Frodsham Town Council

Minutes of the meeting of the

Communications Committee

held in Town Council Office, Castle Park

On **Tuesday 15 December 2015**, at 7**pm**

Present: Cllr M Poulton (Vice Chair), Cllr C Collins Doyle, Cllr L Jones, Cllr A Oulton, Miss J Critchley, Mr M Hopley, Mr W O'Donoghue & Mrs A Scriven (Office Manager)

Meeting 5

No	Item		Action
49	**Apologies** were received and accepted from Cllr Knowles & Cllr Wakefield. It was noted that Cllr Reynolds had an enforced absence.		
50	**Declarations of Interest:** none		
51	**Minutes of Meeting held on 9 November 2015** were approved by the Committee and signed by the Vice Chair as a true and correct record.		
52	**Discrepancies of Last Minutes:** none		
53	**Opportunity for the Public to Speak:** Mr Hopley introduced himself having been invited to attend the meeting by Cllr Knowles. Mr Hopley is interested in becoming a Graphic Designer and would like to help out with editing the Newsletter.		
54	**Ideas for areas of improvement/implementation**		
54.1	TV Advertising – Medical Centre	Cllr Jones agreed to send the details of his contact at the Medical Centre, to the Office. **LJ**	
54.2	Dedicated FTC Notice Board – Medical Centre	Ongoing – Cllr Oulton agreed to chase. **AO**	
54.3	Poster giving details of Councillors	As there are currently 2 cllr vacancies, it was agreed to wait until these had been filled.	
54.4	Service Provider contract - newsletter	The letter of intent has been sent to newsletter deliverer and it was agreed to wait until Mr Watson was present, before discussing any further.	
54.5	Service Provider update – internet services	Additional quotes for internets services – 2 further quotes are to be obtained.	
55	**External communications**		
55.1	External signage	It was noted that graphics have now been applied to the FTC van	
55.2	Website	Mr O'Donoghue produced the analytics for the traffic on the website. Miss Critchley stated that she has difficulties sharing the links with a 'bitly' address. Mr O'Donoghue confirmed that he is still able to track where links have come from without the bitly details and so it was agreed to cease using it for the time being.	
55.3	Newsletter	It was noted that the 1st edition of the newsletter had been extremely well received and the advertisers were delighted with the success of the issue. It was agreed that the next 2 editions would be out in January and March and would be 12 pages.	
55.4	Newsletter Competition	Entries have been received and the winner will be chosen at the beginning of January.	
55.5	Promotion of room hire in Castle Park	It was noted that it is not possible to update on this matter at the moment as further meetings are to take place in the near future.	

No	Item		Action
55.6	Social Media	The Chair had written a press release detailing the action of suspending Cllr Reynolds from Committees. Subject to a final check from the Town Clerk, it was agreed that this release would be circulated the next morning on all forms of Social Media. The Committee felt there is a definite need for an FTC Press Officer and this is to be discussed further at future meetings.	**RK**
55.7	Rotunda – Main Street	It was noted that the newly refurbished rotunda has been passed to the Communications Committee. It was agreed to ask the Facilities Manager to look into replacing the Perspex on the rotunda as the current ones are quite damaged.	
55.8	Frodsham Town Guide	It was noted that responsibility for the production of the Frodsham Town Guide has now passed to the Communications Committee. The Committee agreed to look at issuing a new version in the Spring and to produce the publication ourselves.	
56	**Any other matters considered to be urgent for discussion, or item for next agenda**		

The Committee discussed the need to come up with figures for the budget setting meeting on 11 January and produced the following for guidance:

Communications	Budget 2015-16	Budget 2016-17
1. ATM	100	100
2. Website/Webcasts	7,000	10,000
3. Public Consultations	3,000	4,000
4. Telephone & ICT	3,000	4,000
5. Promotion of Events	New – no budget this year	Tbc
6. Newsletter	New – no budget this year	3,000

NB: it was noted that although the newsletter is running at no cost currently due to advertising, it was thought wise to keep a small budget for emergency costs.

57	**Date of next meetings:** 18 January, 15 February, 21 March & 18 April 2016

Meeting Closed 8.30pm

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.