



Oundle Town Council

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Communications Working Party

Notes from the meeting held at 7.30pm on Tuesday 8th September 2015 in the Barnwell Room,
Fletton House, Fletton Way, Oundle

1. **Present:** Cllrs Menck, King, Davis, Grove, Murphy and Talbot
2. **To Approve and Sign Minutes and Actions from the Previous Meeting held on 23 June 2015**

To note that Cllr Murphy is running the Youth café and not Cllr King. All action points were completed or discussed during this meeting.

3. **Update on Communication Working Plan**

1. **Oracle**

Cllr Menck thanked Cllr Grove for all her hard work on the Oracle. Overall extremely pleased with the edition which is very clean and modern and well done to all concerned. For the December issue it was decided to review the font size which may need increasing for future issues and to review the design for subject titles.

Deadline for the December issue is 30th November so an extra meeting has been arranged for 14th October at 7.30pm to edit this Christmas Edition.

Outlines to be discussed:

Youth café front page

Christmas seasonal theme

Mayor's Charity Ball

Christmas Card theme from the schools including a picture/drawing of the mayor.

15 pages already for Oracle and may be more if font size increased. Any articles received to be forwarded to Cllr Grove and Menck for inclusion. Note Christmas issue will probably be a bumper issue.

2. **Neighbourhood Plan**

The council will get draft version of the plan for review at the Full Council Meeting on 15 September. Following discussion the final result will be decided upon and Cllr King and Roger Sturman will set a new date for a public meeting. Photograph Library to be produced and used for this purpose.

3. **Christmas Cards**

Cllr Murphy has put it out to the schools for a Christmas Card to be designed by young pupils and that the final winning drawing of our Mayor is to be used as the front page cover of the Oracle. Will need Final copy by 10th Nov as the final draft has to be with Inky by Nov 14th.

4. Youth Café

Cllr Murphy reported that a very successful meeting was held last Thursday and Cllr Stagg is arranging a meeting with the Headmaster of PWS, head of Governors' and the Head of the EMLC Trust Duncan Mills to make inroads into communication with schools. Cllr Murphy is hoping to attend an assembly at PWS to advertise the opening. Good feedback on Facebook from this meeting and Cllr King to tweet using PWS site after speaking with Mark Tait re advertising the Café. Advertising to include all social media, notice boards, electronic notice boards and local shops.

4. To Review the 5 Year Council Business plan in relation to the Communications Working Party.

Each committee at Full Council will be given a grid to fill out re budget for 2016/17 and to predict what we might need in the future.

5. New Social Media Policy (Cllr Grove & Cllr Talbot)

A paper on the Social Media Policy is to be presented to Full Council to discuss why we as a Council should be using social media and twitter etc. and to increase our pages on Facebook and to consider the reach we get with social media, to get the younger generation on board and to get OTC activities out there enabling us to move forward.

A digital team to be formed within the office to operate the live twitter feed and working practices to enable social media to be used daily and in a very constructive manner including the use of the photographic library (NPWP), and they will be expected to have read and understood the ENC and government guidelines before joining the team. The system has to be managed and appropriate responses given at the right time. Cllr Menck observed that the table included within the paper gave a good overall view for those Councillors not aux fait with all aspects of social media. Cllrs Grove and Talbot to incorporate any additional costs which this may involve for the next Communications Meeting.

6. Annual Town Meeting

To be reviewed in more detail in the October meeting. Cllr King would like all 14 Cllrs involved and not all to be left to the office and a reduction in paperwork is necessary. Heads of schools and other community groups to be invited and save the date letter to go in the Oracle.

7. Any Other Business

Cllr Murphy requires £6000 plus for the Youth Café and this to be put into the Communications WP budget future planning. They will also be raising funds themselves.

Cllr Talbot would like to consider the IT budget review /assessment based on proposed changes in lieu of impact of social media on website

Cllr Grove – to consider how OTC can campaign to encourage ENC etc. to be more responsive to issues more worldly i.e. refugee crisis/housing facilities and how we can take them into our community. This item to go on the next agenda.

Cllr King OTC new logo displayed to go before FC next week.

Cllr Davis presented an article from a magazine how social media is making a 'safer neighbourhood' and has made contact with Insp Julie Mead for her views. An article on this to go in the next edition of the Oracle for education purposes.



Date and time of next meeting: 10th November 2015

Informal editorial meeting to be held to discuss the Oracle 7.30pm on 14th October 2015