



**A COMMUNICATION COMMITTEE MEETING OF ALCESTER TOWN COUNCIL WAS HELD AT 10.30am ON TUESDAY 8 DECEMBER 2015 AT THE DEPOT ROOM, JUBILEE CENTRE, ALCESTER**

**Present**

Cllrs Y Morrison (Chairman), C Brannigan (Deputy Mayor), M Nash, E Payne, A Brown. Also C Wright (Town 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. Apologies**

Apologies were received from Cllr C Neal-Sturgess (Mayor)

**2. Declarations of Interest**

Cllr A Brown declared an interest regarding item 5i.

**3. Minutes of Last Meeting**

The minutes of the November meeting will be brought to the next Full Council to be signed.

**4. Council Projects**

The Chairman reminded Councillors that agenda items must be received by the Clerk no later than 7 days prior to the corresponding meeting. However she also reminded Councillors to take note during the other committee meetings of items which can go in the newsletter or online.

**a. Community Care**

Cllr A Brown reported that the Clubs and Associations open day will be on the 27<sup>th</sup> February (as written in the Winter Newsletter). Also the clubs/associations lists are held by the WCC community officer.

There were no actions for the Communication Committee recorded.

**b. Community Facilities**

Cllr E Payne reported that the good news from the Facilities Committee was the S106 money from Redrow homes, which the committee are discussing how to spend. Cllr E Payne also reported on the Jubilee centre and that the committee are looking at getting rid of some of the old furniture.

There were no actions for the Communication Committee recorded.

**c. Strategic Planning**

There was no report from the representative of the Planning Committee, nor any actions for the Communication Committee.

**5. Town Issues**

**i. Town Guide**

Cllr A Brown reported to the committee that the advertising for the guide had been well supported and completion was on schedule for Feb/Mar publication.

It was also reported that the 2016 Events Guide had been printed.

**ii. Town advertising**

The writing of a Town Policy is ongoing, advice from STC had been sought (as it was believed they are also producing a policy) however no response has been received. SDC to be contacted as it is perhaps their policy in place in Stratford. The Folkestone advertising policy was circulated as an example which contains some good points which can be used in the Alcester version.

It was also discussed about the Linda Rose advertising boards which had now been placed on the Arrow Roundabout. These are signs which Cllr M Gittus organised with the local shop owner and had reported to Full Council, the signs are of the specification agreed in the Market Policy document and the shop owner has paid for four weeks advertising during December.

**iii. Clubs and Organisations day**

As discussed above, the open day for social and sports groups will be 2<sup>th</sup> February 2016. Charities and other service organisations will attend the Annual Parish Meeting on the 5<sup>th</sup> April 2016.

**6. Website/Social media**

**a. Cllr Profile pages**

As discussed at the last meeting these have been updated to the approved format, however, those with too few words have been encouraged to write more.

*b.* Future content for Members Page

Despite the encouraging update that more Cllrs had been trying to access the page, it was also reported that a possible breach in security had been spotted which has meant an added password for each post raising concerns that it makes it more complicated for Cllrs to access the information. An alternative solution is to be investigated further. For now the members page will continue to have just the draft minutes of the other committee meetings so that Cllrs can access them before a full council meeting.

*c.* Residents Association pages

An additional page is to be added on although where has not been agreed, neither has the actual content of the page, other pages will be set up too for other residents associations.

*d.* Updating the clubs/associations page

As WCC have taken ownership of the lists it is unclear what information from that ATC can publish on its website, this is to be clarified.

*e.* Updating the business directory page

As part of the work with the Town Guide a list will be produced to put onto the ATC Website, action on this therefore will be Feb/March 2016.

## **7. Forthcoming Newsletter**

*a.* Feedback from the Winter Newsletter

It was reported that some residents had received their newsletter inside other leaflets and inside the Look Local publication, ATC had requested that it was not to be delivered this way to avoid it being accidentally thrown out, this is to be raised with the company.

*b.* Ideas for the Spring Newsletter

Other types of publication (for example with paid adverts) were again discussed although the committee had agreed that this was not suitable at present, the matter will be discussed more thoroughly at the next meeting.

## **8. Press releases**

Cllr C Brannigan reported that the Community Care Committee had been following the issues with the closure of Maternity services in Redditch and the impact this had had for Alcester. ATC are to send a Press release to the local papers about this issue. The Committee approved this action and Cllr Y Morrison is to review the article to be sent.

## **9. Correspondence**

*a.* None

## **10. Propositions to Full Council**

There will be a proposition to full council:

*To amend the Communication Committee's Terms of Reference to reflect the alterations to its agenda*

## **11. Date of next meeting**

Tuesday 12<sup>th</sup> January 10:30am at Depot Club Room, Jubilee Centre