

Minutes of the Communication Sub-Committee on 20 July 2011 in the Committee Room, Old Abbey House, Abingdon.

Present:

Cllr Marilyn Badcock Chairman
Cllr Alice Badcock
Cllr Samantha Bowring
Cllr Monica Lovatt

In attendance:

Mr Nigel Warner Town Clerk
Mrs Sandra Hill Deputy Town Clerk

1 **Election of Chairman**

It was proposed, seconded and **resolved** that Cllr Marilyn Badcock be Chairman of the Communications Sub-Committee for the Council Year 2011/2012.

2 **Election of Vice Chairman**

It was proposed, seconded and **resolved** that Cllr Julie Mayhew-Archer be Vice Chairman of the Communications Sub-Committee for the Council Year 2011/2012.

3 **Apologies**

Apologies were received from the Mayor of Abingdon, Cllr Michael Badcock, Chairman of the Finance & General Purposes Committee, Cllr Sandy Lovatt and Cllr Julie Mayhew-Archer.

4 **Declarations of Interest**

There were no declarations of interest declared.

5 **Terms of Reference**

Members considered the draft terms of reference. It was **resolved** to accept the terms of reference with one addition:

1.4 Minutes should be produced and distributed to committee members within one week of the meeting.

The amended terms of reference are appended to these minutes.

In considering the items within the terms of reference it was **resolved** that:

- (i) the production of the communications strategy be discussed at the next meeting of the communications sub-committee;

Cllr Samantha Bowring joined the meeting the time being 7.05pm

- (ii) a briefing note on the communications strategy be compiled and distributed before the next meeting of the communications sub-committee.
- (iii) the official town map be reviewed at the next meeting of the communications sub-committee, in readiness for its production early in 2012.
- (iv) the official town guide be reviewed at a meeting of the communications sub-committee in 2012, in readiness for its production in 2013.

6 Town Crier Newsletter

- (i) Members considered the number of editions for the 2012 Town Crier and **resolved** that there would be four editions, as follows:

Early December 2011	-	Winter
Mid February	-	Spring
April/early May	-	Special Jubilee Edition
September	-	Autumn

- (ii) Feedback from the Summer Town Crier – The Chairman reported that a telephone number was incorrect, and in view of this a note would be placed in the Autumn Town Crier pointing out the correct number, along with an amended list of town councillors and their contact details.
- (iii) The following articles were suggested for the Autumn edition:
 - Mayor's Charity Events: Quiz, New Year's Ball;
 - Queen's Diamond Jubilee plans;
 - Abingdon's Got Talent;
 - Market Place Events;
 - Post-It advertising;
 - Councillors' Contact details (with note about incorrect phone number in Summer edition);
 - Fun in the Park photos and report;
 - Yeah Baby photos and report.
- (iv) The Autumn edition print deadline and delivery dates were noted.
- (v) Proof Reading - **Resolved** that proof copies of the Town Crier would be posted to all members of the communications sub-committee for proof reading and amending. They should be returned, along with any amendments, to the Deputy Town Clerk by the required deadline.

7 Town Council Website

Members considered a review of the council's website. A Member requested that the review of the website contract should be completed before the current contract expires in December 2011. It was **resolved** that due to the very tight timescale the review should take place early in 2012, with the expectation that a new website would be in place, subject to budget provision, before the

contract expires in December 2012. It was further **resolved** that a paper should be produced outlining the requirements for a new website along with financial information at the first meeting of the communications sub-committee in 2012.

The meeting considered extending the council's current website by adding additional pages for the Mayor and the Queen's Diamond Jubilee celebrations. **Resolved** that the Deputy Town Clerk would create the required extra pages and insert the given information, thereafter regular updates would be facilitated by the reception staff.

8 **Communication**

The meeting considered how effective and efficient communication could be achieved with other committees and **resolved** that this would form part of the communications strategy. In the meanwhile, those councillors who are members of the council's other committees would report items for the town crier and website.

9 **Start Time for Future Meetings**

The meeting considered various options in order to facilitate members' personal requirements. In finding that the sub-committee could not come to a mutually agreeable solution, it was **resolved** that the communications sub-committee would commence at 7pm.

10 **Date for Next Meeting**

Resolved that the date of the next meeting would be 7pm on Thursday 20 October 2011.

It was also **resolved** that Twitter should be placed as an agenda item for 20 October 2011 meeting.

The meeting rose at 8.05pm.

Signed Date