Frodsham Town Council

Minutes of the meeting of the

Communications Committee

held in Town Council Office, Castle Park

On **Monday 14 September 2015**, at 7**pm**

Present: Cllr R Knowles (Chair) Cllr M Poulton (Deputy Chair) Cllr C Collins Doyle
Cllr L Jones Miss J Critchley Mrs A Scriven (Office Manager)

Meeting 2

No	Item		Action
16	**Apologies** were received and accepted from Cllrs Clarke, Oulton, Pennington, Reynolds & Wakefield.		
It was voted and agreed for Miss Critchley to be co-opted onto this Committee as a non-voting member.			
17	**Declarations of Interest:** none given		
18	**Minutes of Meeting held on 20 August 2015** were signed by the Chair and accepted as a true and correct record.		
19	**Matters Arising:** none.		
20	**Opportunity for the Public to Speak:** no requests received.		
21	**Communications Committee:** It was noted that FTC have not yet met and so have been unable to approve R1(transfer of £10,100 budget from P&P) & R2 (Terms of Reference) from meeting 1.		
22	**Public Relations Policy:** Cllr Knowles' draft policies entitled Guidelines for Contact with Media, which incorporates a Code of Ethics and the Social Media Guidelines Policy were discussed and it was noted that they now include the latest methods of operation. After some discussion, the committee agreed that when speaking on behalf of the Council, all communications with external organisations, should go through either the Chair of the Council, or the Chair of the Communications Committee. A recommendation was made (R1) that the attached Guidelines for Contact with Media and the Social Media Guidelines Policy, be adopted.		
23	**Ideas for areas of improvement/implementation**		
23.1	Minutes & Agendas to be in shops/pubs/doctors	The list of locations was updated and will be circulated prior to the next meeting. The poster to promote the next FTC meeting is to be sent to people on the list.	**AS**
23.2	Pick Up Points	As above	
23.3	TV Advertising – Medical Centre	Cllr Jones agreed to create a template document which is to be used to show details of the next council meetings in the format suitable for the screens.	**LJ**
23.4	Dedicated FTC Notice Board – Medical Centre	Quotes were considered, but it was agreed to try to get a quote from a Frodsham company and this is to be brought to the next meeting.	**MP**
23.5	Contacts for other groups producing newsletters	It was noted that other groups have been approached, but were not interested in forming a joint publication.	
23.6	Posters giving details of Councillors	It was agreed to circulate the draft poster, to get cllrs approval for their details and photos, and to have no information on the reverse.	
24	**Internal communications**		
24.1	Between councillors	It was agreed that both of these matters have now been dealt with under item 22.	
24.2	Between councillors and the office		
25	**External communications**		
25.1	External signage	Purchase of van is to be considered at the next FTC meeting.	
25.2	Webcast	CWC have confirmed that it is possible to 'pan round' to assist viewers see the result of Council votes and Cllr Knowles is to request that Cllrs remain in their voting position while the camera pans round the room.	**RK**

No	Item		Action
25.3	E-newsletter	Email addresses are being added to a group email list and this is ongoing. **AS**	
25.4	Website	It was noted that there have been a number of complaints regarding the lack of a suitable website and it was agreed that improvements must be seen by the next meeting date, or an alternative arrangement will be required. **AS**	
25.5	Newspaper/ magazine	It was agreed that there will need to be a news driven template for each issue of this publication and that there would be 4 issues per year. A recommendation (R2) was made that a separate working group be formed and that it is given delegated powers to produce the publication of the first issue. It was suggested that issues would be distributed in the third week of each November, February, May and August. It was agreed that the Chair and Vice Chair of the Communications Committee would be the Editor and Deputy Editor of the publication. A list of suggestions for articles to fit in the pages of the newsletter are to be collated and a template designed accordingly. **ALL** **Production:** Quotes were considered and a recommendation (R3) was made that FTC approve option C for the production of 5,000 copies of an 8 page, A4 newsletter in full colour, at a cost of £725. **Delivery:** Quotes were considered and a recommendation (R4) was made that FTC approve option B for the delivery of 5,000 newsletters at a cost of £525.	
26	**Communications Champions**	It was noted that all members of the Communications Committee would be the Champions of their individual wards.	
27	**Any other matters considered to be urgent for discussion, or item for next agenda**		
27.1	Cllr Jones proposed the use of posters, designed by children, to promote the Overton & Five Crosses ward Councillors and surgeries and it was agreed that these could be used, but only in the relevant ward.		
28	**Date of next meeting:** Monday 12 October 2015 – 7pm		

Meeting closed at 9.30pm

Recommendations

R1: That FTC adopt the attached Guidelines for Contact with Media and the Social Media Guidelines Policy (see item 22).

R2: That FTC approves the formation of a separate working group to produce the Town Council newsletter and that it is given delegated powers to produce the publication of the first issue (see item 25.5)

R3: That FTC approve the production of 5,000 copies of an 8 page, A4 newsletter in full colour, at a cost of £725 (see item 25.5)

R4: That FTC approve option the delivery of 5,000 newsletters at a cost of £525 (see item 25.5).

Signed_____ **Dated**_____

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