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

**Held on Wednesday 11th October 2017 at 11:00am at Normanton Town Hall**

**Present:** Councillor Mrs H.W. Jones

 Councillor B. Mayne

 Councillor Mrs P. Mayne

 Councillor Mrs C. Moran, BEM

 Councillor K. Wilson, JP

1. **Welcome and Apologies**

In the absence of the Chairman and Vice-Chairman, Councillor Mrs P Mayne chaired the meeting. Councillor Mrs P Mayne welcomed everyone to the meeting and members apologies 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**

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 Tuesday 13th June 2017 (Minute Numbers 1-6; Pages 1-3) be received as a true record and the contents contained therein be approved.

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

1. **Website**

The Town Clerk reported that the new website was now up and running and gave a demonstration of the main features.

Members were pleased with the response and the number of applications already received through the website for allotments and grants.

RESOLVED that the report be received and the contents noted.

1. **Social Media**

The Town Clerk reported that the use of social media had increased and provided the following insights:

Facebook

Likes 2053 (up 310 since April)

Views in 28 days 226

New Likes 26

Reach 16,849 (up 11,167 since April)

Engagements 4,666 (up 1,084 since April)

Most popular posts Halloween (9,000) and Switch On (2,000)

Twitter

Followers 692 (up 47 since April)

Impressions in 28 days 2,772 (up 872 since April)

Impressions in September 2,794

Most popular post Gala Public Meeting

Profile Visits 589

RESOLVED that the report be received and the contents noted.

1. **Promotional Materials**

It was reported that some stocks were starting to run low. Members discussed a variety of quotes for promotional items.

RESOLVED that the report be received and an order placed for the following:

1. 500 x rulers at a cost of £299.00
2. 100 x full colour mugs at a cost of £457.08
3. **Town Council PR Issues**

There were no further PR issues for discussion.

In the absence of any further business, Councillor Mrs P. Mayne thanked everyone for their attendance and closed the meeting.