

STRONGER COMMUNITIES COMMITTEE

Date: Monday, 14 November 2022

Title: Communications Report

Contact Officer: Communications & Community Engagement Officer - Polly Inness

Background

Councillors have asked officers to investigate the costs of outsourcing some elements of the website. This is ongoing.

Rebranding has for the most part been implemented.

Current Situation

Currently the Town Council is experiencing a good deal of negative press coverage generated externally. Although this can be demoralising, there is a lot of positive news to get out and the Town Council will continue to prioritise publishing those stories to offset damage to its reputation. This will also help to protect the trust and good public perception it has built up in the last decade.

Latest communications are included in the Press Coverage spreadsheet, prepared by the Administrative Support Assistant, Stronger Communities & Planning as Appendix A.

Website

The Communications Officer is awaiting quotes from various IT companies with regard to the migration of the website to the gov.uk template and possible outsourcing of some elements of the maintenance of the site.

The site continues to be streamlined. The removal of The Twinning Association and Youth Services Page has gone ahead, with these now featuring as links on the new 'Our Partners' page. This is currently under construction (some linking is still to be done) and Councillors are requested to look at it and advise of any further additions, Sports Clubs and Associations etc that they would like to see added. Partners are listed in alphabetical order – there is no hierarchy.

Rebranding- Newsletter

The new logo has been implemented across most town council stationery, media, clothing and other items. The newsletter is due another issue and rebranding of this has taken place to reflect the new colours and a layout that is in keeping with other stationery items. Example page is attached for information as Appendix B.

Home Start have requested space in the newsletter for a small article and some advertising of their events and this will appear in the next issue along with a new Oxfordshire County Council Flood Warden Scheme.

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

Costs for the website will follow in budgetary considerations.

Recommendations

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

1. That Councillors check the Our Partners page and make suggestions of any notice are not listed
2. That the new style and colour scheme for the newsletter is adopted