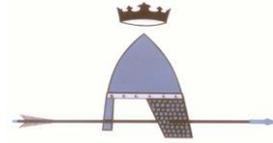




Battle Town Council



MINUTES of a COMMUNICATIONS COMMITTEE MEETING held on TUESDAY, 24 SEPTEMBER 2013 at The Almonry, High Street, Battle at 7.30pm

Present: Cllrs C Bishop- Chairman
Cllrs J Boryer, R Bye, J Eldridge, J Ormonde-Butler and M Palmer.

1. **Apologies for Absence** – Cllr S Pry.

2. **Disclosure of Interest** – None.

3. **To Sign the Minutes of the Previous Meeting held on 11 June 2013.** Cllr Bye proposed approval of the minutes, seconded by Cllr Boryer. This was agreed and they were duly signed.

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

The Committee discussed whether Battle Town Council (BTC) should use Twitter. It was noted that Cllr Dixon of Rother District Council used it in relation to reporting matters from BTC Council meetings. The question of accountability and responsibility for using Twitter, if it were to be used by BTC, was discussed. It was agreed that the principle was the same as a Councillor representing the Council at external meetings. The difference was that a 'tweet' went worldwide and made a permanent record. Councillors agreed that the Twitter logo could be on the next Newsletter and that inclusion on BTC letter heading could be considered after this. Vacancies for new Councillors could be 'tweeted' which would encourage involvement from a wider and younger audience. **Cllr Bye proposed a trial six month period, seconded by Cllr Palmer. All agreed and that Cllr Bishop, as Chairman of Communications, should be entrusted with the responsibility of tweeting on behalf of the Council, with a monthly reporting structure. This recommendation would be put to Full Council.** A copy of Cllr Bishop's note below of Twitter examples would be circulated to all Councillors.

5. **Annual Report**

The Committee agreed to discuss this next year at the January meeting and review its format and content then.

6. **Parish Assembly; Annual Report & Community Awards**

This had been carried over from the previous agenda and would be discussed next year.

7. **Newsletter**

Townlife logo and presentation would remain as last issue but that its **presentation would be reviewed next issue. The content of the newsletter was agreed by the Committee** as follows:

Front page – Article from the Vice-Chairman with piece on South East in Bloom awards and Battle in Bloom liaison group with photos of gardens and planting.

Page Two – A day in the life of our Groundsmen. The Clerk would ask Cllr Fisher to interview Gary and team, take photographs with new tractor and trailer and write article, focusing on seasonal jobs and planting.

Page three – News brief from Chairman Cllr Bishop using Twitter note content attached.

Battle Town Council

Back page – The Clerk would arrange a recycling feature. The list of Councillors would remain and be updated.

Draft content would be emailed to the Chairman by the Friday after the next Council meeting who would email final copy to the Committee, aiming to send to residents around 1 November.

The Clerk advised that the total cost of the June Newsletter, including dispatch, was £675. Future editions would be reviewed at the next meeting.

8. Marketing Issues

Cllr Palmer would be attending a **Battle Marketing Group meeting** tomorrow. At the executive board meeting of 1066 Country, a Battle food festival had been proposed. Cultural Destination Bids for East Sussex were being looked into.

9. Budget Report 2013-14

The report was noted, as attached. **The Clerk asked whether Councillors would like future reports to be in the format as printed herewith, direct from the Budget package as she was concerned about potential for errors with transfer of figures into word documents. All were agreed.**

10. Budget 2013-14 and 3 Year Forward Plan

Cllr Eldridge raised website redesign costs, previously estimated at around £2000, to be budgeted for. Other items were as in the previous year's budget, making a simple 3 year plan, as far as this Committee's costs were concerned.

11. Matters for Information and Future Agenda Items

The BTC **opening hours of 9am-1pm were noted as agreed at Full Council. The Clerk would arrange a notice in the press, connected with a new Councillor vacancy article**, in the next issue of the Battle Observer.

Future Items:

Newsletter – To consider format, content and dates of future newsletters.

Social Media – To review use of Twitter.

Signage - To consider requests for signage to highlight existence and public access to the Almonry Garden and promotion of the museum.

12. Date of Next Meeting: Provisionally Tuesday, 21 January 2014, to be confirmed.

The meeting closed at 8.30pm.

CLLR C BISHOP
Chairman

Battle Town Council

Twitter examples for Battle Town Council

At the last Communications Committee meeting it was agreed to explore how Battle Town Council could use social media (e.g. Twitter) to improve its communications. It was specifically requested that Cllr Bishop provide examples to illustrate the kind of things BTC could have been “tweeting” over the summer, which is shown below.

For those not familiar with Twitter, the individual “tweets” have a maximum length of 140 characters, although it is best to use less than this so that other organisations (such as Battle Chamber of Commerce, Battle Observer etc.) can be “@ mentioned” and “# hash tags” added, which will significantly increase the reach of our communications.

...don't worry if none of that makes sense – I'll explain it further at the meeting!

DAY 1 - Welcome tweet;

_ @BattleTownCouncil today launches its official twitter feed – please follow us and RT

May

_ BTC elects Cllr Richard Bye as Chairman and Mayor of Battle for a second term

_ Cllr Sylvie Pry elected as BTC vice chairman and deputy mayor

_ Julia Cuppini appointed new Town Clerk, official start date 1st July

June

_ BTC newsletter available now, view it at

http://www.battletowncouncil.org.uk/media/pdf/6/n/Newsletter_June_2013.pdf

_ BTC to rejoin the Safer Rother Partnership to gain insight into crime and disorder in the area

July

_ BTC Town Clerk Peter Mills is retiring after 13 years of outstanding service

_ Battle is to get 2 new 'gateways' into the town following a grant from the Battle Partnership

_ public question time at BTC meeting hears a proposal for a tennis development area at the recreation ground ...let us know your views

August

_ Former Mayor Ron Harris retires from BTC after 10 years service as a Councillor

_ BTC to host Twinning Association reception with visiting guests from St Valery-sur-Somme on 23rd August #EntenteCordiale

_ BTC Councillors involved in planning with Battle Marketing Group for a classical music festival in Battle #ClassicalMusic

_ BTC agrees in principle to the tennis development centre at the recreation ground

CLLR C BISHOP

