



# *Battle Town Council*



**MINUTES of the  
EXTERNAL RELATIONS AND TOWN DEVELOPMENT COMMITTEE  
held on TUESDAY, 7 APRIL 2015  
at The Almonry, High Street, Battle at 7.30pm**

**Present: Cllr S Pry – Chairman  
Cllrs D Furness, M Kiloh and J Lay.**

- 1. Apologies for Absence** – Cllr J Eldridge.
- 2. Disclosure of Interest** – None.
- 3. To Sign the Minutes of the Previous Meeting held on 3 February 2015.** These were duly signed by Cllr Pry.

**4. Matters Arising from the Previous Meetings**

It was confirmed that this Committee has delegated authority to make decisions relating to Newsletters and social media.

**5. Digital strategy**

Cllr Lay had circulated a comprehensive proposal document for discussion. Members agreed that community communication needs improvement and would benefit from a formal framework. It was suggested that a valuable start point would be the Town Council's new website. The full proposal would form a reference point for the new Committee's 5 year plan. Cllr Lay was thanked for his work on this detailed article.

**6. Media and Communications Policy**

The Committee confirmed that the draft document was a good base for the Council to work from. Members highlighted that all press releases should be via the Clerk, although interviews could be undertaken by either the Chairman or Deputy Chairman, accompanied by a witness or voice recording. It was agreed that contact must be made with the local Observer journalist to ensure a good working relationship and to establish a regular column written by a Battle Councillor; preferably on a rotation basis. All press releases should be added to the Council's website. Members felt that both Facebook and Twitter should be utilised although it was accepted that this would involve a great deal of worktime. Clear information on what items are of a confidential nature and how the Town Council would address negative media was requested.

**7. Website**

Cllr Pry reported on a meeting with a web designer that had worked successfully with another local Council. A quote had subsequently been received for the design and development of a website using a WordPress framework and including staff training. A further cost for monthly maintenance had also been provided. Cllr Lay expressed concern that a content specialist had not been consulted to provide a clear design brief of the Council's requirements. The Committee agreed to invite 2 marketing specialists to help determine the website strategy. This could then be presented to website designers for firm costings. Cllrs Furness and Lay agreed to make contact with recommended specialists to arrange a meeting with Committee Members as soon as possible. Cllr Favell would also be invited to this meeting.

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## **8. Parish Assembly and Annual Report**

Members agreed that the format of the Parish Assembly should follow that of last years although there would be a few Guest Speakers with short presentations rather than one lengthier dialogue. These would include the Air Ambulance, Battle Museum of Local History and the Battle Arts & Music Festival. It was agreed that the proposal for a piece of art on the roundabout would be mentioned in the Chairman's summary. Cllr Jessop will give a brief summary of the Neighbourhood Plan project.

The Town Clerk had advised that there is no requirement for the Annual Report to be circulated to every household and it had therefore been agreed to produce a smaller version to be available at the Parish Assembly and on the website. The option of a paper copy to be sent or collected from the office would be advised. Members felt that whilst a revised welcome letter should be sent to new residents this did not need to include a copy of the Annual Report.

## **9. Budget report**

The Deputy Town Clerk highlighted the savings made this year on the production of the Newsletter and Annual Report. The Committee recorded their thanks to Cllr Favell for her endeavours over the previous year towards the Newsletter production and circulation.

## **10. Matters for information and future agenda items**

Cllr Kiloh expressed concern at the apparent difficulties of coordinating the various organisations' events for the Concorde 1066 period. She also raised the issue that no funding opportunities had been pursued. Cllr Furness advised that Hastings Borough Council have a coordinator that holds a large amount of sponsorship funding and therefore has more control of their events. Members agreed that the 1066 Working Group should be asked to produce a business plan for the event with suggestions of how the Council could be more involved in such a Historic occasion. It was felt that the Almonry project would not be completed in time. It was agreed that if Mr Houghton-Berry was unable to take this further he should be asked to concentrate on the other projects.

## **11. Date of next meeting: 2 June 2015**

CLLR S PRY  
Chairman