

**MINUTES OF THE IT, COMMUNICATIONS AND MARKETING  
TASK AND FINISH GROUP MEETING**

MINUTES OF MEETING  
Friday 14<sup>th</sup> February 2025 at 10.30 a.m.

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**PRESENT:**

Councillors: S. A. Hardingson, L. E. Harris, D. M. Penny and S. A. Shepherd (Chair) and  
The Town Clerk.

**1. APOLOGIES**

An apology for absence had been received from the IT, Communications and Marketing Officer.

**2. ACTIONS FROM LAST MINUTES of 6<sup>th</sup> DECEMBER 2024**

There were no actions from the meeting 6<sup>th</sup> December 2024.

**3. UPDATE AND PROGRESSION REPORT - WEBSITE**

It was stated that some updates had been made to the Website, following some feedback which had been received, and that improvement to the navigation was in the process of being made along with making Councillors' details more prominent.

It was also reported that some of the historical Meeting Minutes had been missed when data was moved from the old Website to the new one, and that this was being rectified.

**4. UPDATE AND PROGRESSION REPORT**

**a) Digital Mapping**

It was confirmed that some members of staff were to receive further training at NFDC offices on 21<sup>st</sup> February, to access additional layers on digital mapping, which would in turn enhance the Council's ability to address land disputes etc in the future.

**b) Digital Tree, Play Area and Allotment Inspections**

The Town Clerk confirmed that mobile devices such as the Surface Pro and the iPad are still being investigated although this has been delayed due to higher priorities. It was stated that simplifying insurance claims would be one of the main benefits of using mobile devices.

**c) Council Social Media Web Pages**

It was reported that Social Media use had been increased, for example, details of future charitable events would be publicised on the Council's Facebook page.

**d) Other IT requirements**

It was stated that the tender documentation for 12 replacement CPUs, for the Civic Centre would be issued week commencing 17<sup>th</sup> February 2025.

## 5. MARKETING

It was confirmed that the IT, Communications and Marketing Officer had formulated a marketing strategy which included future events for the year ahead such as VE Day Tea Dance, the Lights of Peace Lantern Parade etc. It was also stated that the organisation of the VE Day celebrations were well under way; the venue, the band, and the catering had been booked and flags and lanterns purchased.

The Town Clerk proposed that the IT, Communications and Marketing meetings could now be scheduled every 3 or 4 months rather than every other month, and it was agreed that quarterly meetings would be more appropriate, with a future view for further reductions to be discussed.

*The meeting closed at 11.15 a.m.*