

# Costessey Town Council



## **Minutes of the Communications Working Group of Costessey Town Council, held on Tuesday 2 July 2019 at 7pm at The Costessey Centre NR8 5AH**

**Present:** Cllrs J Amis, G Blundell, D Burrill, G Dole, J Flowerdew, S Long, C Mahn, J Newby, P O'Connor, N Bailey (Deputy Clerk), H Elias (Town Clerk) & two representatives from Breakwater IT.

### **To elect a Chairman for the Working Group**

**C001/19:** Cllr S Long was elected as Chairman.

**C002/19:** Cllr D Burrill arrived at 7:02pm

### **To receive apologies for absence**

**C003/19:** Cllr S Blundell (childcare) & Cllr T Laidlaw (away)

### **To receive declarations of interest**

**C004/19:** None declared.

### **To consider IT support options for Town Councillor**

**C005/19:** The Deputy Clerk introduced the different approaches available and Breakwater representatives answered questions to assist. They explained that universal use of Office365 was the key to most of the Town Council's requirements and that optional enhancements e.g. tagging documents and security could be made. Access can be removed at any point should a Town Councillor resign. Mandatory use of the @costesseytc.org email address would put the Council in a stronger position and can also be removed at any point by the Administrator. Supporting Town Cllrs with an iPad was an option, but some Cllrs would prefer to use their own device. Although security was not the main driver for change, a suitable level was required for the type of documentation being circulated. Going forward two-step authentication would assist.

After considerable discussion the Chairman suggested that, because of their expertise in this field, Councillors Burrill and Mann liaise and together with the Deputy Clerk investigate all areas of IT support including training, maintenance and expenditure and report back to the next meeting of the Communications Working Group. Councillors Burrill and Mahn felt the first stage should be to ascertain what level of interest there was from Councillors and to proceed from there.

**ACTION: Deputy Clerk, Cllrs Burrill & Mahn**

**C006/19:** Breakwater Representatives left the meeting at 7:50pm

### **To consider a draft Community Engagement Strategy**

**C007/19:** The document covered all of the 'mechanisms' currently being used, but it was suggested that Press Releases should be included. Town Councillors felt the document was a 'how we communicate our work' overview rather than a strategy. An individual strategy was required for certain types of community engagement and the Deputy Clerk suggested that the four-year plan was a good example. The draft document should be revised to include examples around a specific project. **ACTION: Deputy Clerk**

### **To consider the draft Social Media Policy**

**C008/19:** Some amendments were made, and text changed to bold in places. The amended policy would then be circulated for approval at Full Council. Cllr Mahn was thanked for helping develop the policy in conjunction with the Town Clerk. The Town Clerk would ensure it was reviewed regularly. It would be signed by everybody and any future amendments would require re-signing by all Town

Councillors. The Town Clerk would ensure the procedure for this was in place. **ACTION: Town Clerk**

**To review the effectiveness and costs associated with CTC communications**

**C009/19:** The Deputy Clerk presented his report and explained the background. Questions were answered around the number of Facebook followers, Website design and usability, and Newsletter style and delivery. Discussion followed regarding the design and system of posting out the newsletter and the alternatives available. The Deputy Clerk pointed out that for the next edition of the newsletter it was too late to change either the newsletter or the present delivery arrangements. It was agreed to look at this again.

**C010/19:**

- i) The Deputy Clerk had identified a locally based website designer who was familiar with the Wix platform and Town and Parish Council websites. After considerable discussion regarding the pros and cons of the existing website on the Wix platform it was agreed to ask the Deputy Clerks contact to prepare a feasibility study, which was at a cost of £135, to investigate its suitability to expand for future use, for use on any size device, basically so it is fit for purpose in today's technological world. The completed feasibility study to be discussed at the next Communications Working Group. **ACTION: Deputy Clerk**

**C011/19: RESOLVED to continue the meeting through to 9:30pm**

**C012/19:** Cllr Flowerdew left the meeting at 9:02pm

**C013/19:**

- ii) The Deputy Clerk was asked to further scope the potential for advertising in the newsletter and to investigate the costs to engage an external Graphic Designer who had the ability to make the newsletter more attractive to the reader. This could also incorporate a desire to use different designs for the front cover and page.  
**ACTION: Deputy Clerk**

**To consider options to improve communications at Public Meetings**

**C014/19: RESOLVED to defer the item to the next meeting and to ensure it is the first item on the agenda. ACTION: Deputy Clerk**

**C015/19: Date of next meeting:** Tuesday 20<sup>th</sup> August 2019 at 7pm

**C016/19: The meeting finished at 9:30pm.**

**Chairman:**

**Date:**