**MINUTES OF A MEETING OF THE PUBLIC RELATIONS COMMITTEE**

**Held on Wednesday 19th April 2017**

**Present:** Councillor Mrs E. Blezard - Chairman

Councillor F.D. Jones

Councillor Mrs H. W. Jones

Councillor B. Mayne

Councillor Mrs P. Mayne

Councillor Mrs C. Moran, BEM

Councillor B. Smith – Vice Chairman

Councillor A. Wassell

Councillor K. Wilson, JP

1. **Welcome and Apologies.**

The Chairman welcomed everyone to the meeting. Member’s apologies for their inability to attend were recorded in the apology book.

1. **Members Declarations of Interest.**

Members were reminded of the requirement to make an appropriate declaration at the meeting on any item(s) in which they had an interest.

There were no declarations made.

1. **Public Bodies (Admission to Meetings) Act 1960.**

There were no items of a confidential nature from which the public and press were required to be excluded.

1. **Minutes**

RESOLVED that the minutes of a meeting of the Public Relations Committee held on Wednesday 13th January 2017 (Minute Numbers 23-31; Pages 14-16) be received as a true record and the contents contained therein be approved.

(Proposed by Councillor B. Smith/ Seconded by Councillor Mrs H.W. Jones)

1. **Website**

A report was received giving eleven options for the upgrade of the new website, seven of which were self-managed and four managed by the supplier. Prices ranged from £525 - £9,000 with ongoing costs from £0 - £4,134 per year.

Members felt that a managed website would be the preferred option and chose in principle to use Multi-Web Services.

The initial cost would be £3,925.00 with no maintenance costs for the first two years as MWS would manage the site at no cost and take all advertising revenue to prove that it was viable.

RESOLVED that a further meeting be held with Multi-Web Services to discuss the proposal in more detail.

1. **Town Guide**

The town guide publishers suggested a smaller booklet with less editorial. Members felt that they would like to keep the editorial content as it was and agreed to set up a small sub-committee to look at editorial and increasing advertising.

Members that indicated they would like to be involved with this: -

Councillor Mrs E. Blezard

Councillor Mrs H.W. Jones

Councillor Mrs P. Mayne

Councillor Mrs C. Moran, BEM

Councillor B. Smith

Councillor K. Wilson, JP

RESOLVED that a Town Guide Sub-Committee be established to look at the town guide in more detail.

1. **Facebook and Twitter Update**

It was reported that social media usage was successful for promoting events.

Facebook - 1,743 page likes.

142 views in the last 28 days.

22 new likes in the last 28 days.

5,682 people reached in the last 28 days.

3,582 engagements in the last 28 days.

Easter Competition reached 3,400.

Ben Haenow reached 8,100.

Defibrillator reached 8,700.

Switch On reached 5,400.

Twitter - 645 followers.

1,900 impressions in the last 28 days.

6,400 impressions in January.

Ben Haenow reached 2,929 people.

RESOLVED that the report be received.

1. **Town Council PR Issues**

Councillor Mrs C. Moran, BEM, expressed concern at the income received in sponsorship and suggested that it needed personal involvement rather than just letters and e-mails.

It was suggested that a small working group should be established to focus on increasing revenue.

This group would include the following Councillors: -

Councillor Mrs E. Blezard

Councillor Mrs H.W. Jones

Councillor Miss J. Farrar

Councillor Mrs C. Moran, BEM

Councillor B. Smith

Councillor K. Wilson, JP

RESOLVED that the Income and Sponsorship working group be established.

Councillor A. Wassell reported that there would be an opportunity for a joint surgery with WMDC in the near future at either Woodhouse Community Centre or the Town Hall. Further details were awaited.

RESOLVED that the report be received.

In the absence of any further business the Chairman thanked everyone for their attendance and closed the meeting.