



Battle Town Council



MINUTES of an EXTERNAL RELATIONS AND TOWN DEVELOPMENT COMMITTEE MEETING held on TUESDAY, 3 FEBRUARY 2015 at The Almonry, High Street, Battle at 7.30pm

Present: Cllrs R Bye, D Furness, J Lay and S Pry.
1 member of the public

1. Election of Chairman and Vice Chairman

Cllr Pry was proposed as Chairman by Cllr Bye and seconded by Cllr Lay. **Cllr Pry was duly elected unanimously to serve as Chairman.** Cllr Bye was proposed as Vice-Chairman by Cllr Pry and seconded by Cllr Lay. **Cllr Bye was duly elected unanimously to serve as Vice-Chairman.**

2. **Apologies for absence** – Cllrs J Eldridge and M Kiloh.

3. **Disclosure of interest** – None.

4. **To sign the minutes of the Communications committee meeting held on 23 September 2014** – These were duly signed by Cllr Pry.

5. **Matters arising from the previous meetings** – All covered as agenda items

6. Terms of reference

Cllr Pry provided a background for the terms of reference for this new committee. Cllr Lay shared his thoughts on the potential for developing a digital and data strategy within the parameters of the committee, to assist businesses and residents of the area. Members discussed the principles of the idea, including how existing systems used by Rother District Council could potentially be used, and requested **Cllr Lay to provide a paper outlining in more detail his ideas for discussion at the next committee meeting.**

The Town Clerk was asked to prepare a media policy and distribute to all committee Members in advance of the next committee meeting, to allow the opportunity to amend as required.

Cllr Bye proposed an item for Full Council to discuss whether to allow advertising on future newsletters. This was seconded by Cllr Furness and agreed by all.

7. BLAP

Bev Marks was invited to address the committee on behalf of BLAP. He had provided a written report outlining BLAP's plans to conduct another Town survey in 2015. The survey intended to invite residents to prioritise the projects which had been identified from previous surveys in 2007 and 2011.

BLAP had also made requests regarding a new letterhead, use of the Town Council's address, telephone number and website. Cllr Pry recommended that the ability to update the website should be restricted to Town Council staff. Cllr Bye objected to the use of the Town Council telephone number as the contact number for BLAP.

Members agreed to allow the letterhead and use of the Town Council address, but not the telephone number. Website content for the BLAP page must be submitted to the Town Clerk for checking prior to adding to the website.

The member of the public left the meeting at 8.10pm.

8. Social media and website

Cllr Pry reported that she had been looking at other Council's websites, and felt a number of these looked better than the existing Town Council site. Previous discussions about sourcing a new provider had led to quotes being received which varied hugely in terms of price. The Town Clerk reported that at his previous Council, they had recently appointed a new web designer to update the site, and the designer had proved to be both value for money and accommodating to

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the Council's requests. The Town Clerk was asked to contact the designer and arrange a meeting to discuss the Town Council's requirements.

Members discussed the existing Town Council Twitter account, which had been largely inactive for several months, and the possibility of launching a Facebook page. **Cllr Bye requested an agenda item regarding social media be included on the next Full Council agenda. This was seconded by Cllr Pry and agreed by all.**

9. Parish assembly and annual report

The date for the Parish Assembly has been set as Wednesday 15th April, and Members agreed to run the event in a similar way to the previous year. In addition, the Annual Report would be prepared on the same basis as last year.

10. Newsletter

Members discussed the format of the most recent newsletters, and agreed this had worked well. Cllr Pry asked the Town Clerk to ask Cllr Favell if she would be willing to be involved in putting the newsletter together. The Town Clerk to request any items from all Members to be sent in and forwarded to Cllr Pry for collation.

11. Marketing issues

The Clerk reported that he had been approached by Cityscape Maps about renewing the advertisement relating to Battle Museum and the Town Council on the maps available around the town. The previous advertisement was on an internal page and cost £600, which had been shared equally between the Museum and the Town Council. The primary rear page had been offered as an alternative. This normally cost £800, but the Town Clerk had managed to negotiate a fee of £500 instead. The Museum had already been approached and indicated a willingness to be included and share the cost. **Cllr Bye proposed accepting the rear page advert at a cost of £500 shared between the Museum and the Town Council. This was seconded by Cllr Furness and unanimously agreed.** The Town Clerk was asked to liaise with the Museum and Cityscape Maps to make the arrangements.

12. Budget report

Members noted the report.

13. Matters for information and future agenda items

Cllr Furness outlined a longer term vision for consideration of a Town Manager / ambassador type role for Battle. Cllrs' Pry and Bye pointed out that the potential separation of the Chairman and Mayor roles in future could lead to this type of position.

14. Date of next meeting: Tuesday, 7 April 2015.

The meeting closed at 9.00pm.

CLLR S PRY
Chairman

