

Minutes of a meeting of the Communications Strategy Sub Committee held on Thursday, 5th September 2024 at 1pm in the Council Chamber.

Present: Cllr. R. Ahmed
Cllr. J. Harvey Chair
Cllr. J. Mordue
Cllr. A. Schaefer Mayor
Cllr. M Try Vice Chair

Also present: Ms. C. Molyneux Town Clerk
Ms. Z. Taylor Deputy Town Clerk
Ms. N. Stockill Estates Admin
Mr. A. Hinds Administrator

Absent: Cllr. M. Gateley, Cllr. A. Osibogun

No members of the public attended and so there was no public session.

1. Apologies for Absence

Members received and accepted apologies from Cllr. Gateley and Cllr. A. Osibogun

2. Declarations of Interest

There were none.

3. Meeting Notes

Members reviewed and **AGREED** the notes from the last meetings held on Thursday 18th July and Thursday 11th April 2024.

4. Future Newsletter

Members **AGREED** the content and layout of the Winter Newsletter

Title	Page(s)	Content suggestions
Front Cover	1	Winter Event Picture
Message from your Mayor	1	As usual
Hellos	1/2	Staff changes - 150 words and image on Zo joining
Santas rounds	1/2	Information of Santa's Charity rounds and a link to this year's map
Past events	2 pages	Dog Show, River Rinse 1&2, Charter Fair, Halloween Event, Bonfire & Fireworks, Black History Month Window Display *Note: it is suggested that the approach of using pictures only for past events continues.
Current events	1 page	Remembrance Parade, Winter Fair,

Future events	1 page	Christmas Lights Switch On, Christmas Parade, Community Fair, Holocaust Memorial Day, Pancake Race, Food Fair, Good Ending Fair
Your views count	¼ page	As usual
List of Councillors & Numbers	1 page	As usual
Events Diary	1 page	Dates until April 2025

Title	Page(s)	Content suggestions
Christmas Card Contest	3/4 page	Winners and card promotion
Best Kept Village and Community Art Installation	1 page	Recap of events
Small Business Saturday (7 th December)	½ page	
BNDP	1 page	Update on the result of the consultation
Warm and Safe	1 page	
Call for Councillors	2 pages	Why become a councillor, info on next year's election and feature on Howard and Lucy.

- Members **AGREED** to choose the front cover picture at the next meeting
- Members **AGREED** to change the name of the article Hello and Goodbye to Hello and to shorten the article to ½ page.
- Members **AGREED** “Call for Councillors”, as a 2-page article
- Members **AGREED** to include Black History Month Window Display in Past Events and the continued use of Photo's only
- Members **AGREED** to include Good Ending Fair in Future events
- Members **AGREED** to increase the Christmas Card Contest to ¾'s page
- Members **AGREED** to shorten Small Business Saturday to ½ page.
- Members **AGREED** “Warm and Safe” to include Fire Safety as a 1-page article

Action: Officers

5. Audio Newsletter

It was **AGREED** ask the new MP, Mr. Callum Anderson to record the audio for the Winter 2024 Newsletter. Mr. A Hinds, Administrator, **AGREED** to record this edition if Mr. Anderson is unable to.

6. Chair's Items

Chair asked Members and Officers to investigate TikTok, and the benefits and difficulties it could offer, for discussion at the next meeting

Action: All

Members agreed to add TikTok to the next Agenda

Action: Administrator

CSSC/09/24

7. Date of Next Meeting

- 17th October (informal) @ 1pm via Zoom
- 21st November (formal) @ 1pm in Chamber

The meeting closed at 13:40pm.

Chair

Date