

STOKESLEY TOWN COUNCIL
COMMUNICATIONS AND EVENTS COMMITTEE

A Meeting of the Communications and Events Committee
was held via Zoom on Tuesday 15 September 2020

Communications and Events Committee Membership

Cllr Ian Blakemore, Cllr Katriina Makinen, Cllr Karen Robinson, Cllr Graham Sowerby and Cllr Andy Wake plus non-council representatives – Mr Richard Agar, Mr Andy Price and Mrs Sue Thompson.

Present: Cllrs Ian Blakemore, Katriina Maniken, Karen Robinson, Graham Sowerby and Andy Wake.

Non-Council Members – Mr Richard Agar and Mrs Sue Thompson
Town Clerk – Julie Mcluckie

Cllr Blakemore had submitted his resignation as a Town Councillor from 16 September 2020. Members thanked Cllr Blakemore for all his hard work and service

1/15/09/20 NOTICE OF MEETING

RESOLVED that the public notice of the meeting had been provided in accordance with Schedule 12, paragraph 10(2) of the Local Government Act 1972.

2/15/09/20 MEMBERS OF THE PUBLIC

None present.

3/15/09/20 APOLOGIES FOR ABSENCE

None received.

4/15/09/20 DECLARATIONS OF INTERESTS IN ITEMS ON THE AGENDA

RESOLVED to note the declarations of interests from Mrs Sue Thompson on matters associated to the website.

5/15/09/20 ELECTION OF THE CHAIRMAN

RESOLVED that Cllr Karen Robinson be appointed Chairman to this Committee.

6/15/09/20 TERMS OF REFERENCE

RESOLVED that the current terms of reference were reviewed and agreed.

7/15/09/20 MINUTES OF THE MEETING HELD ON WEDNESDAY 29 JANUARY 2020

RESOLVED that the minutes from the meeting held on 29 January 2020 were agreed and signed as a true and accurate record.

8/15/09/20 DIGITAL

- a. General Data Protection Regulations (GDPR) – Compliance. **RESOLVED** that following a review of our website it was confirmed that it was GDPR compliant.
- b. Website:
 - i. Accessibility Compliance. **RESOLVED** that the work to ensure that the website was compliant was now complete. The Clerk and Assistant Clerk were due to be trained to ensure that any items uploaded are named correctly.
 - ii. Review Visitor Statistics – Mrs Thompson had circulated 3 months statistics which showed an increase in the number of visitors to the Town Council website. **RESOLVED** that Mrs Thompson would provide further information on what users are searching for and ways to improve the search engine optimisation.
 - iii. Content – business directory section / links / map. **RESOLVED** that a High Street business directory section would be set up on the Town Council website free of charge. Businesses would be offered an enhanced option at an additional charge which would provide further information on their business.
- c. Town Wifi – the number of people utilising the free Town Wifi has decreased which was anticipated during the pandemic. However, the system is very slow, and this could be having a negative effect. **RESOLVED** that the Clerk would contact the service provider to see if they could come and test the system with a view to improving the speed and test the level of log on reach across the Town. It was agreed that the Town Council would continue to provide this free service and that we should promote it better to increase the usage.
- d. Ongoing Communications. **RESOLVED** that Cllr Makinen would produce a Communications Plan and liaise with Cllr Wake prior to presenting to this Committee for consideration.
- e. Draft Information and Information Technology Policy. **RESOLVED** that the following comments be submitted regarding the draft policy;
 - i. What would the process be if any equipment was not returned?
 - ii. Should GDPR compliance be included?
 - iii. Should Accessibility Compliance be included?

9/15/09/20 PRINT

- a. Vibrant Market Towns Map – the funding application from HDC had been successful and would cover the costs of the map to be printed etc. **RESOLVED** that a revised map including the amendments notified to date be circulated for final comment and approval. It has been agreed to have 2,000 copies printed of the map and it was agreed that Mrs Thompson would provide a

cost and design for purchasing cardboard dispenser to be issued to the businesses along with the maps.

- b. Newsletter – it was confirmed that the Town Council continues to utilise the Market Place magazine who provide us with one free page in each addition for our newsletter updates.

10/15/09/20 EVENTS 2020

- a. Stokesley Sparkle. **RESOLVED** that Thursday 26 November 2020 would be the Christmas Lights switch on day, however, it was agreed that due to the COVID 19 restrictions there would not be a formal switch on. **RESOLVED** that the businesses would be encouraged to make this their late-night opening event and that a Christmas Craft and Gift Stall event would be planned to take place in the Town Hall if possible. Unfortunately, due to COVID 19, there would be no Santa’s grotto this year.

11/15/09/20 EVENTS 2021

RESOLVED that nothing further could be progressed in regard to the proposed events for next year until we know more about the current pandemic restrictions.

- a. Food Fest
- b. Stokesley Sparkle – 30 November 2020
- c. Other Events -

The meeting closed at 8.30 pm.

Signed Date.....