

## **MELTHAM TOWN COUNCIL**

### **MINUTES OF A MEETING OF THE COMMUNICATIONS COMMITTEE HELD ON MONDAY 01 OCTOBER 2018**

**Present:** Councillor Buchanan (Chair), Councillor Bampton and Councillor White.

**Public Session** – There were no members of the public present.

#### **18/10 NOTICE OF MEETING.**

Public Notice of the Meeting was taken as read.

#### **18/11 APOLOGIES FOR ABSENCE.**

All Councillors were present so no apologies were received.

#### **18/12 DECLARATION OF INTEREST.**

No declarations were made.

#### **18/13 ADMISSION TO THE PUBLIC.**

As printed agenda

#### **18/14 MERCURY**

The Chair provided an update on preparations for the winter Mercury edition and highlighted any further actions required.

#### **18/15 WEBSITE REVIEW /PROVISION OF COMMUNITY LINKS ON THE WEBSITE**

The Clerk clarified that it had been requested that Mercury and this item be standing agenda items. The Clerk reported that some changes to the website had been made and requests for links were being determined in accordance with the policy decision taken at Committee previously. There was still a need to analyse usage of the website and this would be reported back in due course. The Chair reiterated the importance of such intelligence in future website design.

#### **18/16 COUNCIL STYLE GUIDE**

The Clerk had circulated an initial draft of a style guide for use by the Council to ensure consistency in all communications. The Committee decided that the style guide prepared should be adopted for all future communications. The Clerk clarified it would take some time to bring existing documentation in line with the guide but that moving forward all communications should meet the style guide.

**RESOLVED:** That the style guide circulated should be adopted by the Council to ensure consistency in its communications.

#### **18/17 MEDIA PROTOCOL**

Councillors considered whether the Council should consider the adoption of a media protocol to regulate interactions with the media by Councillors and officers. A copy of an example media protocol had been circulated with the agenda and the Clerk circulate an example media protocol provided by the Yorkshire Association Local Councils at the meeting. It was noted that the two documents took widely differing perspectives.

Councillors asked the Clerk to look at the two versions and produce a draft media protocol appropriate for the Council for consideration at the next meeting of the Committee.

**18/18 USING COMMUNICATIONS TO SUPPORT THE AIMS AND OBJECTIVES OF THE COUNCIL**

It was noted that the Council plan working group was still working on the Councils aims and objectives. It was agreed that once these had been adopted by the Council the Committee would need to consider how its communication activity supported the adopted aims and objectives.

**18/19 TO CONSIDER THE FUTURE WORK PROGRAMME OF THE COMMITTEE**

Councillors considered the future work programme of the Committee and in particular whether there are further policies and procedures that would be of assistance, for example, a policy on the use of social media or a policy on the use of IT. Links to some example documents had been included with the e-mail version of the agenda. It was agreed that Councillors would look at the documents circulated in more detail and have a further discussion on additional policies and procedures at the next Committee meeting.