



# Oundle Town Council

The Courthouse • Mill Road • Oundle • Peterborough • PE8 4BW

Telephone: Oundle (01832) 272055

E-Mail: admin@oundle.gov.uk • www.oundle.gov.uk

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## Communications Working Party:

Notes from the meeting held on Monday 10<sup>th</sup> November at 18.30 at Cllr. Neville Oakes' house

### 1. Apologies for Absence

Apologies for absence were received and accepted from Cllr Elliot (Business)

### 2. To approve Minutes and Actions from meeting held on Thursday 29<sup>th</sup> October 2014

**Proposed:** Cllr G Radcliffe **Seconded:** Cllr N Oakes **Resolved:** Unanimously

### 4. Updates on Communications Working Plan:

- Fletton House: Silver shovel photo opp. Work progressing.
- The Oracle: Cllr Radcliffe gave a summary of the content to date of the next edition of the Oracle and demonstrated the layout. It has been very difficult to produce this to deadline alongside preparing the NP Questionnaire to required deadline but content and page numbers are now fixed. The Oracle must be delivered by 30<sup>th</sup> November to give one week prior promotion of the Christmas Market and Town Lights Switch-on. The new Calendar of Events will comprise the middle pages as a pull out and keep reminder. Cllr N Oakes is to provide images of verges, mown and wildlife. Cllr Oakes mentioned an insert promoting the product range of the stalls in the Thursday Markets. Both Cllr Radcliffe, as editor of the Oracle, and Cllr Clarke, as deputy editor and Communications Work Group leader, were unaware of this initiative and had not planned such content. Cllr N Oakes has provided Cllr P. King with images. An insert of this nature would increase distribution costs.
- Neighbourhood Plan: the Questionnaire is almost complete after much discussion and many amendments. Ops. Mgmt need to pass budget for printing and delivery costs. All technical checks need to be finalised by 11<sup>th</sup> November. Delivery must take place Sunday 2<sup>3rd</sup> November. Cllr N Oakes will liaise with commercial delivery firm about the hot spots which are usually missed and the areas to be hand delivered by volunteers. These are areas where it would be inappropriate to deliver two copies per household.

Location	Delivery	Champion
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Parson Latham	Cllr G Radcliffe	
Inkerman Way	Cllr G Radcliffe	
Stronglands	Cllrs S and N Oakes	P.Prince contact
Abbots House	Cllr S Oakes	
Mason Close	Cllr M Clarke	
Riverside complex	Cllrs S and N Oakes	

Cllr N Oakes will contact P. Prince re Stronglands contact.

Members of Oundle School Community Action group have volunteered to act NP Q Champions to help the senior members of the community, who they already visit, to complete the Questionnaire.

Date	Market	09.00-10.30	10.30-12.00	12.00-13.30	13.30-15.00	15.00-16.30	16.30-18.00	Possible
4 <sup>th</sup> Dec	Thursday	GR						
6 <sup>th</sup> Dec	Christmas	MC		MC				SO
11 <sup>th</sup> Dec	Thursday	GR						SO
13 <sup>th</sup> Dec	Farmers'							

Cllr M Clarke will liaise with the NPWP to complete staffing of promotional site at markets and book space with the Markets Officer.

The deadline for return of the completed Questionnaires is Monday 15<sup>th</sup> December.

Cllr. G Radcliffe was thanked for all her efforts in producing the Questionnaire to schedule.

- Election countdown: will be mentioned in The Oracle. Various ways of making the role of Councillor attractive to Oundle residents were discussed. Cllr S Oakes suggested Councillor Surgeries and Cllr N Oakes suggested we should promote the satisfaction and pride to be gained from being a Councillor.
- Annual Town Meeting- still 30<sup>th</sup> April 2015.

## **5. Update on Marketing Strategy**

Proposal for initial steps in providing a promotional film for Oundle was rejected by Full Council.

Smaller group focused on a marketing strategy for Oundle, as agreed at last meeting, was proposed to Chair of ODATC. She welcomed this initiative and would propose to members and seek expressions of interest. Once representatives of ODATC agreed, a meeting will be arranged.

## **6. Budget Submissions**

- Fletton House: new electronic notice board and maintenance
- Replacement notice boards for the old wooden ones in the Town, particularly those outside QVH, plus maintenance costs
- Cllr N Oakes would like the OTC Christmas cards updating
- Cllr N Oakes asked whether the IT infrastructure planning and implementation was the responsibility of this work group. Cllr M Clarke stated her understanding that the infrastructure had been professionally designed and the cost was all part of the Fletton House budget and was not the responsibility of this group.
- CCTV was raised by Cllr N Oakes but we think this is the responsibility of Ops. Mgmt.
- Tourist signs are also an important issue... Comms. or Estates? Will need signs for Fletton House in future.
- Cllrs S and N Oakes had offered the work group a list of 86 items, the results of a brainstorming session, to consider for discussion and possible inclusion in the budget request. Cllr M Clarke suggested these should be read and considered by all the group for further discussion in the next meeting.

## **7. To consider how to encourage the recruitment of new Councillors**

Various ways of making the role of Councillor attractive to Oundle residents were discussed. Cllr S Oakes suggested Councillor Surgeries and Cllr N Oakes suggested we should promote the satisfaction and pride to be gained from being a Councillor. It was agreed that the work of Councillors needed a higher profile. Could we have a promotional site on the Farmers' or Thursday Markets on alternate months? Would we be able to staff such a site?

## **8. Update on Twinning**

No progress to report. More effort needs to be devoted to promoting this within the town...ideas?

## **9. Any Other Business**

Further details of the Christmas Social were confirmed.

Cllr G Radcliffe reminded Cllr N Oakes that he was writing a humorous parody entitled 'The Twelve Days of a Councillor' for The Christmas Cracker.

Cllr N Oakes thinks the way forward in communication to the town's residents was by email. How would we collect this data and keep it secure?

#### **10. Date and Time of Next Meeting**

Scheduled date is 15.12.14 but this is Christmas cracker evening.

Tuesday 2<sup>nd</sup> December 2014 18.00 – 19.30 in Chambers.

Draft