to social media could be reacted to more quickly. Cllr Hine was working on a guide to aid Councillors to write reports on issues that needed communicating more widely. The aim was to ensure the message was communicated effectively and that as close to a 'house style' be adopted as possible. Cllr Hine was developing a template and guide which could be shared and used to create more consistent reports. She would be drafting an A4 sheet for the next meeting.

**Media Policy: It was agreed** to explore all platforms which could be relevant to the Town Council, how often and when posts should be posted. It was felt that with improved communication processes and policies then this process, and the subsequent media strategy development would be easier, as the external communication from the Town Council was not as good as it could be. Any training available would also be investigated.

### **10.3 Integrated Communication**

Offer of assistance from Morag McInnes at ESC on Communication & Media - integration of all comms with the right infrastructure / platform, including Fram WiFi subscriber base

**It was agreed** that a meetings would be arranged between Morag and also with Elephant WiFi (as a refresher on what can be done with the data to support the continuance of this facility).

### **10.4 Town Council Newsletter / Website News & Public Notices:**

Improving the reporting of Council work to facilitate better public engagement, and planning a regular reporting schedule

**Deferred** to next meeting.

## **11 PROJECTS**

### **11.1 CCTV – Cllr Kitching**

Update on tender responses

**Cllr Kitching reported** on the progress of the CCTV tender - meetings with potential contractors

### **11.2 People & Places / Smart Towns initiative: – Cllr Garrett**

Working with ESC to develop a town centre Action Plan for potential grant funding.

**Cllr Garrett reported** on the People and Places programme. Subsequent meeting were due to be held and it was expected that more organisations within the town would be involved. Cllr Garrett reported that a draft action plan template would be produced by People and Places.

### **11.3 Community Notice Board: – Deputy Town Clerk**

To consider options, costs and locations

**The Deputy Clerk reported** that he was seeking quotes for a notice board for the new office and was also investigating whether a local cabinet maker could do the work.

## **12 ACTION PLAN & NEW PROJECTS**

### **12.1 Potential New Projects:**

Community Communication - Framlingham Website  
Friendly Community Bench  
A "Great Get Together" event for 2021 (June?)  
Climate Action / Recycling initiatives

### **12.2 Projects for local CIL funding & Community Area Partnership funding:**

Current: CCTV project  
New: none.

### **12.3 Action Plan Updates: – Cllr Hine**

Revisions and changes

The town clerk would be sending the revised action plan.

## **13 MATTERS OF REPORT**

## **14 NEXT MEETING**

### **Items for next agenda:**

Review of Market Regulations and Charges.  
New Website plans  
Media Policies & improving external Communications  
People and Places  
Survey Monkey contract  
Annual Newsletter  
Community bench (TC sending details of Woodbridge's response)

**Date:** Tuesday 12<sup>th</sup> January 2021