



Battle Town Council



MINUTES of a COMMUNICATIONS COMMITTEE MEETING held on TUESDAY, 23 SEPTEMBER 2014 at The Almonry, High Street, Battle at 7.30pm

Present: Cllr J Eldridge – Chairman
Cllrs G Favell, M Kiloh, J Ormonde-Butler and S Pry.

1. Election of Vice Chairman

This item had been covered at the previous meeting but not minuted.

Cllr Eldridge was proposed by Cllr Sydes and seconded by Cllr Favell. With no other nominations Cllr Eldridge was duly elected to serve as Vice Chairman for the ensuing year.

2. **Apologies for Absence** – Cllrs R Bye, M Palmer and J Sydes.

3. **Disclosure of Interest** – None.

4. **To Sign the Minutes of the Previous Meeting held on 10 June 2014.** Cllr Ormonde-Butler proposed approval of the minutes, seconded by Cllr Pry. This was agreed and they were duly signed.

5. **Matters Arising from the Previous Meetings** – All covered as agenda items

6. Organisational Changes to Committee

Members acknowledged that Full Council had agreed to reform this Committee to include Business, Leisure and Tourism which would include a change in Standing Orders and Terms of Reference. The Committee were supportive of the new role of promoting tourism in the town and agreed to recommend to the Restructures Working Group that an appropriate name for the new Committee is External Relations. It further suggested that a quarterly meeting would be sufficient with additional Working Group meetings as necessary.

7. Lead Responsibilities and Working Groups

Cllr Sydes had circulated a paper with suggestions on how the new Committee and Working Groups could move forward. Members discuss these ideas and agreed that a full audit of Councillors' skills and interests should be carried out to ensure that Members are allocated to relevant Committees and Working Groups.

8. Social Media and Website

• Policies and Procedures of Using Twitter

Cllr Wilson had circulated a reminder to the Committee of Standing Order 47 "Relations with the Press/Media" which clearly states that no oral or written statements will be made in an official capacity without being authorised by the Chairman. The Committee agreed that the Standing Order requires amendment to clarify that no statements of a Council business nature should be made without approval by the Chairman or Town Clerk.

• Action Plan for IT and Website

The Acting Town Clerk (ATC) confirmed that Cllr Sydes had already started to produce an action plan for the office IT system. The Committee asked the ATC to obtain 3 quotes for web design to be discussed at the next meeting.

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9. Newsletter

Cllr Favell had circulated a suggested Standard Operating Procedure for future newsletters. She advised that once the general layout and standardised contents had been agreed there was no requirement to pay for a designer. Dates for publishing were agreed at 1 March; June, September and December. The Town Clerk should request items from all Councillors and forward to the editor a month prior to these dates. The final copy would be checked by the Chairman, Committee Chairman and Town Council prior to being sent to the publisher. Members agreed both this process and that distribution via local shops, doctors' surgeries, nursing homes and other public buildings was appropriate.

The Committee agreed that **format** should include photographs with editorial pieces where possible and that the highlight colour should continue to be changed for each edition.

It was agreed that the **next newsletter** should include the Mayor's report, the resignation of long-term Councillor Paula Fisher, the Royal Air Cadets award to 88 Squadron, the S&SE in Bloom awards and a piece on Japanese Knotweed. The ATC was asked to request any further items from Councillors.

10. Budget Report

The ATC highlighted the savings made on this year's Annual Report production. Members asked that the notice boards be subjected to some redecoration and that the cost of new ones be obtained. It was also suggested that the Police be asked if they are still willing to provide a new notice board.

11. Zero Budgeting and Forward Plan

Members agreed that an information map be provided on or close to the Abbey Green highlighting all the facilities in the town. This could include advertising for Battle businesses. It was felt that the website is a priority. The Committee was also in favour of a larger leaflet stand with signage to promote the availability of tourist information at the Almonry. Members were not in favour of advertising on the Newsletter.

12. Marketing Issues

There was no report.

13. Matters for Information and Future Agenda Items

14. Date of Next Meeting: provisionally Tuesday, 27 January 2015.

CLLR J ELDRIDGE
Chairman

