

## **Alcester Town Council Annual Report from the Communication Committee 2016-17**

**Membership:** The standing members were Cllrs, Yvette Morrison (Chair) Chris Brannigan (Mayor), Alison Brown, Kathryn Cargill, Julie Styles, Eric Payne, Deputy Clerk Kate Wright.

**Meetings:** The committee met every quarter

**Responsibility:** The Communication Committee is responsible for analysing communication within the differing Committees and Community engagement through the use of Social Media and publication of differing documents.

### **Main activities of the year:**

- Proactive communication on Social Media of Committee activities
- Information support to partner organisations ie Game Fair
- Proactive internal Communication on ATC website and Our Alcester site
- Management of Social Media on behalf of ATC
- Creation and Publication of ATC quarterly newsletter
- Monthly article for the Connections magazine
- Publication of the new Town Guides
- Annual Publication of the Events Calendar
- Creation of Welcome Packs
- Advertising council lead events on Social media
- Research into a Town Advertising Policy