

Draft Minutes of the Communications Sub-Committee held on 3 November 2011 in the Committee Room, Old Abbey House, Abingdon

Present

Cllr Marilyn Badcock	Chairman
Cllr Julie Mayhew-Archer	Vice Chairman
Cllr Alice Badcock	
Cllr Monica Lovatt	
Cllr Michael Badcock	Mayor of Abingdon

In Attendance

Mrs Sandra Hill	Deputy Town Clerk
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11 **Apologies**

Apologies were received from the Leader of the Council, Cllr Sandy Lovatt and Cllr Samantha Bowring.

12 **Declarations of Interest**

There were no declarations of interest.

13 **Minutes**

Resolved to agree the minutes of the meeting held on 20 July 2011.

14 **Communications Strategy**

The sub-committee considered the briefing note for the draft communications strategy and agreed a few minor amendments. It was **resolved** that the Deputy Town Clerk should produce a draft communications strategy, based on the amended briefing note, and that this should be no more than one side of A4. It was further **resolved** that the draft should be emailed to all members of the sub-committee for comments.

15 **Official Town Map**

The Deputy Town Clerk explained that the town map is due to be reprinted in Spring 2012. The meeting expressed interest in two prime advertising spaces for Guildhall adverts. The Deputy Town Clerk reported that the spaces are being offered to the council at a special price of £400 each. It was **RECOMMENDED** that the council should reserve two spaces in the Official Town Map. It was also **resolved** that the Deputy Town Clerk distribute the map to all councillors asking them to carefully look at the town map and report amendments, changes and additions. It was further **resolved** that the Deputy Town Clerk would update the text.

16 **Town Crier Newsletter**

(i) **Resolved** to note the delivery dates.

(ii) It was reported that the Autumn 2011 edition had received favourable comments.

(iii) The meeting carefully looked at the Town Crier Winter 2011 print draft highlighting a number of changes. It was **resolved** that the Deputy Town Clerk would facilitate the changes, and email the amended draft to all members on Friday 5 November 2011 for comments by Monday 7 November 2011.

The Chairman reported that it was noted at the Amenities & Recreation Committee, on Wednesday 2 November 2011, that the council should purchase snow clearing equipment and salt boxes. In view of this it would be beneficial for residents to be informed of the council's purchases, plus other useful snow clearing information. It was **resolved** that the Deputy Town Clerk and the Town Clerk should create a 'Snow' article, accompanied by photographs of the new equipment, which would be emailed to the sub-committee for their approval over the weekend, for return to the Deputy Town Clerk by Monday 7 November 2011.

In discussing the Snow article, members agreed that the Garden of Remembrance would be one of the main articles in the Spring 2012 Town Crier.

In considering the draft Town Crier the sub-committee expressed an interest in the Club's and Societies Day article, and discussed ways and means of informing various bodies of the event. It was **resolved** that this item would be further discussed under matters arising at the next meeting of the Communications Sub-Committee.

17 **Twitter**

Resolved that this should be brought forward, under matters arising, at the next meeting of the Communications Sub-Committee.

The sub-committee agreed that an informal meeting should be held at 11.30am on Thursday 20 December 2011, to solely discuss items for the Spring Town Crier which is due to be distributed in mid-February 2012.

There being no further business the meeting rose at 7.30pm