

MINUTES OF THE COMMUNICATIONS AND EVENTS COMMITTEE MEETING HELD ON

THURSDAY 7th APRIL 2022 AT 7.00pm

FENLAND ROOM. THE PAVILION, RECREATION WAY, MILDENHALL, IP28 7HG

Present:

- Cllr. Bowman (Chair)
- Cllr. Bristow
- Cllr. Busuttil
- Cllr. Leaman
- Cllr. Shipp

In attendance: Mr M Knight (Town Manager).

1. APOLOGIES AND ACCEPTANCE FOR ABSENCE

Apologies were received and accepted from Cllrs. Alecock, Littlechild and Sykes.

2. DECLARATIONS OF INTERESTS AND DISPENSATIONS

Cllr. Shipp – West Suffolk District Council.

3. PUBLIC PARTICIPATION

No members of the public were in attendance.

4. TO RECEIVE APPROVAL OF MINUTES OF THE MEETING HELD ON 13th JANUARY 2022 FROM THOSE MEMBERS PRESENT AT THE MEETING

Signed:

Date:

It was **RESOLVED** to adopt the minutes with the agreed grammatical changes. Proposed by Cllr. Bowman and seconded by Cllr. Shipp. All in favour.

5. GENERAL MATTERS

5.1 Update from the Town Manager regarding Action Sheet

The document was presented and **NOTED**. It was also noted that it was disappointing that all Councillors had not responded to the request for a short bio for publication on the website. The Town Manger reported that this would be part of an induction process for new Councillors in the future.

It was also thought prudent to detail a schedule of events for the upcoming year to allow for more effective planning. It was **AGREED** that the following events would be planned:

Annual Town Meeting (Forum) on the 12th May 2022.

Royal Lark in the Park on the 5th June 2022.

A Community Showcase in September 2022.

The RAF Honington Band Concert in October 2022.

A Craft Fair on the 26th November 2022.

Merry Mildenhall on the 1st December 2022.

Christmas Market on the 18th December 2022.

It was also **AGREED** that the Town Manager should approach officers at West Suffolk Council to become more involved in themed markets throughout the year.

5.2 To receive the most recent webstats report

The report was discussed and the figures were **NOTED**. It was requested that the figures be presented in a graph format at the next meeting now that there was a sizeable amount of data to use.

It was also **AGREED** that the website needed to be updated more and that the Town Manager should begin to look into a more modern website package which could better reflect the aims and achievements of the Council. All in favour.

5.3 To receive the social media report

The report and statistics were discussed and it was **AGREED** that positive progress was being made with engagements and followers all generally increasing, although some had been lost in the past few weeks with 292 being the most up to date figure. It was also **AGREED** that the figures be presented in the same fashion at the next meeting of this committee. All in favour.

5.4 To suggest articles for the Mildenhall Messenger

It was **AGREED** to discuss this item under item 7.

5.5 To discuss a Welcome Back Funding strategy

The report was received and noted. It was **AGREED** that the Town Manager would carry on liaising with the Loyal Free Team until the new Senior Administrator was appointed in August 2022. The Mayor would also assist with events in the interim as well.

It was also **AGREED** that some funding was committed to extra Christmas motifs and electrical work and more work on the Mildenhall in Bloom work with improved flowers, planting and staffing.

5.6 Verbal update on Lark in the Park

Cllr. Shipp gave an update on the event which was going well. A grant application for a bespoke beacon had been successful and the order had been made. Invites had also gone out to a list of possible attendees.

The next steps would be to confirm attendees and produce a site lay out and logistics for the day itself.

It was **AGREED** that more information was needed on where the bunting would be put up and how, Cllr. Shipp would liaise with the Town Manager and local businesses to make sure the approval process from West Suffolk Council was made in time.

5.7 To receive the draft customer feedback survey and to agree on communication

The draft was discussed and it was **AGREED** to approve the survey with some layout and minor changes to the text. It was **AGREED** to hand out the survey to people on the day of hire via the Caretakers and that it should be encouraged to be completed on the day and handed back to the office as soon as possible.

Signed:

Date:

5.8 To receive the marketing plan produced by the Projects Officer

Much discussion took place regarding the draft document and it was generally agreed that the high level details should be examined and embedded in the role of the new Senior Administrator as a small project which should extend to the website, social media and video technology.

5.9 To approve the strategy to tun a campaign to increase attendance at Council meetings

The proposal was discussed and it was **AGREED** that the Council was not in the position at the current time to invest in a more advanced audio/visual equipment to allow for hybrid meetings, but that this should be a concern for the new Council when it is elected in 2023.

It was also **AGREED** to authorise the new Senior Administrator to set up live streaming of meetings via Facebook and other channels.

It was also **AGREED** that the agendas should be shared to the wider contact list detailed in the report to attempt to build relationships with local community groups, organisations and other authorities.

5.10 To agree on a format for the Annual Town Meeting (Forum)

It was **AGREED** that the meeting which was scheduled for the 12th May 2022 should have a similar structure to the 2021 Town Forum which took place in September 2021, but to retain the elements of the Annual Town Meeting.

It was also **AGREED** to produce posters to widely advertise this event, and to be placed around the town and the riverbank.

It was **AGREED** to invite a representative from the Environment Agency to speak about the riverbank project and grant recipients, as well as have displays on the Cemetery Extension Project, new pieces of play equipment, the Platinum Jubilee Lark in the Park and a report from the Mayor, with refreshments being provided. This meeting would be called on the 28th April 2022.

5.11 To gather ideas or aspirational objectives for this committee

There were no further ideas put forward at this stage.

6. To consider a resolution under the Public Bodies (Admission to Meetings) Act 1960 to exclude the press and public for the duration for 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**.

8. EXCHANGE OF INFORMATION

None.

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

This next meeting of the committee will be set at the Annual Meeting of the Town Council in May 2022.

7. Update on Mildenhall Messenger contract

A verbal update was given and it was **AGREED** to work up an alternative proposal and inform the Full Council at the April meeting.

The meeting then closed at 8.59pm.