



WETHERBY TOWN COUNCIL NOTES OF THE COMMUNICATIONS COMMITTEE MEETING

Date: Monday 22nd January 2024
Time: 7.00pm
Location: Bramham Room, Wetherby Town Hall, Market Place, Wetherby, LS22 6NE

Present: Councillor Frame
Councillor Mulhall (Chair)

In attendance: Iona Taylor, Clerk
Rowann Fitzpatrick, Assistant Clerk
Helena Briden, Communications and Events Officer

NOTES

1. **Apologies.**

Local Government Act 1972, s 85 (3)

Due to the non-attendance of councillors, the Committee meeting was inquorate and unable to proceed. A discussion on the items below was held in its place, with recommendations made to be presented for ratification at the next meeting.

It was **NOTED** that apologies and reasons for absence had been received from Councillor Lavocah. Apologies were received from Councillor Knight (received at 8:05pm), and Councillor Ager-Mills (received at 8:08pm) during the meeting.

2. **Declarations of interest** – None.

Localism Act 2011, s 31

Members' Code of Conduct, para. 13-18, 19-20

3. **Public participation** – None.

Public bodies (Admission to Meetings) Act 1960, s 1 (3)

4. **Minutes.**

Local Government Act 1972, Sch 12, para. 41(1)

The minutes of the Communications Committee meeting held on *Tuesday 3rd October 2023* were **NOTED**.

5. **Matters arising from the last meeting** – None.

6. Town Council resident surveys.

Local Government Act 2003, Section 116

The Communications and Events Officer presented an example of a Town Council Resident and Business survey to committee members. It was understood that the example survey had been commissioned to help develop an Action Plan for the town.

Following a discussion, it was understood that as Wetherby Town Council already have a neighborhood plan and action plan developed, that the resident survey would not have sufficient purpose at this time. It was recommended that aspects of the residents survey could be recycled into the markets survey.

It was proposed that the Clerk write a recommendation from the Comms committee discussion to the Markets committee outlining the method and means for the survey as discussed.

7. Website.

The committee members considered some of the features that might be required of the new website including:

- The use WordPress forms in the website to better embed information such as upcoming events and questionnaires.
- The possibility of having a page dedicated to a business index for Wetherby businesses.
- The need for better mobile and tablet compatibility.
- The need for better compatibility with accessibility tools such as screen readers.

It was suggested that Wetherby Town Council's social media could be used to begin exploring what the public values in a website and what features the public would like to see on the new website.

As per the recently agreed action plan it was **NOTED** that the website is the Communications and Events Officer's highest priority in this area of work.

8. Communications strategy.

The Communications and Events Officer updated the committee members on the development of the communication strategy including workshops and training that have been attended.

The Clerk presented an infographic from Normanton Town Council as an example of effective communication of Town Council responsibilities. Committee members were of the opinion that a similar infographic could be utilised by Wetherby Town Council

9. Action Plan.

*Local Government Act 1972, Section 144
(Paper Circulated).*

9.1. Action plan.

The contents and adoption of the action plan by Full Council approved on *Tuesday 12th December 2023* was **NOTED**.

9.2. To note items relevant to the Communications Committee.

After considering communication projects outlined in the action plan, it was recommended that the Communications and Events Officer's focus and prioritisation within this area of work is given to the development of the website and communications strategy.

10. Communication and Events Officer updates.

The Communications and Events Officer updated committee members on the needs and requirements of the Markets Committee's markets survey. After a discussion it was recommended that the aims of the Markets survey run by the Markets Committee and the Business survey run by Welcome to Wetherby overlap and could be combined for a more substantial and informative survey.

11. Items for information.

It was **NOTED** that the Communications and Events Officer will be meeting with the organiser of Wetherby 200 and will update on the outcome in the following meeting.

It was recommended that the focus of the next Communication Committee meeting should be on the development of the website. Examples of effective website to be sent to Committee members prior to the next meeting.

12. Date of the next Communications Committee meeting.

The date of the next meeting of the Communications Committee was noted as taking place on *Monday 19th February 2024* at 7:00pm in Wetherby Town Hall.

The discussions concluded at 8:54pm.

These notes were recorded and prepared by Rowann Fitzpatrick, Assistant Clerk.