Frodsham Town Council

Minutes of the meeting of the
Communications Committee
held in Town Council Office, Castle Park
On **Thursday 20 August**, at **7.30pm**

Present: Cllr R Knowles (Chair from item 1) Cllr M Poulton (Deputy Chair from item 3)
Cllr C Collins Doyle, Cllr L Jones, Cllr A Oulton, Cllr F Pennington & Mrs A Scriven (OM)

In Attendance: Ms J Critchley

Meeting 1

No	Item	Action
1	**Cllr R Knowles** was elected to serve as Chair of the Committee until the AGM in May 2016	
2	**Apologies** were received and accepted from Cllr S Wakefield & Cllr Reynolds.	
3	**Cllr M Poulton** was elected to serve as Deputy Chair of the Committee until the AGM in May 2016	
4	**Declarations of Interest:** none	
5	**Communications Committee:** It was noted that FTC approved the change from a Working Group to a Committee at its meeting on Monday 10 August.	
6	**Budget:** it was suggested that FTC should not focus too heavily on just the website as there are many members of the public that do not have access to the internet. It was agreed to make a recommendation (R1) that FTC approve the transfer of the £10,100 communications budget from the Policy & Process Committee to the Communications Committee, with the spending limits to be as detailed in the Terms of Reference.	
7	**Terms of Reference:** a recommendation (R2) was made that FTC approve the attached ToR's	

Budget Heading	2015-16 Budget	Spend thus far	Balance
Newsletter	0.00	0.00	0.00
ATM	100.00	0.00	100.00
Website/Webcasts	7,000.00	2,373.82	4,626.18
Pub Cons	3,000.00	300.00	2,700.00

Item 11.5 was brought forward

11.5	**Webcast**	It was noted that the viewing figures for the webcasting are increasing, but the Committee agreed that the costs must be justified and the figures are to be monitored to ensure that viewings figures are hitting desired target numbers. It was noted that the webcast can be difficult to follow in some instances and it was agreed for the Chair to stress to Councillors that they must be more 'camera aware'. **RK** An example of this was that when a vote is taken, the viewing audience cannot tell who has or has not voted. It was agreed to ask if the cameras could pan round to show this more clearly. **AS**	

8pm – Cllr Pennington left the meeting.

8	**Public Relations Policy:** to review current policy, including media lists, social media and regularity	Cllr Knowles discussed the need to review the current FTC policy entitled Guidelines for Contact with Media, and agreed to work on a draft for approval at the next meeting. It was agreed to incorporate a Code of Ethics into the new document. **RK**	

Item 10.1 was brought forward.

10.1	**Internal Communications –** Between Councillors	Cllrs Knowles, Poulton & Collins Doyle all expressed their utter disgust at a recent email that had been sent by another Councillor that was considered to be verging on a hate crime.	

No	Item	Action
	Cllr Knowles stated that the behaviour displayed on this occasion undermines the efficiency of FTC. Cllr Collins Doyle & Cllr Poulton stated that they had taken particular offence and that they had both felt extremely hurt and upset especially considering that the email had reached external people. It was agreed that there is a need to promote the good things that FTC do and have a better term of engagement with Frodsham people.	
9	**Ideas for areas of improvement/implementation**	
9.1	Minutes & Agendas to be in shops/pubs/doctors	A list of locations that have agreed to put up meeting notices is to be completed and a list of a Ward Champion for each of the wards is to be created. **AS**
9.2	Pick Up Points	It was agreed to ask the locations if they would be happy to have a supply of newsletters left with them in the future. **All Cllrs**
9.3	TV Advertising – Medical Centre	Cllr Jones had successfully negotiated with the Medical Centre Manager for permission to use the screens. Confirmation of the format for inclusion on the screens is to be sought. **LJ**
9.10pm: Cllr Poulton & Ms Critchley left the meeting.		
9.4	Dedicated FTC Notice Board – Medical Centre	Permission for a notice board near to the signing in kiosk within the Centre was also obtained and quotes are to be sought. **AS**
9.5	Contacts for other groups producing newsletters	Ongoing **All Cllrs**
9.6	Posters giving details of Councillors	Ongoing **AS**
10	**Internal communications**	
10.1	Between councillors	See above
10.2	Between councillors and the office	It was noted that the mailboxes of Cllr Pusey and the Office Manager have been increased in size and this seems to have solved the problems.
10.3	Email	It was noted that the office laptops are now stored overnight, in a locked central location.
11	**External communications**	
11.1	FTC to media	See item 8
11.2	FTC to public	Cllr Knowles agreed to present a reminder of the Code of Conduct and a brief overview of the Social Media Guidelines at the next FTC meeting. **RK**
11.3	Social media	See item 8
11.4	External signage	It was agreed that the proposed van for the Facilities Manager would help to promote the work that FTC do.
11.5	Webcast	See above and also it was agreed to share the link for the webcast to get it viewed as widely as possible.
11.6	E-newsletter	Cllr Collins Doyle agreed to discuss this further with the office. **CCD/AS**
11.7	Website	Ongoing **AS**
11.8	Newspaper/magazine	Cllr Poulton produced quotes for production and delivery of an 8 page newsletter, to be produced quarterly. 2 additional 'like for like' quotes are to be sought, but it is hoped that the newsletter could be produced with costs to be met solely by advertising. **AS**
12	**Spokespeople List**	It was agreed that Chairs of Committees should be the spokespeople for matters relating to their Committees and that the Town Clerk and the Chair of the Council would deal with matters relating to the Council. Cllr Knowles agreed to assist with producing Press Releases if needed.

No	Item		Action
13	**Communications Champions**	It was agreed that members of this Committee would be able to represent each of the 4 wards in Frodsham and would do their best to help other members of the Council if they needed any help or advice regarding communications.	
14	**Any other matters:** none		
15	**Date of next meeting: Monday 14 September 2015**		

Meeting Closed 10.05pm

Recommendations

R1: That FTC approve the transfer of the £10,100 communications budget from the Policy & Process Committee to the Communications Committee, with the spending limits to be as detailed in the Terms of Reference (see item 6)

R2: That FTC approve the attached Terms of Reference (see item 7)

Signed_____ **Dated**_____

Committee: Cllr D Clarke, Cllr C Collins-Doyle, Cllr L Jones, Cllr R Knowles, Cllr A Oulton, Cllr F R Pennington, Cllr T Reynolds, Cllr S Wakefield.