

# Costessey Town Council



## Minutes of the Communications Working Group of Costessey Town Council, held on Monday 7<sup>th</sup> December 2020 at 7pm via zoom

**Present:** Cllrs S Long (Chairman), J Amis, G Blundell, D Burrill, G Dole, J Flowerdew, C Mahn, J Newby, P O'Connor & N Bailey (Deputy Clerk)

### To receive apologies for absence

**CO012/20:** H Elias (Town Clerk)

### To confirm and sign the minutes of the last meeting on 5 February 2020

**CO013/20:** It was noted that the minutes of the previous meeting had already been signed and approved by Full Council.

### To receive declarations of interest

**CO014/20:** None declared.

### To receive updates on the previous minutes

**CO015/20:** The AV equipment had been installed in the Jerningham Room and was working well.

### To review the new website and consider improvements

**CO016/20:** Launched in May the new website fulfilled statutory requirements and was much easier to maintain. Pages were more structured, and pages were formatted to ensure they could be read easily by all devices. The Meetings Calendar was for Council business and discussions were around more community focus. It could be further developed to include a 'What's On' area by introducing a new calendar of events and activities to complement the Norfolk Directory. Regular hirers should be contacted to see if they wanted to further promote themselves. Hall hire pages could be improved with a more attractive landing page via a new domain, which was an idea previously considered. A local volunteer photographer was helping take improved images and 360 tours. The Council's Booking Software could not be integrated into the website. **ACTION: Deputy Clerk**

### To receive feedback on the November 2020 Newsletter

**CO017/20:** The services of a Graphic Designer had been used for the first time, but traditional aspects remained. It was felt too much space had been given over to litter & vandalism, and more focus should be given to community engagement and input into content. The weekly breakdown of Council Tax charges was informative. A seasonal front cover page could be attractive. At minimal costs additional pages could be added with bigger pictures and less text. Covid had meant there were fewer community features than hoped for. Community Groups should be contacted for features, and an area given up to schools. A page could be specific to a Town Council Ward. The designer was willing to liaise over improvements, and a newsletter she had produced for Harpenden Town Council was circulated. The Costessey Contact needed to be more forward focused, as opposed to features already published on the Website, Facebook & Twitter. It was not yet visually captivating and not a reference document. The Working Group should have more input and the opportunity to develop the draft layout by prioritising features. Delivery to all dwellings should be retained as opt-out was cumbersome to administer and it was unlikely a household would remember to tell the Town Council they had moved. Additionally, rental turnover could not be tracked. A timeline would be developed for the next issue. **ACTION: Deputy Clerk**

**CO018/20:** Cllr Burrill arrived at 7:55pm

### **To consider Live Streaming Committee Meetings**

**CO019/20:** The number of views recorded on Facebook was queried in terms of length you had to view a meeting before it was counted. The comments did provide evidence of engagement and proved more people were at a meeting than had previously attended face-to-face meetings in the Council Chamber. Previously only contentious subjects drew in a large audience. The Council's reputation was important, so tips on etiquette whilst on zoom were discussed. Consideration was given to live streaming all types of meeting.

### **Recommendation to Full Council**

**To Live Stream the following: Executive Committee Meetings, Property & Environment Committee Meetings and Finance, Budget & Staffing Committee Meetings.**

**CO020/20:** Cllr Flowerdew left at 8:25pm

### **To receive feedback from Members on the use of Office 365**

**CO021/20:** Not all Members used the low-cost licence option. The website had registered user access to confidential papers at no additional support cost. Microsoft website had free guidance and training. [Town.councillors@costesseytc.org](mailto:Town.councillors@costesseytc.org) had been set up so Members could collaborate with the Town/Deputy Clerk. Non-Members of the group could not use it. Some Members were using Teams to attend County Council meetings. Ability varied so some training was required to explain the functions and benefits. Some fraudulent emails including requests for money had been received, so vigilance was important. They could be blocked, so needed to be reported. **ACTION: Deputy Clerk**

**CO022/20:** The meeting finished at 8:35pm. Date of next meeting to be decided.

**Chairman:**

**Date:**