

Hay Town Council

Hay Town Clerk: *Mr Nicholas Burdekin*
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Mayor - Cllr S Morris

Draft Minutes of Communications Sub-Committee Tuesday 12th October 2021 in the Pavilion at 7pm

Present: Cllr Trudy Stedman (TS) Cllr James Prothero (JPr) Cllr Jeff Morgan (JM)
Nick Burdekin (NB)

Apologies: Cllr Josh Boyd Green (JBG) Cllr Deb Landymore (DL)

COM249. Minutes of the meeting dated 20th May 2021

The minutes of the meeting dated 20th May 2021 were agreed as a true and accurate record.

COM250. Matters Arising

(i) Engine idling

IK was leading on this but has now left HTC. TS & JM to ask Hay Primary School if it is still willing to produce posters for a publicity campaign, which it had previously committed to.

JM asked NB if any progress had been made on getting quote(s) for an office rental printer. NB said that he had received one quote which was for £30.00 per month, plus 0.5 pence per black/white copy and 5.0p per full colour with all toners, parts, labour, call outs and servicing included. NB added that the current monthly average spend on ink is around £30.00, so the rental quote provided would cost HTC more money.

TS said she uses a printer from Instant Ink which is only £3,00 a month rental plus £9.99 for 300 pages. A compatible printer is needed e.g. Hewlett Packard.

Action: NB to contact Instant Ink for a quote and speak to Tim Pugh about compatibility issues.

COM251. Terms of Reference to be reviewed and agreed

The following changes were agreed:

- Bullet point "Updating and review of HTC website and social media"
Change to: "Updating and review of HTC website, social media and print media"

- "Recommendations can only be made from the committee if it is quorate. Communication is bounded by HTC Financial Regulations *and Standing Orders.*"
- Underneath sentence on "Authority to Act..." add an extra bullet point: *Ensure HTC's communications across all formats meet the requirements of the General Data Protection Regulation, 2016"*
- Add an extra bullet point: *Advising and guiding the Mayor of HTC when dealing with media/media requests*

COM252. Draft Social Media Policy to be agreed

Several amendments were suggested, including:

- Point 4 – Reference needed for any third party postings and verifying they are from reputable sources (TS to supply wording)
- Point 4.1 – Change "All staff and elected members are permitted to post material on HTC's Facebook page and the website in the name of the Council and the Mayor" To: *"Allocated members of the Comms Sub Committee are permitted to..."*
- Point 6.8 – Bullet point needs to reflect better that Cllrs need to be aware of posting on social media and being clear between acting as a Cllr and acting as an individual.

Action: TS to read the policy through again outside of the meeting and come back with a revised Social Media Policy to take to Full Council for decision.

COM253. Citizen of Year

(i) Citizen of the Year 2020 award ceremony

Action: TS to ask Chamber of Commerce if presentation of the 2020 awards could take place at the switching on of the Christmas lights ceremony on Friday 26th November 2021.

(ii) Citizen of the Year 2021

(a) Review and agree criteria and nomination form

Councillors agreed that the criteria doesn't need altering for 2021. The form and criteria just need the year and the new council office address updating.

(b) Agree timescales for 2021 award

Councillors agreed that the deadline for this year's nominations would be 30th November 2021. Winner(s) to be picked at December Full Council meeting in Camera session. JM suggested awards could be presented at the Community Christmas lunch in January 2022.

TS has been told of a local person who is worthy of an award, but this person would not be eligible for the Citizen of the Year award as their work is outside of Hay. Councillors also discussed another individual and considered both of whom could possibly be eligible for a special award.

Action: NB to add in Camera session to next Full Council agenda to discuss special awards idea

Action: NB to amend nomination form and criteria and email them to Councillors as a priority. JPr to put form and criteria on HTC's website and Facebook page.

COM254. Christmas card/newsletter re. 2022 Elections

TS to contact DL in her absence about this idea.

COM255. Wye Local Articles – dates to be agreed

Councillors agreed to place the following articles:

- 2-page article in December 2021 edition (deadline 10th November). Suggested topics:
 - Community Christmas lunch;
 - Thank you for WWII event August 2021;
 - Development of Recreation Facilities;
 - Completion of purchase of Hay Cemetery;
 - Hay Canoe activity/actions identified (JM to draft);
 - Platinum Jubilee Celebrations 2022.

- 1-page article in February 2022 edition (deadline 12th January). Suggested topics:
 - Citizen of the Year 2021 winner(s)
 - Community Christmas lunch
 - Precept 2022/2023 explanation

Action: NB to book both articles with Wye Local

Action: Could an article be written in March to be published in April, or would it fall within purdah guidelines due to elections in May 2022? NB to ask OVW for advice.

COM256. Miles Without Stiles latest booklet for approval

Prior to the meeting, NB had circulated the latest draft of the MWS booklet complete with amendments suggested by Councillors and the addition of more photographs. Councillors were happy with the content of the booklet, but a number of formatting issues were identified, including words split and gaps in sentences.

Action: NB to check all formatting issues and ask the publisher to make these amendments for a final proof reading before getting booklets printed.

COM257. Public Bus Service(s) in Hay – possible awareness raising campaign

Following a meeting between Stagecoach, HTC and Drovers Cycle Hire, a joint awareness raising campaign of the benefits of public transport had been suggested by Drovers Cycles. The following actions were agreed:

Actions: JPr to continue updating bus information onto HTC's website, including a link to the live Stagecoach site. NB to ask Drovers for information on the Hay Ho! free Sunday bus service to add to HTC's website and Facebook page.

COM258. Agree provisional budget for 2022 to 2023 to help set Precept for 2022 to 2023

NB explained to Councillors that in 2020/2021, Comms had received £1,400.00 in the Precept for communications and advertising (the website had a separate cost code), and spent £1,120.00. Comms had also been allocated £1,400.00 for the current financial year, 2021/2022. On this basis, and with the VAGA festival, Queen's Platinum Jubilee and other events to publicise, the following recommendation was made:

COM258. Recommendation (i)

TS proposed retaining the £1,400.00 for the precept in 2022/2023 for communications and advertising. JM seconded. *Unanimously approved*

COM259. Action Plan 2021/2022

TS brought up the issue of ensuring that the accessibility of HTC's website meets with current legislation. JM also said that the website does not have a search function.

Action: TS to arrange a training session with Gloversure to talk about these issues – JPr, JBG, NB and CW also to attend session.

Action: TS to take off IK from website and Facebook pages.

Action: NB to add Wye Local articles to Action Plan

TS reported that each councillor who wanted an HTC email has now been set up accordingly.

COM260. Any Other Business

(a) Defer Town Plan until 2022 & set up Steering Group (because of Elections 2022) - Given elections are taking place in May 2022, Councillors recommended deferring a review of the Town Plan until after the elections have taken place.

COM260. Recommendation (i)

Defer any communications relating to the Town Plan until after the local elections in 2022 and then set up a steering group to progress. TS proposed. JPr seconded. *Unanimously approved*

JM suggested NB sends out a weekly meeting schedule at the end of each week so that Councillors have all meetings in one e-mail, rather than lots of e-mails.

Action: NB to implement this suggestion.

TS suggested it might be helpful if all documents relating to HTC meetings are stored in one on-line location, such as can be done on TEAMS, Sharepoint and so on.

Action: When DL is back from illness, DL, TS and JPr to look into the feasibility of this idea.

COM261. Date and Time of Next Meeting

Tuesday 9th November 2021, 7.00 pm (if needed)