



CM480

**NEWSLETTER – AUTUMN EDITION**

The Committee received and considered the report of the Communications Officer concerning suggestions for content in the autumn newsletter. A member asked for the Schools In Bloom competition to be included. The Chairman suggested that any good news should be included. A member felt that “thanking” people was a good way of doing this – i.e. the schools could be thanked for taking part in the competition.

The Town Clerk drew members attention to the cost for 500 copies. Members were happy for 500 copies to be printed and felt the cost was proportionate. The Communications Officer had suggested publication should be in the last week of October.

The Chairman suggested that a joint letter from the Mayor and Leader should be included. Another member felt it would be better to have a headline such as “New System Working Well” followed by an article about the new Council structure.

**RECOMMENDED:**

1. that the report be noted;
2. that the newsletter should be published in the last week of October;
3. that the newsletter should contain articles including Schools In Bloom, any good news and a story about the new council system of Leader and Mayor;
4. that 500 copies be printed at a cost of £242.00.

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**NEWS ROUND UP FOR COUNCILLORS, OFFICERS AND RESIDENTS**

Members received and considered the report of the Communications Officer as circulated with the agenda. She had proposed a roundup of news between newsletters to be distributed to councillors, officer and residents.

The Town Clerk had some reservations about this as essentially it would seem as though minutes would be condensed, which could take them out of context. Minutes were available for all to read and she was concerned that a precis could be open to misinterpretation. A member commented that officers and members might require quite different updates to the general public.

Members felt that further discussion was required and they asked for the Town Clerk and the Communications Officer to discuss the matter and return with a further report.

**RECOMMENDED:**

1. that the report be noted;
2. that the Town Clerk and the Communications Officer discuss the idea and bring a further report to the Committee.

CM482 **WEBSITE AND FACEBOOK STATISTICS**

The Committee received and considered the report of the Communications Officer as circulated with the agenda. Members were interested in the data from Google analytics concerning the website. A member commented that this was not necessarily accurate. Members were pleased to see that the Town Council seemed to be reaching a lot of people via the website and social media.

Member discussed options to purchase software which would protect the website from failed login attempts which were possible hacking attempts by blocking the IP addresses. Members agreed to purchase a 1 key licence for 5 years.

**RECOMMENDED:**

1. that the report be noted;
2. that a Wordfence Pro Licence key for 5 years be purchased at a cost of \$74.25.

CM483 **UPDATE ON PRESS COVERAGE**

The Committee received and considered an update on recent press coverage, Members were pleased to see an increase in positive news stories. Members had some concerns over the standard of future reporting as existing local journalists had recently moved on.

A request was made for the number of positive/negative/neutral stories to be totalled at the bottom of the spreadsheet.

**RECOMMENDED:**

1. that the report be noted;
2. that a total for the number of positive/negative/neutral stories be included in the spreadsheet.

CM484 **WITNEY LETTERBOX**

Members received and considered a report on the possibility of the Town Council using The Letterbox magazine to advertise certain events or to publicise information as a further form of communication.

Members discussed the publication and had mixed views on it, although it was thought it might be a good method of advertising.

The Town Clerk explained that there may be a possibility that the annual town meeting could be advertised in the publication, although she would need to check the legalities. It would certainly be a less expensive option than the local newspaper.

There was also the possibility of publishing the precept in March on a full page spread.

Members agreed in principle to prices quoted but requested a further report on whether the annual town meeting could be advertised in The Letterbox.

**RECOMMENDED:**

1. that the report be noted;
2. that an agreement in principle be given to the prices quoted for advertising in The Letterbox magazine;
3. that a further report on whether the Annual Town Meeting could be advertised in this publication be brought to the next meeting.

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**DATE OF NEXT MEETING**

The next meeting should take place before the next Community Services Committee on 21 November 2016.

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The meeting closed at 5.45pm.

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Chairman