

MINUTES OF THE COMMUNICATIONS AND EVENTS COMMITTEE MEETING HELD ON

THURSDAY 5th NOVEMBER 2020 AT 7.00pm – REMOTELY VIA ZOOM

Present:

- Cllr. Bowman (Chair)
- Cllr. Power (Vice-Chair)
- Cllr. Alecock
- Cllr. Bristow
- Cllr. Busuttil
- Cllr. Leaman
- Cllr. Shipp

In attendance: Mr M Knight (Town Manager).

The Chair moved that item 5.5 concerning the Mildenhall Messenger be moved into exempt. All in agreement.

1. APOLOGIES AND ACCEPTANCE FOR ABSENCE

Apologies were received and accepted from Cllr. Littlechild.

2. DECLARATIONS OF INTEREST

Cllr. Alecock – West Suffolk District Council.
Cllr. Shipp – West Suffolk District Council.

3. PUBLIC PARTICIPATION

None.

4. TO RECEIVE APPROVAL OF MINUTES OF THE MEETING HELD ON 10th SEPTEMBER 2020 FROM THOSE MEMBERS PRESENT AT THE MEETING

Signed:

Date:

It was then **AGREED** to **APPROVE** the minutes. Proposed by Cllr. Bowman, seconded by Cllr. Bristow, all in favour.

5. GENERAL MATTERS

5.1 Update from Town Manager regarding Action Sheet

It was requested by Cllr. Busuttill that a ‘what’s on in Mildenhall’ guide be produced in close association with other local groups for the upcoming year as the country starts to come out of another lock down.

Questions were raised about the timing of the idea and how much the groups themselves might know about the future of their own events, but it was agreed to add this to the action sheet.

It was also requested that the action sheet be numbered.

5.2 To receive an update regarding the Christmas celebrations

Cllr. Bowman gave a verbal report on the Christmas tree and lights which are being installed w/c 23rd November. It was also **AGREED** to contact St. Mary’s Church to see how the Council could help with the decorations. Cllr. Busuttill reported that she had received a letter from the Church in this regard and agreed to forward it to Cllr. Bowman.

A discussion took place about any other events which the Council could help with, bearing in mind the ongoing lock down. It was **AGREED** that the idea of a short video to be circulated on social media consisting of the switching on of the lights and a short message from the Mayor to be produced in early December.

5.3 To discuss and approve a Community Engagement Policy

A short discussion took place regarding changes to this document to make it more definitive regarding public consultation and to clearly mention social media.

It was **AGREED** to **RECOMMEND** this to the Establishment and Policy Committee, with the proposed changes. Proposed by Cllr. Bristow, seconded by Cllr. Power, all in favour.

5.4 To receive the draft web statistics report

Much discussion took place regarding the statistics presented and the web site in general after a brief verbal report from the Town Manager.

It was agreed that the website needed work done on it to make it more relevant and attractive to visitors. More updates, links to social media and updated photos were all considered by all to be essential.

The webstats themselves were to be presented in the same format for the next meeting of this committee to act as a guide to see if the changes were being effective.

Cllr. Shipp agreed that the home page itself looked dull and that the general purpose of having a web site should be examined to see exactly what the Council wishes to communicate.

Cllr. Power agreed and suggested that unnecessary pages be removed and more attention be paid to items such as plugins.

Cllr. Busuttil requested that some links are updated and possibly redirected to the social media accounts, which also need to be updated.

Cllr. Leaman agreed that the site should be used to advertise the facilities available in a more attractive and proactive way but that attention should be given to the amount of time this would take.

Cllr. Power suggested that this be a part of somebody's job description, possibly as part of a small contractor provision.

Cllr. Alecock agreed and reported that in his time of updating the website it was self-taught and that nothing involved in updating it is particularly difficult but agreed with the time limitations and the importance of this becoming a regular and well-monitored part of the Council's activity.

The Town Manager **AGREED** to present the information in the raw form again at the next meeting with the presentation of a social media plan which involved posts and a calendar.

5.6 To approve a communications strategy encouraging regular hirers to return, when possible, to the Jubilee Centre

It was **AGREED** that this item will remain on the action sheet and be revisited after the conclusions of the Facilities Review Task and Finish Group. Proposed by Cllr. Bowman, seconded by Cllr. Shipp, all in favour.

6. FINANCE MATTERS

The document produced by the Finance Strategy Working Group was introduced and the opened the matter up for debate.

Cllr. Leaman stated that he was disappointed that the events budgets had not been increased.

Cllr. Power was similarly disappointed that the communications and publications line had not been increased.

Cllr. Busuttill reported that there was a £5,000 earmarked reserve for marketing which could be used.

It was agreed that the events lines could be increased, but that savings had to be made elsewhere, but this could be offset by grant applications and other revenue streams.

It was then **AGREED to RECOMMEND** to the Establishment and Policy Committee the budget paper as presented with the following changes.

- 320 regarding income to £2,000
- 3050 regarding Council Events to £500
- 3060 regarding Merry Milldenhall to £6,000
- 3080 regarding Lark in the Park to £8,000

Proposed by Cllr. Bowman, seconded by Cllr. Leaman, all in favour.

6.1 To discuss and recommend to the Establishment and Policy Committee the budget pertaining to this committee

The budget was then **ACCEPTED and RECOMMENDED** to the Establishment and Policy Committee for consideration. Proposed by Cllr. XXXX, seconded by Cllr. XXXX, all in favour.

7. **To consider a resolution under the Public Bodies (Admissions to Meetings) Act 1960 to exclude the press and public for the duration of the following items in view of the confidential and personal nature of the business to be transacted. If resolved, such items to be dealt with after the item that confirms details of the next meeting.**

This was so **RESOLVED**, all in favour.

8. EXCHANGE OF INFORMATION

None

9. TO SET THE DATE AND TIME OF THE NEXT MEETING

This was set for Thursday 4th February 2021 at 7pm.

5.5 To receive an update regarding the Mildenhall Messenger

After a verbal report from the Town Manager and the Chair it was **AGREED** to **RECOMMEND** to the Full Town Council a different approach in this regard with alternatives methods of communicating the Council's message.

The meeting then closed at 8.35pm.

Signed:

Date:

CONFIDENTIAL MINUTE 5.5 FOR THE COMMUNICATIONS AND EVENTS COMMITTEE OF THE 5th NOVEMBER 2020

It was **AGREED** to **RECOMMEND** to the Full Town Council that the Council does not take on the Mildenhall Messenger in it's current form due to conflicts with transparency and accounting regulations.

It was also **AGREED** to **RECOMMEND** to the Full Town Council that the Council explore options to produce their own newsletter to be done in house with production and printing to be conducted by a third party as a contractor.

It was also **AGREED** to **RECOMMEND** to the Full Town Council that they continue with their financial obligations to contribute to the Mildenhall Community Partnership for the duration of the existing two year agreement.

Proposed by Cllr. Power, seconded by Cllr. Bristow, all in favour.

Signed:

Date: