**MINUTES OF A MEETING OF THE PUBLIC RELATIONS COMMITTEE**

**Held on Tuesday 13th June 2017 at 11:00am at Normanton Town Hall**

**Present:** Councillor F.D. Jones

Councillor B. Mayne

Councillor Mrs C. Moran, BEM

Councillor K. Wilson, JP

1. **Welcome and Apologies.**

In the absence of the Chairman and Vice-Chairman, Councillor Denton Jones chaired the meeting.

Councillor Jones welcomed everyone to the meeting. Apologies from members for their inability to attend were recorded in the apology book.

1. **Members Declarations of Interest.**

Members were reminded of the requirement to make an appropriate declaration at the meeting on any item(s) in which they had an interest.

There were no declarations made.

1. **Public Bodies (Admission to Meetings) Act 1960.**

There were no items of a confidential nature from which the public and press were required to be excluded.

1. **Minutes**

RESOLVED that the minutes of a meeting of the Public Relations Committee held on Wednesday 19th April 2017 (Minute Numbers 32-39; Pages 17-19) be received as a true record and the contents contained therein be approved.

(Proposed by Councillor K. Wilson, JP/ Seconded by Councillor Mrs C. Moran, BEM)

1. **Website**

Paul Smith was in attendance from Multi-Web Services to discuss the finer detail on the website.

Multi-Web services were now the preferred contractor following an in-depth review of options available.

The preferred option was to create a brand-new website and that Multi-Web services will manage the website at no cost to the Town Council for 24 months. Multi-Web services would then take on the advertising revenue during this 24-month period.

Members wanted to seek clarification on a number of issues including: -

1. Advertising: Would there be a veto for advertisers which were not deemed appropriate by the Town Council? - The Council’s image is equally as important as Multi-Web services’ and therefore Paul would not allow certain types of advertising. It was important to have an understanding of what was deemed to be unacceptable and it was suggested that a list should be created. Initially the Council would not wish to see adverts for adult services, gaming, politics and campaign groups.
2. Timeline - It was anticipated that if approval was given at the July Council meeting then work would take 8-12 weeks.
3. How much involvement would there be from Town Council staff? - Much of the content can be lifted from the existing website so involvement will be minimal. There will be some work required in getting the business database started up which will involve an e-mail or letter mail shot to businesses.
4. Will past events be deleted automatically? - The events diary will be a very advanced calendar system. It will therefore not show up past events unless someone searches for them in a previous year. The general turnaround for small updates will be 48 hours. In emergencies, work can be done the same day or next day.
5. Will the website use tracker advertising? – No, the website will have banner advertisements that will be sold to businesses. There will be no tracking cookies used on the website. Only pages deemed suitable will contain advertising banners.
6. Does Multi-Web services have insurance? – Yes, we have indemnity insurance and an advertising policy, terms and conditions.
7. How easy will it be to migrate from 1 and 1? - The Town Clerk will need to inform them that the website is changing host. It is not difficult.
8. What happens if we don’t like the service we receive? - After the first two years we can leave, the website will be ours and we will need to find a company who can manage it on our behalf.

Members thanked Paul for attending and answering their questions.

1. **Town Council PR Issues**

There was some discussion over the use of the Town Council logo on personal Facebook and Twitter profiles. It was felt that the Town Council logo should only be used by the Town Council to avoid miscommunication and confusion.

Communications on behalf of the Town Council or the Mayor should be through the official Town Council accounts in accordance with the existing communications policies.

In the absence of any further business, Councillor Denton Jones thanked everyone for their attendance and closed the meeting.