



A COMMUNICATION COMMITTEE MEETING OF ALCESTER TOWN COUNCIL WAS HELD AT 10.30am ON TUESDAY 12 JANUARY 2016 AT THE DEPOT ROOM, JUBILEE CENTRE, ALCESTER

Present

Cllrs Y Morrison (Chairman), C Brannigan (Deputy Mayor), E Payne, A Brown

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 received from Cllrs C Neal-Sturgess (Mayor) & M Nash.

2. Declarations of Interest

Cllr A Brown declared an interest on item 5ii.

3. Minutes of Last Meeting

The minutes of the November and December meetings having been circulated and approved by committee members were signed by the Chairman.

4. Council Projects

Councillors were reminded that agenda items must be received by the Clerk no later than 7 days prior to the corresponding meeting.

a. Community Care – Cllr A Brown reported that it was now 6 weeks until the Clubs and Societies open day on the 27th February, the Committee will be sending out invites to known groups but in addition posters across the town and Social Media sites will be needed to spread the word. The Committee agreed this was now an urgent item which needs to get moving, posters to be circulated ASAP.

b. Community Facilities – Cllr E Payne reported that the Skatepark project was still moving forward, however the Committee raised concerns that by the time of the next Newsletter publication would the project be at a stage to release a visual image of the agreed skatepark to be built.

Cllr E Payne also reported that by the time of the next newsletter the Committee would like an article on the other improvements taking place on Jubilee Fields, following the Sec106 money from the Redrow development. Also as part of this being able to note the improvements taking place at other play areas in the town too, such as the new swings in Moorfields.

Finally Cllr E Payne and Y Morrison stated that by the time of the next newsletter, the Jubilee Centre group hope to be in a position of taking over the running of the building and be able to write about that in the newsletter.

c. Strategic Planning – On behalf of Cllr M Nash, the clerk reported that by the time of the next newsletter the working group for the Neighbourhood Plan hope to have a draft document ready to be made available for members of the public (following on from what was written in the last newsletter), however since a lot of this depends on the Core Strategy it may have to wait for the outcome of the current inspection to be made public, which isn't expected until June.

5. Town Issues

i. Town advertising

A draft policy document for advertising in the town was circulated to members, there were a few issues raised, such as paper sizes instead of metric measurements, and the details will need to be checked with SDC Planning due to contradictions in their information. An abbreviated guideline document will be made available for easier public access.

As part of this document it will include the regulations for the advertising permissions for the signs on the Arrow Island. Following a successful advertising campaign by a local business during December, the Committee agreed that this facility should be offered to other businesses, however Markets and town events should be given priority and businesses would be expected to pay a higher rate. A rate of £100 per week for the four signs would be charged to businesses and only applicable for Alcester businesses.

ii. Town Guide

Cllr A Brown reported that the advertising is almost completed with more local businesses than before signed up, therefore it is hoped that more can be produced to allow for additional copies at the Ragley Game fair and still adequate supplies to last 4 years. It is on schedule to be published and ready for distribution in March.

iii. Clubs and Organisations day

As discussed in item 4a, additionally it was mentioned about an article in the newspapers closer to the date to attract residents and visitors to the open day.

6. Website/Social media

a. Future content for Members Page

Presidium had published an article on the members site for Cllrs to have considered before the Full Council meeting, it was felt however that many Cllrs had not taken the opportunity to access this information. However the Committee agreed that it was still useful to have the draft minutes on the page prior to the Full Council meeting and any additional information published on the site was up to Cllrs to access themselves, so the system will continue.

b. Residents Association pages

Content is to be collected for the additional pages, Cllrs will ask around any other residents groups for more to be added, plus an invite on the page for residents to form their own group and use the facility to publish local news.

c. Updating the clubs/associations page

Community Care Clerk currently tidying the WCC list which can be circulated by ATC, once an agreed format has been decided the website pages will be updated.

d. Updating the business directory page

The former link to an external site has been removed and this page will be updated after the Town Guide completed.

e. Links to externally controlled websites

The Clerk informed the committee of an incident which had occurred regarding a local business advertised on another Alcester website and a complaint that ATC had received. The Committee agreed that ATC should publish a disclaimer in regards to links to other websites.

7. Forthcoming Newsletter

a. Feedback from the Winter Newsletter - none

b. Ideas for the Spring Newsletter – With a 1st March delivery date, the deadline for the writing of the Newsletter would need to be the 12th February, therefore articles need to be put together as soon as possible with a draft ready for the next meeting. As noted above there were a number of articles from the various Committees, in particular: The Skatepark, Jubilee Centre Trust, Neighbourhood Plan, Core strategy, Game Fair, Mayors Awards, Tug of War, Olympics and the Queen's Birthday (in particular the Clean for the Queen event).

8. Press releases

- a. The Mayor had requested an article regarding the Awards evening to be given to the local newspapers after the event, Cllr Y Morrison to write something.

9. Correspondence

- a. R Mosson – Signage for Swan Street shops – the Committee agreed this was an action for ACTC to drive and would await feedback from them.

10. Propositions to Full Council

There were no propositions

11. Date of next meeting

Tuesday 9th February 10:30am at the Council Board Room in Globe House