

NAILSWORTH TOWN COUNCIL  
**COMMUNICATIONS COMMITTEE**  
 Minutes of a meeting held on 31 January 2012

Present	Cllr J L Duckworth (chairman) Cllr Mrs A Elliott Cllr S Robinson
apologies	Cllr Mrs S E Thorpe Cllr N I Kay

### **Committee Terms of Reference**

Cllr Duckworth had revised the document following discussion at the last meeting and an updated draft was circulated. The following was agreed:

#### **Terms of Reference for the Communications Committee of Nailsworth Town Council**

- 1 The committee reports to Nailsworth Town Council
- 2 Its aims are to
  - 2.1 promote better communication in the town
  - 2.2 facilitate two-way communication between the Town Council and the town.
- 3 In pursuit of these aims, it will
  - 3.1 review the Town Council publications policy annually
  - 3.2 keep the Town Council website fresh and up to date
  - 3.3 ensure the Council makes good use of communication methods such as Nailsworth News, notice boards and other methods, eg. The Annual Town Meeting
  - 3.4 develop and implement an effective mechanism for dealing with media enquiries
  - 3.5 publish updates to the Nailsworth Shops & Services Directory as required
  - 3.6 encourage wider promotion and reporting of town activities (eg. Making available town organisations' web-links and providing material to the local press)
  - 3.7 develop and implement an effective mechanism for responding to consultations

The committee will meet on an ad-hoc basis.

The committee will review these terms of reference periodically.

### **Council Communications Policy**

Cllr Duckworth was still working on this.

### **Email set up**

Some Cllrs had already started using the new gov.uk email addresses and it was agreed that all should switch by end of February, with Cllr Duckworth on hand to help any who were having difficulty installing the new address. Cllr Duckworth would draft an email for the Mayor to send to all Cllrs advising that as of 1<sup>st</sup> March, all mail would be sent to the gov.uk addresses. One anomaly was Cllr Kelly whose system only allowed for one email address, and his gov.uk emails would be diverted to his existing address.

It was agreed that the following should also be included

[TIC@nailsworthtowncouncil.gov.uk](mailto:TIC@nailsworthtowncouncil.gov.uk)

[Carole.delacroix@nailsworthtowncouncil.gov.uk](mailto:Carole.delacroix@nailsworthtowncouncil.gov.uk)

[Archive.office@nailsworthtowncouncil.gov.uk](mailto:Archive.office@nailsworthtowncouncil.gov.uk)

The Mayor suggested that he would later like to add the town Youth Worker.

The gov.uk addresses of departing Cllrs would be deleted after, say, two weeks and any messages redirected to the Clerk. Cllr Duckworth would enquire how SDC dealt with changing cllrs so that NTC could adopt the same policy.

Cllr Duckworth suggested it would be useful to have a group email address, such as [councillors@nailsworthtowncouncil.gov.uk](mailto:councillors@nailsworthtowncouncil.gov.uk) available for use only by the addressees and approved senders, such as the Clerk and her assistant. The Clerk had already created her own groups, but Cllrs might find this helpful. SDC had a filtering system that automatically rejected emails using undesirable words, and individual senders could also be barred. Cllr Duckworth would look into appropriate filters, although it was noted that abusive emails had not been a problem to date.

### **Volunteers' calendar**

Cllr Mrs Elliott was working on the creation of a volunteers' calendar to put on the website, which could be accessed and updated by designated coordinators. She would discuss with Cllr Duckworth how to add a suitable page.

### **Website**

Cllr Duckworth showed a draft of the new website which was most impressive, and one or two comments were made for fine tuning. Cllr Duckworth showed how events/dates of meetings could be added (which automatically disappeared after the date had passed). Minutes (?2 years worth perhaps sufficient) could be saved all together and would also automatically be copied to the relevant page for each committee. A note could be added that earlier minutes were available from the Clerk.

Chairmen of committees would be asked to write an introductory paragraph for each committee's page.

It was suggested the management and updating of the website would be a job for the assistant to the Clerk, and Cllr Duckworth illustrated the ease of updating information which was published instantly.

He suggested adding a 'topical questions' page, showing eg. issues raised with the Mayor at the monthly market and his/the council's responses. Later, NTC could consider having a facility to receive questions directly to the website (which would be shown only once approved) with responses. An open forum was not a good idea at present, and would only be considered with registration of correspondents (ie. not anonymous) and carefully moderated. Or NTC could consider a separate council-sponsored forum.

Cllr Duckworth would email the link to the draft website so that Cllrs could review this at their leisure and email comments to him prior to the February meeting with the aim of going live on 1<sup>st</sup> March.

Cllr Duckworth felt the new website should be purely for council business and the former nailsworthtown.co.uk site retained as a marketing tool for promoting the town. It could also be redesigned and made home-editable, and could be managed by someone external to the council. Other members were sceptical about being responsible for two separate sites and felt having everything in the one was preferable. It would not need to include detailed information on town organisations, several of which had their own websites so that links to these could be shown, one notable exception being the twinning association, but members had no objection to having a twinning page on the council website.

The domain name nailsworthtown.co.uk should in any case be retained and transferred away from pipex. Cllr Duckworth explained that owning the domain name meant it could be transferred between internet providers, according to the best deal available, without having to change the web address.

It was agreed that the nailsworthtown.co.uk site was overloaded with old material/photos from as far back as 2007, and the gov.uk one should show only the most recent, eg. Photos from the latest Mayor’s reception and awards, or limited to those of the current mayor; minutes for a maximum of 2 years.

Cllr Duckworth sought an electronic version of the town crest in the form of an illustrator/vector file. The Clerk advised that NTC had paid for the original logo with the former Hathaway Press for printing the council letter paper and Mrs de Lacroix was asked to arrange for the artwork to be retrieved.

**Town guide**

It had been agreed to commission a new Town Guide and some discussion ensued as to whether this and other promotional leaflets/brochures published for the TIC (eg. Where to Eat, Directory, etc), currently the responsibility of Environment Committee, should now be under the remit of this committee. Members agreed to complete the design of the new website and change of email addresses before considering taking on other responsibilities.

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Chairman

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Date