

NOTES OF A MEETING OF THE COMMUNICATIONS WORKING GROUP HELD ON 18TH JUNE, 2020

Present: Councillors David Brunson, Will Bryce and Mubarik Chowdry. Robert Nash (Town Clerk)

1. REMIT

The Group had been convened at the request of the Policy and Resources Committee to consider all aspects of the Council's communications, both externally via the internet and social media and internally in relation to the management of meetings and application of technological solutions.

It was agreed that the initial focus should be on exploiting to best advantage the opportunities available to engage with external audiences. This comprised:

- Determining the information that should be published on the Council's website and social media pages
- Agreeing a process for how information will be generated, moderated and published

2. GUIDELINES

It was noted that at present, items can be generated by Members for inclusion on social media that were then moderated by the Town Clerk before being published. This process applied to the website, Facebook and Twitter pages. It was acknowledged that a process of referral to a moderating group would be cumbersome and slow resulting in unnecessary delay in posting messages. It was therefore agreed that the Town Clerk would prepare guidance for the inclusion of items on social media ensuring that all articles are relevant to the role of the Town Council and delivery of local services in Leamington. These guidelines would be circulated and considered for approval at the next meeting.

3. GROUP PROTOCOLS

It was agreed that:

- Councillor Bryce would lead on Communications matters on the Group's behalf;
- meetings are held on no less than a monthly basis; and
- in the absence of Councillor Atwal, Councillor Clarke is included on future meeting invitations.

The meeting commenced at 4.00 pm and ended at 4.50 pm.