

A meeting of the PUBLIC RELATIONS COMMITTEE, Arlesey Town Council held in the Village Hall, High Street, Arlesey, on Tuesday 1st May 2018 following the Public Lands and Highways Committee.

PRESENT: Cllrs: A Ward (Chairman) J Wallace
R McGann S Sarll
C Gravett J Want

In attendance: Mrs J Bailey (Assistant Clerk), Ms S Foulkes (Town Clerk), and 2 members of the public.

17/040 APOLOGIES FOR ABSENCE

No apologies were received.

17/041 MEMBERS' INTERESTS

041.1 To receive declarations of interest from councillors on items on the agenda.

None received

041.2 To receive written requests for dispensations for disclosable pecuniary interests.

None received

041.3 To grant any requests for dispensation as appropriate.

None received

17/042 PUBLIC PARTICIPATION

Mr Watson suggested that when encouraging residents to consider standing for Council, it would be ideal if they attended meetings in public gallery to determine what is required.

17/043 MINUTES OF THE PREVIOUS MEETING

Members considered the minutes of the Public Relations Committee meetings held 7th November 2017, 9th January 2018 and 6th March 2018.

RESOLVED

that the minutes of the Public Relations Committee meetings held on 7th November 2017, 9th January 2018 and 6th March 2018 be approved as true record of the meeting and be signed by the Chair.

17/044 MATTERS ARISING

The second edition of the Town Council Newsletter is due for publication June/July 2018. Councillors will be prompted to send draft articles to the Town Clerk under the headings as noted in Minute 17/038 meeting 6th March.

Development of the Town Council website had not progressed as quickly as intended with communications between provider and the Council on hold following time constraints for both parties. Service level provided to be discussed and website discussions to be reopened, with an update and proposal to be provided at next meeting.

17/045 COUNCIL PROFILE

Discussion took place on methods of raising Council profile and conveying to residents what being a Councillor involves, in run up to next election to encourage residents to consider standing for Council. Methods of engagement considered:

- **Councillor workshop** – informing of expectations of Councillors
- **How to become a Councillor** - article/publication

- **Publication of Newsletter and meeting minutes** – showing achievements of council.
- **Councillor videos on social media** – short clips covering what the role entails, time commitments given to Town Council duties and summary of council achievements.
- **Open Day, Day in the life of a Councillor** – as part of existing councillor surgeries and/or part of Summer Fete.
- **Social Media/website posts** – Monthly posts of 100 to 150 words “Interested in becoming a Councillor?”
- **Stall at “What’s on in Arlesey Event”** – Councillors to attend stall to engage with public and answer questions on being a Councillor.

The rules regarding the pre-election period known as PURDAH state that publicity (defined as any communication in whatever form, addressed to the public at large or to a section of the public) which could be construed as promoting individual Councillors/political parties and achievements should not take place within 6 weeks of any future election.

Committee Recommendation:

- i) **that Council post a monthly article of between 100-150 words on Facebook and the Town Council website to engage with residents and inform of what being a Councillor involves, time commitments/role of a Councillor and other current news to promote the Council and the role of Town Councillor.**
- ii) **that Cllr Ward liaises with Councillors to create a rota for creation of draft monthly articles to be submitted to Town Clerk for approval before uploading on Social media and website. Cllr Ward to draft first article.**

17/046 WHAT’S ON IN ARLESEY EVENT

Members considered organising a “What’s on in Arlesey” event in Village Hall whereby stalls would be offered to all organisations meeting within Arlesey to promote activities available to residents. An afternoon event in late June or early July was suggested. A Working Party to develop event further and report back to Council with suggested plan would be required.

Committee Recommendation:

that Council delegate a working party consisting of Cllrs Sarll and Wallace to generate a list of potential stall holders, proposed date and time for event and structure/organisation plan, with invitation extended to Councillors not on the Pubic Lands & Highways Committee to join working party.

17/047 PUBLIC PARTICIPATION ON ITEMS ARISING FROM THIS EVENING’S MEETING

R Watson referred to Facebook posts and showed support for informative articles to give residents an insight into the workings of Arlesey Town Council and the role of a Councillor.

MEETING CLOSED: 8.12pm