



WETHERBY TOWN COUNCIL MINUTES OF THE COMMUNICATIONS COMMITTEE MEETING

Date: Monday 19th February 2024
Time: 7.00pm
Location: Micklethwaite Room, Wetherby Town Hall, Market Place, Wetherby, LS22 6NE

Present: Councillor Frame
Councillor Knight
Councillor Mulhall (Chair)

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

MINUTES

1. **Apologies.**

Local Government Act 1972, s 85 (3)

It was **RESOLVED** that apologies be received and reasons for absence accepted from Councillor Lavocah.

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)

It was **AGREED** that the notes of the inquorate Communications Committee meeting held on *Monday 22nd January 2024* be accepted.

5. **Matters arising from the last meeting.**

5.1. **Recommendations of the Committee.**

It was **RESOLVED** that recommendations made in the inquorate Communications Committee on *Monday 22nd January 2024* be accepted.

6. Website

The Communications and Events Officer updated the committee on discussions and features for the website which were identified by online public consultation. The most notable requested features include:

- Clarity of the Council's responsibilities and links to key services.
- Clarification on what responsibilities are held by councillors and the mayor.
- That the political affiliation of each councillor is clearly stated.
- Otley Town Council was identified as a good example of a website, in part due to the index of businesses.

The committee considered a number of websites that were identified as good examples of council websites including Ware Town Council, Normanton Town Council, Otley Town Council, and Kirkby Lonsdale Town Council. The committee **AGREED** that the format and visual design used by Ware Town Council's website is particularly successful. The Clerk commented that the website not only meets the requirements prescribed by the local government transparency code, but also seems to provide an easily navigated balance of council, community, business, and visitor information.

The visual aid for council responsibilities utilised by Normanton Town Council was also recognised as a strong feature which could potentially be replicated for Wetherby Town Council.

The committee **NOTED** that Town Hall branding needs to be more visible throughout the website – particularly in the map which was identified as requiring an update – to ensure a clearer and more cohesive visual identity. It was also raised whether the new website would be maintained and updated by Town Council staff or by an external contractor. It was **AGREED** for the Communications and Events Officer to contact Ware Town Council to advise on what operational and administrative tasks they adopted with the launch of their website.

It was **AGREED** that the Communications and Events Officer could progress with compiling a draft tender, based off the framework and discussions above, to be approved and sent out for quotation. Clerk to update councillors on the website's progress and pass on any additional feedback raised.

7. Communication and Events Officer updates.

The Communication and Events Officer updated the committee on the outcome of the markets survey recommendation made on *Tuesday 23rd January 2024*.

The markets survey will capture qualitative and quantitative data from members of the public, market traders, and local businesses, and will be launched over a period of 4 weeks throughout March 2024.

While some paper copies of the survey will be available to fill out on Thursdays as part of the Councillor surgery, the majority will be online, accessible via QR code, to minimize paper waste.

8. Items for information.

8.1. Information Bulletin.

Councilor Mulhall queried whether there is a process in place to disseminate information to the public. The Clerk **NOTED** that an approach to the dissemination of information needs to be established, such as through an information bulletin, however a cohesive process to collate and disseminate bulletin information would need to be developed.

9. Date of the next Communications Committee meeting.

The date of the next meeting of the Communications Committee was confirmed as taking place on *Monday 25th March 2024* at 7:00pm in Wetherby Town Hall.

The meeting closed at 8:32pm.

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