

Framlingham Town Council
Minutes of the Communication, Events and Partnerships Committee Meeting held in the
Town Council Meeting Room 10c Church Street
on Tuesday 14th June 2022 at 7.00pm

All documents relating to this meeting were made available to Councillors (Cllr) in advance

1. APOLOGIES:

Apologies were received and accepted from Cllr S Garrett and Cllr C Bennett

2. Present:

Cllr M Benbow, Cllr P Dean, Cllr M Hine (Chair) and Cllr J Jones

3. In attendance:

Mrs E Coe (Town Clerk/RFO), and two members of the public.

4. Declarations of Interest:

None.

5. Minutes of previous meeting:

5114622 Cllr Hine proposed the minutes of the meeting held on 10th May (circulated in draft form prior to the meeting) be approved as an accurate record, which was seconded by Cllr Jones and with one abstention all were in favour.

Cllr Hine signed the file copy of the minutes.

6.1 Cllr Hine proposed an adjournment for the following item which was agreed.

6. Public Comment:

One person commented on the Breakthrough Communication document and effective communication and building a sustainable two-way conversation. They asked if the committee feels that this is achievable for the Town Council and could the tone, interaction and communication of some Town Councillors be improved? As they felt that the current strategy is not working and has left the Town Council open to criticism and ridicule by the Community? The person also queried why the Town Council is finding it so difficult to use and maintain the new website, when other Town Councils find it simple and easy to use without employing extra staff to cope?

They advised that they would provide a copy of the questions via email to the Town Clerk. A response would be considered and provided via the Town Clerk.

One person commented on various issues relating to communication, priorities, Councillors frank opinions, tree felling in the churchyard, Pageant Field Pavilion income being not sufficient to meet expenditure and little PR to encourage bookings and does the Town Council not see this as a waste of money? No action on the planting up of the cycles as previously promised and they also noted that the bunting seemed to them to be the best part of the Jubilee celebrations and they hoped the council would support the cost of this in full.

The comments were noted by the Chair and a response would be considered and provided via the Town Clerk.

6.2 Cllr Hine proposed to reconvene the meeting which was agreed.

7. EVENTS:

7.1 Torch Relay – Monday 30th May

Cllr Hine reported that the event had been advertised on the website and social media. The Town Council Chair took part in the procession and carried the torch as a passenger on a tri-shaw through the town from the Fore Street junction to the Castle car park.

7.2 Party on the Pageant – Sunday 5th June

The Town Clerk reported that the attendance had been fantastic and the response for help and support for the two fundraising initiatives was overwhelming, resulting in a profit of £3,319.92 to be split equally between a new piece of play equipment for the Pageant Field and The Brain Tumour Charity. Numerous emails, texts and verbal thanks had been received and everyone enjoyed the day. An income and expenditure report had been circulated and emails of thanks had been sent. The Monitoring Report for the ESC Enabling Communities Grant had been completed along with the Lotteries Return for the raffle. The Town Clerk read out a letter from MP Dr Dan Poulter thanking everyone for organising a wonderful community event.

The Committee thanked the Town Clerk for organising and leading the event.

7114622 It was agreed to recommend approval to Full Council to split the profit of £3,319.92 equally between a new piece of play equipment for the Pageant Field and The Brain Tumour Charity.

It was agreed to conduct a survey of the event similar to the one produced for the Christmas Event.

7.3 Suffolk Day – Tuesday 21st June

Cllr Hine reported that final confirmation of numbers had been received, final arrangements were in place and increased visitors to the town were expected.

7.4 Armed Forces Day – Saturday 25th June

The Town Clerk noted that everything was in place for the event starting at 10am.

7.5 Eastern Angles Outdoor Theatre - Streets Alive Saturday 16th July

It was noted that an advertising banner would be erected and the use of Pavilion was to be confirmed.

7.6 Sound & Light Spectacular - Friday November 4th

Cllr Hine reported on the meeting held on 25th May with Noise of Art and noted that the event name was still to be decided.

The Town Clerk reported that a meeting with English Heritage had been agreed but not until the new Site Manager started, she had obtained a cost for First Aid cover and was pursuing event insurance. However, there was still a lot to be organised in a very short time frame and she suggested that the naming be agreed and the event advertised as soon as possible.

It was agreed to circulate and agree naming the event via email.

It was agreed to form a Working Group consisting of Cllr Hine, Cllr Jones and Cllr Benbow, which would report back to the CEP Committee on a monthly basis and the first meeting would be held on Monday 27th June at 2pm.

The Town Clerk would circulate the details to all Councillors to see if anyone else would like to join the Working Group.

7.6.2 To consider revised cost proposal:

The revised information had been circulated and was noted.

It was explained that there would be no change to the agreed Budget as extra artistic content could come from the profits.

The Town Clerk/RFO raised concerns relating to the cost of the tickets compared to the Firework Spectacular and the potential risks involved in order for the event to break even, and suggested that members consider the first event as a pilot which could be built on in future years if successful.

It was noted that the cost of extra artistic content from the profit would not add any risk to the Town Council, and it was felt that the cost of the tickets was not an issue.

7114622 Cllr Hine proposed to recommend approval to Full Council to add the extra artistic content to the show within the agreed Budget of £8k and to split any profits above this on a 50/50 basis, which was seconded by Cllr Jones with all in favour.

7.7 Christmas 2022 – Friday 2nd December

7.7.1 Working Group:

It was agreed to set up a Working Group (to discuss arrangements for the event and consider costs and donation of any profit to a Charitable organisation), which would report back to the Committee on a monthly basis.

Cllr Williamson, Cllr Hine and Cllr Bennett had agreed to form the Working Group and the first meeting would be held on Monday 27th June at 4pm

The Town Clerk would circulate the details to all Councillors to see if anyone else would like to join the Working Group.

7.7.2 Christmas Tree:

The quotation for a 25ft Christmas tree delivered, erected, dismantled and disposed of from Eleveden Estates at £2,620.00 was considered.

7214622 Cllr Hine proposed to recommend approval to Full Council to purchase a 25ft Christmas tree delivered, erected, dismantled and disposed of from Eleveden Estates at a cost of £2,620.00 from Budget 2211, which was seconded by Cllr Benbow with all in favour.

7.8 Artisan Market for 2023 (ESTI Funded)

Planning a smaller event was discussed. However, It was noted that there was no momentum for Sunday opening among the retailers. Therefore it was felt that there would be no benefit for the town in organising an artisan market event on a Sunday.

It was agreed for Cllr Jones to communicate with the FBA and Retailers for their thoughts on what kind of event they would like to see in the town.

8. COMMUNICATION & PARTNERSHIPS

8.1 Website:

8.1.1 Report of Website Working Group meeting held on 18th May

Cllr Hine reported on the meeting and the following four items were agreed:

- Statistics to be produced quarterly and reported to committee
- Delegated powers for Cllr Hine to take responsibility for communication via the website, social media and newsletters overseen by the Town Clerk/Deputy Town Clerk

- Agenda should not include links to meeting documents in the Meetings Calendar
- Produce a separate document including links for planning application items
- To produce a master file of all website instructions/manuals to be kept in the Office

What's On page updating and noting future events etc happening in the town:

8114622 Cllr Hine proposed to recommend approval to Full Council to allocate an extra 5 hours per month to the Office Assistant on a trial basis of 6 months to undertake the updating of the Website What's On page using Budget 1106, which was seconded by Cllr Benbow with all in favour.

8214622 Cllr Jones proposed to approve the purchase of photoshop at £75 and ABBYY Fine Reader PDFUA converter at £59 for a one year subscription to enable Cllr Hine to carry out Town Council work, using Budget 1127, which was seconded by Cllr Benbow with all in favour.

8.2 News & Social Media:

The following was agreed:

- Town Clerk and Deputy Town Clerk to produce brief news items for individual committee's within their responsibility on a monthly basis and send to Office Assistant and Cllr Hine.
- Office Assistant to keep a separate folder of news items and collate for monthly news. Town Clerk to oversee content.

The process of responding to facebook comments was discussed and the Breakthrough Webinar Guide had been circulated.

It was noted that currently Cllr Hine, the Town Council Chair and the Town Clerk circulated draft responses to social media comments between them and a corporate response was agreed and published.

A strap line for responses was suggested and Cllr Benbow agreed to assist with this. To be considered further at the next meeting.

8.3 Communication and Media Policy:

The Committee considered the suggestion of producing a new policy to incorporate the current Social Media and Press Policies and examples had been circulated to members.

Cllr Jones agreed to look through the documents and provide an overview. Cllr Benbow offered to help with this.

8.4 Calendar 2023:

It was noted that all adverts were in place and the final images would be agreed by email and would be sent to the printers as soon as possible.

9. PROJECTS:

9.1 CCTV:

No update

9.2 ESTI - Online Town Trails

To produce a specification for the purpose of obtaining quotations for the work to produce Adult and Child online Town Trails, plus QR codes for the six Town Map Boards – Deferred to the next meeting.

9.3 Christmas Cards:

To agree design option and printing costs – Deferred to the next meeting.

10. Correspondence:

To consider correspondence received including the following:

10.1 Steph Bennell – Fairtrade

Email advising that the Fairtrade Town Status is due for renewal

To consider a recommendation to Full Council:

'Framlingham Town Council aims to be recognised as a Council that actively supports and promotes the concept of Fairtrade. Therefore on (date of meeting at which the resolution was passed) the Town Council resolved to promote awareness of Fairtrade issues; use Fairtrade products when practicable; and support initiatives to maintain Framlingham's status as a Fairtrade Town.'

It was agreed to invite the Fairtrade representative to a meeting with members prior to agreeing the resolution.

The Town Clerk would make the arrangements

10.2 East Suffolk Council:

Email requesting permission to email registered Wi-fi users the details of the First Light Festival in Lowestoft – Agreed and the Town Clerk would respond.

Also views on Wi-fi signage for the town – circulated to members

Cllr Jones advised that he would be attending a meeting with East Suffolk Council the following week in relation to the signage so this would be addressed then.

11. Action Plan:

No updates

12. Matters of Report and items for the next agenda:

12.1 The following reports on Jubilee Celebrations were noted:

It was reported that Town Council members had attended the Sir Robert Hitcham's Primary School Jubilee Church Service and had presented jubilee mugs to the children. The whole school had paraded around the Market Hill dressed in red white and blue, waving flags, ending with all singing the National Anthem.

It was reported that Town Council members had attended the Mills Meadow Jubilee Tea Party when jubilee mugs had been presented to the residents.

It was reported that the Town Council Office windows had been decorated for the Jubilee and the flower tubs in the town and War Memorial planted in red, white and blue, and thanks to those who had sponsored the tubs were noted.

It was reported that Full Council had agreed a contribution towards bunting in the town and would consider a further grant in due course.

13. Date of next meeting:

Tuesday 12th July 2022 at 7:00pm

Meeting closed at 21.28