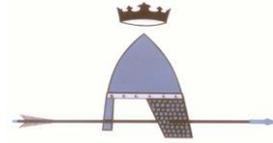




Battle Town Council



MINUTES of a COMMUNICATIONS COMMITTEE MEETING held on TUESDAY, 12 JUNE 2012 at The Almonry, High Street, Battle at 7.30pm

Present: Cllrs J Boryer, R Bye, J Eldridge, R Harris, R McDonald, Ms M-L Neill and Mrs S Pry.

1. Election of Chairman Cllr McDonald was proposed by Cllr Eldridge, seconded by Cllr Boryer. With no other nominations Cllr McDonald was duly elected unanimously to serve as Chairman for the ensuing year.

2. Election of Vice-Chairman Cllr Eldridge was proposed by Cllr Bye, seconded by Cllr Pry. With no other nominations Cllr Eldridge was duly elected unanimously to serve as Vice Chairman for the ensuing year.

3. Apologies for Absence – Cllrs C Bishop and M Palmer.

4. Disclosure of Interest – None.

5. To Sign the Minutes of the Previous Meeting held on 13 March 2012. Cllr Mrs Pry proposed approval of the minutes, seconded by Cllr McDonald. This was agreed and they were duly signed.

6. Matters Arising from the Previous Meetings

For the record, it was confirmed that the **flag and banner** had been received and that the **commemorative mugs** had been distributed to the primary school children.

7. Parish Assembly; Annual Report and Community Awards

Cllr Harris repeated the comments which he had made at the recent Council meeting namely that County and District Councillors, as well as the Town Council should be given the opportunity to make an oral report to the Parish Assembly. This then led to a discussion about the need to incorporate written reports from County and District Councillors within the Town Council's Annual Report and whether, by including papers relating to the Parish Assembly this had created a publication which discouraged readership. This will need to be discussed further but, in the meantime, Cllr Ms Neill agreed to review the 2011-12 Annual Report to see how the format might be improved.

It was acknowledged that separating the Town Council's Annual Report from the Parish Assembly papers would reopen the question how best to promote the Assembly and distribute the supporting documentation.

Encouraging greater interest by young people was also raised, and, in this context, Cllrs Bye and Mrs Pry said that they had been invited to hold a question and answer session at Claverham College. The Committee agreed that this would be an ideal opportunity to speak not only about the role of the Town Council but also to encourage "active citizenship". A report on this might be an interesting item for the next Newsletter.

8. Newsletter

Notwithstanding that the normal timetable would see the next edition produced in late July, the Committee felt that, on this occasion, this would result in recent events such as the Jubilee becoming old news. Bringing the date forward to early July would both overcome this and enable the opening weekend of Battle's Big Event to be covered. The Scarecrow competition and an update on "In Bloom" activity could also be mentioned. The Clerk said that he had already received a contribution from the Local Action Plan

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Steering Group. Cllr Harris said that feedback from local residents suggested that they also welcome news about the Town Council's specific activities and he hoped that more general news would not prevent room being found for this. In the Clerk's absence on leave Cllr Ms Neill volunteered to coordinate the necessary action with a view to the next Newsletter being ready in the first week of July.

9. Review and Development of Web-site, and Increased Use of Social Media

Cllr Bishop had indicated that he felt that the Council's profile could be raised by the use of social media such as Twitter and Facebook. Some Committee Members not only had doubts in this respect but were concerned about the potential loss of control of content. More importantly, they felt that as one of the primary means of communicating with the public opportunities for improving the website should be explored as a first step. The Clerk was asked to liaise with Cllr Bishop about this.

10. Marketing Issues

A copy of the minutes of the latest Battle Marketing Group meeting had been circulated. The general consensus is that the satellite information point arrangements seem to be working adequately.

11. Budget Report 2011-12 and 2012-13

The attached report had been circulated. The main item to note was that the anticipated payment to Battle's Big Event (Olympics) had not been made in 2011-12 and is being carried forward to the current year. The underspend on the Annual Report in 2012-13 is a direct result of distributing the document in-house though this disguises the fact that staff costs were incurred which are absorbed in the general salaries budgets.

12. Matters for Information and Future Agenda Items

Referring back to the discussion about the website and general communication, Cllr Harris felt that more opportunities should be found to report Council business in the local newspaper.

13. Date of Next Meeting: Tuesday, 25 September 2012

The meeting closed at 8.35pm.

CLLR R McDONALD
Chairman

