

**A COMMUNICATIONS COMMITTEE MEETING OF ALCESTER TOWN COUNCIL  
WAS HELD AT 10.00am ON TUESDAY 2 JUNE 2015 AT GLOBE HOUSE,  
ALCESTER**

**Present**

Cllrs Y Morrison, M Nash, A Brown, E Payne (Cllrs C Neal-Sturgess (Mayor) and C Brannigan (Deputy Mayor) attended late due to another meeting)

Also: K Wright (Deputy Clerk)

**PUBLIC PARTICIPATION AT DISCRETION OF CHAIR**

There were no members of the public present.

**A G E N D A (Standing Orders apply only Committee members to take part)**

**1. To elect a Chairman**

Cllr Y Morrison was proposed by Cllr A Brown and seconded by Cllr M Nash and agreed by the committee to be the Chairman of the committee.

**2. To approve Terms of Reference**

There was one amendment to the draft Terms of Reference for the committee, with this amendment it was agreed by the committee to take the minutes for approval by Full Council.

**3. Apologies**

There were no apologies received

**4. Declarations of Interest**

There were no declarations of interest

**5. Minutes of Last Meeting**

*As the First meeting of this new Committee, there were no minutes yet to sign. These will be circulated within 2 days of the meeting for approval by email and signed at the next appropriate meeting with members present.*

**6. Press releases**

The Committee discussed the need for more press releases in the near future by the Town Council as it has become apparent that there is a large percentage of people in the town who do not know what the Town Council does for the town and its many achievements. The Committee wish to improve relationships with the local papers to hopefully be able to improve the coverage the town gets. For particularly important issues or large events it was also suggested that other forms of media should be approached, e.g. local radio and TV news programs.

With regards to the press release for Alcester becoming a Health and Wellbeing Town, the committee will seek the advice of Cllr M Gittus who has in the past submitted several press releases and has an interest in the subject as the WCC Cllr for the town.

**7. Forthcoming Newsletter**

The Summer Newsletter is currently being delivered to residents, the Committee agreed that they wish this to continue to be a community news newsletter rather than solely Council information. Existing clubs and agencies from the local area are to be contacted about including regular updates and news, especially pictures, or forthcoming events. The possibility of including advertising in the newsletter was discussed however it was felt that this was not really needed (with the likes of the connections magazine etc.) and would change the size of the current newsletter too much, however an alternative of just including one or two "sponsors" adverts/logos was considered a much more suitable alternative.

Members of the committee will also take ownership of the other ATC Committees they are involved with in order to bring updates on current projects as articles for the newsletter.

**8. Website/Social media**

The Mayor would like there to be a

It was discussed that ATC should have an online/social media policy for the content/management of all online content. Sample from WALC will be circulated to members for consideration.

**9. Town Issues/issues from other Committees**

a. Town Issues

Advertising on lampposts – there was concern by Cllrs that there is a large number of advertisements currently on Alcester lampposts which are not advertising events in Alcester. It was considered this was inappropriate in both number and content and therefore the committee will investigate how this could be managed better.

Town Guide – supplies of the current Town Guide, produced 4 years ago, are running very low, the previous Community Committee had discussed the need for a new Town Guide which is still being investigated in terms of ATC producing it themselves or using the previous company again (although Cllrs were aware that businesses in Alcester were not impressed at the manner the advertising was gathered by this company).

b. Community Care – Cllr Alison Brown, as a member of the Community Care Committee will take responsibility for bringing communication issues to the Communication Committee for their help.

c. Community Facilities - Cllr Eric Payne, as a member of the Community Facilities Committee will take responsibility for bringing communication issues to the Communication Committee for their help.

d. Strategic Planning - Cllr Mary Nash, as a member of the Strategic Planning Committee will take responsibility for bringing communication issues to the Communication Committee for their help.

**10. Correspondence**

a. As the chairman of the communications committee, Cllr Y Morrison will reply to the letter received by Cllr L Cumberbatch regarding the “lovely town” comments.

**11. Propositions to Full Council**

The Terms of Reference will be brought to Full Council for approval

**12. Date of next meeting**

*The Committee agreed to meet at least once a month, this will be held on the 2<sup>nd</sup> Tuesday in the month at 10:30am in the Council Board Room at Globe House.*

Tuesday 14<sup>th</sup> July 10:30am at Globe House