



18th January 2021

**A Meeting of the Communications Committee,
was held on Monday 18th January 2021 at 6:30pm via: Zoom**

- 1/21C To note those present and list apologies for absence.**
Members: Cllr Jane Martin (Chair), Cllr Alan Dean, Cllr Eleanor Crook, Cllr John Seaton, Cllr Mark Silvester and Cllr Christie Haggis
Also Present Council: Cllr Alan Cooper
- 2/21C To declare any Disclosable Pecuniary Interests (DPI), Other Significant Interests (OSI's) or a Voluntary interest relating to items on the agenda.** None were declared.
- 3/21C To consider and adopt the Minutes of the Meeting held on 29th July and if in order sign as a true record. The minutes could still not be agreed.**
Action: Minutes to be recirculated so as amendments can be sent to Clerk from committee members ahead of meeting on 15th February.
- 4/21C To consider and adopt the Minutes of the Meeting held on 2nd September and if in order sign as a true record.**
Action: Minutes to be recirculated so as amendments can be sent to Clerk from committee members ahead of meeting on 15th February.
- 5/21C To consider and adopt the Minutes of the Meeting held on 2nd November and if in order sign as a true record.**
Action: Minutes to be recirculated so as amendments can be sent to Clerk from committee members ahead of meeting on 15th February.
- 6/21C To consider and adopt the Minutes of the Meeting held on 23rd November and if in order sign as a true record.**
Action: Minutes to be recirculated with amendments to items re minutes of 29th July, 2nd September and 2nd November to amend from - The minutes could not be agreed as a true record and therefore Cllr Martin to advise Clerk concerns before next meeting to The minutes could not be agreed as a true record and therefore Cllr Martin to advise Clerk concerns before next meeting after draft documents resent.

Action: Action log, upon receipt of revised document, Councillors to advise the Clerk re progress on items and if any items are complete and can be closed.

A review of the open items on the action log took place:

Cllr Christie Haggis left the meeting at 18.50 due to connection issues

Lanyard pricing: Cllr Crook confirmed sent, but Cllr Crook agreed to recirculate again.
Tablets: Cllr Haggis lost connection so an update was not possible
Budget 21/22: Can be closed as confirmed Communications committee have completed this action, details to be sent Clerk and Finance and General Purposes.
Bybrook-Bockhanger consultation: items to be closed as consultation postponed.
SWWTW: Update due in next 14days and contact by Cllr Seaton still to be made with Trevor Ford
Recording Process: Councillor Martin to bring process and policy to Council.
Recording conversion tutorials Mp4/3 – no longer necessary as YouTube intention to upload now to.

Cllr Christie Haggis re-joined the meeting at 19.05.

Signed:

Dated:



18th January 2021

Point of Concern: Website: Blogs are missing, blank, blogs have blacked out areas and black blobs all over them, unfriendly requests are being received from the Clerk to the website developer and support desk. Councillors are in receipt of a registered complaint by It'seeze head office and the developer as they are horrified at the way they are being treated, the tone and emails are not what they expect from a customer or indeed a way they want to work with a customer. The Financial regulations and other policy documents are still not all uploaded and have not been so by either the developer or the Clerk.

Action: Clerk to upload Financial policies and indeed all documents not uploaded by It'seeze, as a matter of urgency. Documents such as minutes and agenda also post the submission to Itseeze to be uploaded that are not yet currently on the website.

7/21C Newsletter - Current position of the newsletter and Communications team position on publication

- I. Size of newsletter**
- II. Content available**
- III. Social media promotion**
- IV. Distribution**

Proposed by Cllr John Seaton and seconded by Cllr Ellie Crook and Cllr Alan Dean to delay the newsletter until March.

Agreed: Newsletter dates to be postponed mid to end March 21

Action: Newsletter to be added to next agenda to establish and confirm publish/circulation date

Proposed by Cllr Christie Haggis and seconded by Cllr Mark Silvester to add the articles already edited by Cllr Alan Dean and Cllr John Seaton that these are added to the website blog page

Agreed: Articles that are now ready to go will be added to blog.

Action: Clerk to add to the website on review, receipt of article and pictures received.

8/21C Communications Strategy and 2021 action plan

- 1. Review the communications strategy and prepare for representation to Council.**
- 2. Review Communications Committee ToR's and prepare for representation to Council.**

Proposal by Cllr Jane Martin and seconded by Cllr Alan Dean to meet 01st February to discuss both the Communications strategy and Terms of Reference as a working group.

Action: Communication committee to meet as a working group to discuss both the Communication Strategy and 2021 action and the Committees Terms of Reference on Monday 1st February.

9/21C Role of the Clerk with regard to Communications

a) Clerk to give an overview of what she considers is her role with regard to communications.

A very brief oral overview was given by the Clerk on her role with the Communications committee and it was asked that this be documented within the minutes.

- 1) Agenda – action on receipt on draft from Chair
 - 2) Minutes – circulated to chair for first draft analysis and then to all
 - 3) Website - contractual owner / overall responsibility to update
- Documents – policies/financials/audit/advertising of vacancy/ meeting dates and content – clerk solely

Signed:

Dated:



18th January 2021

- Routine updates /text changes – clerk solely
- Major structural change – communications team in collaboration with the clerk and Council
- Blogging – communications team to clerk / councillors - to clerk

4) Facebook - clerk shares responsibility with all current editors on Facebook to ensure message s are out there (up to 3 per day)

- b) **Committee to discuss the relationship of the Clerk to the Committee and steps required to be actioned by the Clerk.**
- c) **Committee to decide what level of Clerk input is required for Committee's presentation at Council.**

Note: these items were not fully discussed and will be brought to next meeting

Action: Clerk to add to next agenda starting from this agenda item

10/21C Website: Council

- i. **Invites the Clerk:**
- ii. **to compile a list of suggestions from all councillors on how the new website might be incrementally improved.**
- iii. **to present this list at the next meeting of the Communications Committee.**
- iv. **Invites the Communications Committee:**
- v. **to identify which if any of the items proposed were included in the Design Brief (see article 4 of It'seeze contract terms and conditions);**
- vi. **to bring forward a prioritisation of this list to the January meeting of Council, giving costings for each.**
- vii. **to identify what input from the Clerk, or from councillor volunteers under the Clerk's guidance, may be needed to deliver each improvement and to request assistance from all councillors as the Committee considers necessary.**

Note: these items were not discussed and will be brought to next meeting

Action: Clerk to add to next agenda

11/21C Social Media Policy - Impact on Staff and Training

- i) **consider conflicts with Clerk's contract and propose any necessary amendments to Policy (action arising from minute 25/20 d))**
- ii) **consider amendments to current Social Media Policy in line with Social Media Plan (action arising from minute 134/20) to propose amendments to next suitable Full Council.**

Note: these items were not discussed and will be brought to next meeting

Action: Clerk to add to next agenda

12/21C Items for inclusion on the next agenda. This item was not discussed.

13/21C To agree the date of the next meeting. Monday 15th February 6.30pm until 8pm.

14/21C Close of meeting. The meeting closed at 20:15

Signed:

Dated: