

Report No.1

Report to Meeting of Malmesbury Town Council 21st February 2017

Communication

1. Purpose of the report

- 1.1. To invite the Town Council to consider proposals from Councillor Cox on the subject of communication.

2. Background

- 2.1. It was highlighted at the start of this council that one of the ten principles that are important are relations / communications with the local community.
- 2.2 I believe it is worthwhile thinking sometimes about this relationship and see if it could be sometimes strengthened, otherwise there is a danger of the Town Council just being a peripheral body in the lives of the community .I believe it should be more than that.

3. Proposals

- 3.1 The Town Council web site should be informative and attractive, at present there are some parts that do not work. A councillor or Mayor should frequently check it out to ensure it is satisfactory, after all is our major portal to the community.
- 3.2. The Mayor should have some presence on social media, if used positively it is an excellent way of making the community aware of the profile of the Mayor and the hard work they do.
- 3.3 Occasionally with a few issues there should be attempts to canvass opinion on local issues, such as the Market Cross parking debate.
- 3.4 We should encourage / praise volunteers that enrich our town, thus it would be a good idea to have a display board or rolling screen that highlights the previous Citizen of the Year etc.
- 3.5 Communications with the local community are very important, thus it would be a good idea to occasionally hire an outside body to tell us how we are doing with this process.

4. Financial implications

- 4.1 At the moment the financial implications have not been considered and will be the subject of a further report once the Council has determined the approach to be taken.

5 Recommendations

- 5.1 Members are requested to note the report and advise on the action to be taken.

Councillor S Cox
14th February 2017