

STRONGER COMMUNITIES COMMITTEE

Date: Monday, 13 November 2023
Title: Communications Report
Contact Officer: Communications & Community Engagement Officer

Background

Ahead of the Spring Newsletter the Council could consider a new approach to some of the information provided to residents as part of the content, as detailed below.

Current Situation

Spring Newsletter

The Communications Officer would like to present a full article in the Spring newsletter explaining in clear and simple language how the Town Council generates income and how many of its services are subsidised and how much those subsidies cost. This would accompany the usual information, infographic and breakdown of budget spend.

Members are asked if there are any further specific items/themes they would like to be included in this newsletter. An alternative distributor is being sought.

Vandalism Poster Article

A similar press release could cover the cost of vandalism in real terms. It was suggested at an internal meeting that as this would not be likely to reach those responsible for some of the vandalism that we issue this as infographic posters displayed in play areas, around the Lake and other areas where vandalism is most prevalent.

The posters could show damaged equipment with the simple message – “ We cleaned/mended/replaced this at a cost of £**. We could have used this money to buy these things for this park/the town etc.”

It's a harder hitting message about the waste of money and the cost to individuals in terms of what is missing as a result.

Media Campaign on Dog Fouling

At the meeting of the Halls, Cemeteries & Allotments Committee on 6 November, dog fouling at Tower Hill cemetery was highlighted by a member of the public.

Signage will be considered by that committee, but it is understood the Operations Manager is already looking to include information on dogs on a sign at the entrance gate.

The Committee may like to consider a social media and poster campaign at all open spaces to highlight the problem, ask dog owners to be considerate of other users and the associated fines which can be incurred.

Commemorative version of WTC logo

For the fiscal year – April 24 – May 25 the Council could use a Gold Version of its logo, which would be really simple to adapt and adopt. -An idea is shown below.



Website

Officers are currently awaiting more questions from a prospective supplier as they assess the Council's website in order to provide a quote. The previous contact has left the company.

Autumn/ Winter newsletter

This is mostly complete – officers are just waiting for Christmas Competition results (Carol Service sheet), and it can then be issued with all the winners and photographs etc.

Environmental impact

Having declared a Climate Change Emergency at its Council meeting on 26 June 2019 – with this in mind Councillors should have due regard to the environmental impact of any decisions they make with regard to its facilities and services it operates.

Risk

In decision making Councillors should give consideration to any risks to the Council and any action it can take to limit or negate its liability.

Financial implications

- All items are within agreed budgets

Recommendations

Members are invited to note the report and consider the following:

1. Which news articles/posters Councillors would like to see issued
2. Whether Councillors would like to consider a gold version of the logo for 50th anniversary
3. A campaign on dog fouling in open spaces.