

RAUNDS TOWN COUNCIL

POLICY AND RESOURCES COMMITTEE

Minutes: 16 February 2016: Start Time 7.30pm.

PRESENT

Cllr L Jones (Chair), Cllr D Hughes, Cllr R Levell, Cllr H Howell, Cllr L Wilkes, Cllr R Beattie.

IN ATTENDANCE

Ms Kate Houlihan, Town Clerk (Minutes)
Miss Joanne Coduri, Assistant to the Clerk.

563.15 To Receive Apologies For Absence.

None received

564.15 Notification of requests from members of the public to address the meeting in compliance with adopted protocol.

None received

565.15 Notification of members questions in compliance with the council's standing orders.

None received

566.15 Declarations of Interest.

COUNCILLORS ARE REMINDED THAT IF THEY HAVE EITHER A DISCLOSABLE PECUNIARY INTEREST OR OTHER INTEREST IN ANY ITEM THEN THEY SHOULD DECLARE THE INTEREST AND LEAVE THE MEETING FOR THAT ITEM
None received

567.15 Minutes: confirm the minutes of the Policy and Resources Committee meeting held 19 January 2016.

RESOLVED that the minutes of the Policy and Resources Committee meeting held on the 19 January 2016 be agreed

568.15 Raunds Middle Co-op: To agree a specification for internal alterations required at Raunds Middle co-op so that formal quotations can be obtained.

A discussion took place regarding the co-op project. It was agreed that a clearer understanding of the costs involved in the conversion was needed before considering the next steps.

Members reviewed the layout required and it was agreed that a number of smaller discrete units, a café area and some open style units were needed.

A discussion took place regarding uses for the rear area and suggestions included office space and a children's nursery.

RESOLVED that

- a) **Three quotations would be sought for conversion of the retail space at Raunds Middle Co-op;**
- b) **Contractors would be asked to quote separately for conversion of the space at the rear of the store.**

569.15 Lettings The Hall, Raunds: To consider ways of marketing vacant office space at The Hall Raunds, including appointing a lettings agent.

Members considered the vacant office space at The Hall, Thorpe Street, Raunds.

2 smaller offices remained available and a discussion took place as to how best to market these. Following discussion it was...

RESOLVED to:

- a) **Appoint a lettings agent to market the vacant office space.**
- b) **Delegate to the clerk to agree all necessary terms with the agent.**

570.15 Brook Street Raunds – To consider how the Town Council can seek to improve the street scene in the High Street.

Members considered correspondence from a local resident who had commented on the importance of an attractive street scene to promote the local economy.

In considering the correspondence it was...

RESOLVED to:

- a) **Refer the matter to the neighbourhood planning group to ensure that appropriate policies were in place.**
- b) **Contact East Northamptonshire Council and ask for their support in improving the street scene on Brook Street.**
- c) **Convene a working party to walk Brook Street and prepare a schedule of improvements, members of the public will be invited to join this.**
- d) **To consider engaging the services of a town planner to offer suggestions on the design and vision for the High Street.**
- e) **To include Brook Street in the Clean for the Queen campaign.**
- f) **Highways will be asked for permission to jet wash Brook Street (Northampton Borough Council will be asked for details of contactors they have used for this purpose)**

571.15 Policy and Resources Objectives 2016/17- To agree objectives for the policy and resources committee for 2016/17.

Members of the policy and resources committee considered priorities for the committee for the coming year and it was...

RESOLVED that the chairman of the committee and the clerk would review the business plan and consider which objectives from the business plan would fall within the remit of the policy and resources committee.

572.15 Business Plan: To review the draft business plan.

Members reviewed the draft business plan. A number of amendments were agreed and it was...

RESOLVED to recommend to the Full Council that the business plan, as amended and shown in Appendix 1 be adopted. Cllr Levell agreed to proof read the plan once amendments have been made

573.15 Communication Strategy: To review the draft communication strategy.

Members reviewed the draft communications strategy as shown in Appendix 2 and it was...

RESOLVED to recommend to the Full Council that the communications strategy be adopted.

574.15 Annual Review of Insurance: To carry out the Annual Review of Insurance.

Members considered the report of the clerk as shown in Appendix 3 and it was....

RESOLVED that:

- a) **The clerk would check the basis of the property valuations undertaken in 2011.**
- b) **That the clerk would check the insurance value of the civic regalia.**
- c) **That the value of the skate park insurance be reviewed.**
- d) **That a clarification be sought so that members had a clear and unambiguous understanding of their liabilities in respect of the culvert running underneath the town square.**
- e) **That the clerk seek clarification regarding insuring the war memorial.**

575.15 Press, Publicity and Media Policy: To review the press, publicity and media policy.

Members considered the Press, Publicity and Media Policy as shown in Appendix 4.

Following discussion it was...

RESOLVED to recommend to the Full Council that the Press, Publicity and Media Policy be adopted as shown in appendix 4.

576.15 CCTV Policy: To review the council's CCTV policy.

Members considered the CCTV policy. Following discussion it was...

RESOLVED to defer the item until the CCTV working group had considered the policy as part of their discussions.

There being no further business the meeting concluded at 9:15pm

Approved: (Town Mayor)

Meeting date: 8 March 2016..... (Council)

Approved: (Chairman)

Meeting date: 15 March 2016..... (Committee)

Appendix 1:

Raunds Town Council Business Plan

Draft Business Plan 2015-2019

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Overview of the Council

The Town Council consists of 12 Councillors with a Town Mayor being elected annually. The Council meets on the 2nd Tuesday of every month and holds various committee meetings throughout the year. Meetings are held in the Council Chamber at The Town Hall and commence at 7.30 p.m. unless otherwise advised. All meetings are open to the public.

The town's population is estimated at 8,923 (2013) and the electorate as at 1 May 2013 was 6,644.

The town of Raunds comprises two wards; Raunds Saxon Ward essentially consists of residences in the east and south of the town whilst Raunds Windmill Ward contains those in the west and north. The town is situated within the District of East Northamptonshire and four members (two from each ward) sit on that Council (out of a total of 40). Raunds, Stanwick and Hargrave have one seat on Northamptonshire County Council (out of a total of 35).

The Town Council operates with five principal committees – Policy and Resources, Finance, Planning, Environment, Leisure & Recreation (ELR), and Personnel.

In addition the council has a number of working parties to look at specific projects such as the Christmas Lights Display.

Members are elected for a four-year term with the next scheduled election due in May 2019. The positions of Mayor and Deputy Mayor together with the membership of the various committees are decided each year at the Annual Meeting held in May. The Council also hosts an Annual Assembly in April to which all townspeople are invited.

The Council owns and operates the Town Hall which is a Wedding Venue as well as providing office space for the councils administration, in addition some space is leased to various business. In addition to the Hall, the Council owns and manages The Saxon Hall which is an ideal venue for Parties, Weddings, Social Events, Fitness Classes or Corporate Meetings. This facility is regularly used by a number of community groups. Three of the seven employees of the Council are based here. Those based at the Hall include the Town Clerk the two assistants to the Clerk and a cleaner.

Other assets, include Raunds Cemetery Chapel and a number of outdoor spaces. Apart from the precept (the councils share of council tax) other income includes that from the letting of office space at The Hall and for bookings at the Saxon Hall.

Whilst population growth has been reasonably modest in the last ten years, relying mainly on brownfield and infill developments, planning permissions recently granted to both the north and south of the town envisage a major expansion in the years to come. There is also significant industrial development at Warth Park, which is located on the north-west outskirts of the town.

This rapid rate of expansion is a key challenge to the Council and its staff over the coming years. The Council actively encourages the participation of residents and the business community in the shaping of the town in the future.

What is the Town Council business Plan?

The business plan aims to give residents a clear understanding of what the Town Council is trying to achieve over the next four years and how it will achieve it.

The business plan will provide a framework for the Town Council to operate within and enables progress against the plan to be clearly monitored.

The plan pulls together the actions and objectives from a number of documents and plans. Including the Master plan, Vision for Raunds community plan and the Neighbourhood Plan.

The business plan ensures that Raunds is best placed to manage and benefit from the rapid growth that will be seen in the town in the coming years.

Mission Statement and Strategic Objectives

The Town Councils mission statement is:

“to improve the quality of life in Raunds by making Raunds a great place to live, work, invest and visit”.

Strategic Objectives:

- To provide a strong and independent voice for Raunds.
- To preserve and enhance the traditions character and identity of the town.
- To promote Raunds as a clean, safe, welcoming and prosperous town for all.
- To provide high standard sustainable facilities.
- To work in partnership with others to improve the health education and wellbeing of its residents.

The strategic objectives are then broken down into **operational objectives** which clearly identify the work streams that the council will be completing within the lifetime of this business plan.

The National Wellbeing Index

The operational objectives are linked to measures within the national wellbeing index. The National Well-Being Programme is monitored by the Office for National Statistics. The index measures “how well we are doing” as a nation, as a community and as individuals. The Well-Being Programme measures a range of factors across all aspects of peoples’ lives: health, finance, relationships, education, work and social life.

Raunds Town recognises that it cannot directly affect measures such as the national GDP or total greenhouse gas emissions. However there are many areas where the council can have a direct impact on the wellbeing of the community. Indeed most of these issues have already been highlighted as being of importance in the Vision for Raunds Community Plan.

By using the Well-being index the council is ensuring that its work is:

- in line with national objectives, which is likely to increase funding opportunities.
- measurable and transparent.
- directly impacts on the quality of life and experience of Raunds for residents, business, investors and visitors.
- Table 1 shows the measures within the wellbeing index.

Table 1 Measures Included in National wellbeing Index.

	Measure
Personal well-being	Very high rating of satisfaction with their lives overall
	Very high rating of how worthwhile the things they do are
	Rated their happiness yesterday as very high / anxiety yesterday as very low
	Population mental well-being
Our relationships	Average rating of satisfaction with family life
	Average rating of satisfaction with social life
	Has a spouse, family member or friend to rely on if they have a serious problem
Health	Healthy life expectancy at birth (male/female)
	Reported a long term illness and a disability
	Somewhat, mostly or completely satisfied with their health
	Some evidence indicating depression or anxiety
What we do	Unemployment rate
	Somewhat, mostly or completely satisfied with their job
	Somewhat, mostly or completely satisfied with their amount of leisure time
	Volunteered more than once in the last 12 months
	Engaged with/participated in arts or cultural activity at least 3 times in last year
	Adult participation in 30 mins of moderate intensity sport, once per week.
Where we live	Crimes against the person (per 1,000 adults)
	Felt fairly/very safe walking alone after dark (men/women)
	Accessed natural environment at least once a week in the last 12 months
	Agreed/agreed strongly they felt they belonged to their neighbourhood
	Households with good transport access to key services or work (2011 = 100)
	Fairly/very satisfied with their accommodation
Personal finance	Individuals in households with less than 60% of median income after housing costs
	Median wealth per household, including pension wealth
	Real median household income

	Somewhat, mostly or completely satisfied with the income of their household
	Report finding it quite or very difficult to get by financially
The economy	Real net national disposable income per head
	UK public sector net debt as a percentage of Gross Domestic Product
	Inflation rate (as measured by the Consumer Price Index)
Education and skills	Human capital - the value of individuals' skills, knowledge and competences in labour market
	Five or more GCSEs A* to C including English and Maths
	UK residents aged 16 to 64 with no qualifications
Governance	Voter turnout in UK General Elections
	Those who have trust in national Government
The natural environment	Total green house gas emissions (millions of tonnes)
	Protected areas in the UK (Millions hectares)
	Energy consumed within the UK from renewable sources
	Household waste that is recycled

Operational Objectives

OPERATIONAL OBJECTIVES should be SMART objectives specific, measurable, achievable, realistic, timed.

These objectives are drawn from the Vision for Raunds, Neighbourhood Plan and council policy.

The links between these objectives and the National Wellbeing Index are shown in Appendix A.

To provide a strong and independent voice for Raunds.

- a. To prepare a Neighbourhood Plan with a target date of adoption by ENC of July 2016
- b. To respond to all consultations that affect the town and its residents within prescribed timescales (Examples may include Planning Applications, Planning Policy, Policing and other matters)
- c. To lobby other tiers of government and partner organisations on issues that affect Raunds by lobbying our MP's county councillors and district councillors
- d. To demonstrate excellent standards of governance by achieving the gold standard in the Local Council Award Scheme by October 2016.
- e. To ensure that staff are well trained and effective through the use of annual staff appraisals and development programme.
- f. To ensure effective communications with the town through the implementation of the councils communication strategy.

To preserve and enhance the traditions character and identity of the town.

- a. To work with Raunds History Society to create two “pop-up” museum events per annum from 2016 onwards.
- b. To work with partners to reprint the Heritage Sites leaflet by the end of 2016.
- c. To raise the profile of the office of Mayor by ensuring that 100% of events attended are recorded on the town council website and social media.
- d. Increase the number of events held in the town to ensure that a minimum of 4 town council events are held during 2016 and onwards (not Mayors events)
- e. To promote links to Stanwick lakes by ensuring appropriate signage is in place at each end of Meadow Lane by Summer 2016.
- f. Ensure that the adopted Neighbourhood Plan includes an appropriate list of protected local heritage sites.

To promote Raunds as a clean safe welcoming and prosperous town for all

- g. The town council will seek to promote a prosperous local economy that will encourage local employment through policies within an adopted Neighbourhood Plan by July 2016.
- h. The Town Council will support the business forum through continued use of Saxon Hall and regular attendance (100%) at the forum by council officers and members to update the forum on council matters and to receive feedback on matters relating to the town council
- i. Actively participate in JAG group by appointing a representative and attending at least 75% of JAG meetings.
- j. Reduce speeding in the town through participation in the Speedwatch campaign during 2015/16
- k. To introduce a welcome pack and DVD for distribution to new residents by July 2016.
- l. To ensure that regular groups, classes and clubs that meet at council owned premises are promoted through the town council website and social media.
- m. To reduce dog fouling and littering in the town by the introduction of a poster campaign designed by young people and promotion of the green dog club
- n. To ensure that the council works to promote the assimilation of all new developments into the community of Raunds.

To provide high standard sustainable facilities.

- a. The council will ensure S106 monies received are spent within the prescribed timescale on appropriate projects
- b. The council will refurbish all leisure areas within the lifetime of this business plan.
- c. The council will maximise revenues from the Town Hall and Saxon Hall through maintaining the buildings to a high standard and appropriate and innovative uses of the buildings.
- d. The council will ensure all land held is used for a suitable purpose, the council will only hold land that meets it's purposes.
- e. The council will seek to provide a dedicated youth facility within the lifetime of this business plan.

To work in partnership with others to improve the health, education and wellbeing of its residents.

- a) Actively participate in JAG group by appointing a representative and attending at least 75% of JAG meetings
- b) Actively participate in the Speedwatch campaign through promoting volunteers.
- c) Support recruitment of Special constables
- d) Works with our partners to reduce ASB and the perception of ASB particularly in young people.
- e) To work with CANDO and other adult social care providers to promote high quality care and adult services within Raunds.
- f) The Town Council will promote healthy life choices.
- g) The Town Council will lobby for good public transport links for Raunds.

Appendix A: Links between operational objectives and measures in the National wellbeing index.

To provide a strong and independent voice for Raunds.

OPERATIONAL OBJECTIVES	LINK TO NATIONAL WELLBEING INDEX
To prepare a Neighbourhood Plan with a target date of adoption by ENC of July 2016	All items within categories of what we do and where we live
To respond to all consultations that affect the town and its residents within prescribed timescales (Examples may include Planning Applications, Planning Policy, Policing and other matters)	Any measure on the NWI could link to this depending on the individual issues raised at any one time.
To lobby other tiers of government and partner organisations on issues that affect Raunds by lobbying our MP's county councillors and district councillors	Any measure on the NWI could link to this depending on the individual issues raised at any one time.
To demonstrate excellent standards of governance by achieving the gold standard in the Local Council Award Scheme by October 2016.	Those who have trust in local government
To ensure that staff are well trained and effective through the use of annual staff appraisals and development programme.	Those who have trust in local government
To ensure effective communications with the town through the implementation of the councils communication strategy.	Those who have trust in local government

To preserve and enhance the traditions character and identity of the town.

OPERATIONAL OBJECTIVES	LINK TO NATIONAL WELLBEING INDEX
To work with Raunds History Society to create two "pop-up" museum events per annum from 2016 onwards.	Engaged with/participated in arts or cultural activity at least 3 times in last year
To work with partners to reprint the Heritage Sites leaflet by the end of 2016.	Engaged with/participated in arts or cultural activity at least 3 times in last year
To raise the profile of the office of Mayor by ensuring that 100% of events attended are recorded on the town council website and social media.	Agreed/agreed strongly they felt they belonged to their neighbourhood
Increase the number of events held in the town to ensure that a minimum of 4 town council events are held during 2016 and onwards (not Mayors events)	Engaged with/participated in arts or cultural activity at least 3 times in last year. Agreed/agreed strongly they felt they belonged to their neighbourhood
To promote links to Stanwick lakes by ensuring appropriate signage is in place at each end of Meadow Lane by Summer 2016.	Accessed natural environment at least once a week in the last 12 months Adult participation in 30 mins of moderate intensity sport, once per week.
Ensure that the adopted Neighbourhood Plan includes an appropriate list of protected local heritage sites.	Engaged with/participated in arts or cultural activity at least 3 times in last year

To promote Raunds as a clean safe welcoming and prosperous town for all

OPERATIONAL OBJECTIVES	LINK TO NATIONAL WELLBEING INDEX
The town council will seek to promote a prosperous local economy that will encourage local employment through policies within an adopted Neighbourhood Plan by July 2016.	Unemployment rate Somewhat, mostly or completely satisfied with their job
The Town Council will support the business forum through continued use of Saxon Hall and regular attendance (100%) at the forum by council officers and members to update the forum on council matters and to receive feedback on matters relating to the town council	Unemployment rate Somewhat, mostly or completely satisfied with their job
Actively participate in JAG group by appointing a representative and attending at least 75% of JAG meetings.	Crimes against the person (per 1,000 adults) Felt fairly/very safe walking alone after dark (men/women)
Reduce speeding in the town through participation in the Speedwatch campaign during 2015/16	Volunteered more than once in the last 12 months
To introduce a welcome pack and DVD for distribution to new residents by July 2016.	Agreed/agreed strongly they felt they belonged to their neighbourhood
To ensure that regular groups, classes and clubs that meet at council owned premises are promoted through the town council website and social media.	Engaged with/participated in arts or cultural activity at least 3 times in last year Adult participation in 30 mins of moderate intensity sport, once per week.
To reduce dog fouling and littering in the town by the introduction of a poster campaign designed by young people and promotion of the green dog club	Accessed natural environment at least once a week in the last 12 months
to ensure that the council works to promote the assimilation of all new developments into the community of Raunds.	Agreed/agreed strongly they felt they belonged to their neighbourhood

To provide high standard sustainable facilities.

OPERATIONAL OBJECTIVES	LINK TO NATIONAL WELLBEING INDEX
The council will ensure S106 monies received are spent within the prescribed timescale on appropriate projects.	
The council will refurbish all children's play areas within the lifetime of this business plan.	Accessed natural environment at least once a week in the last 12 months Adult participation in 30 mins of moderate intensity sport, once per week. (Adult gym equipment)

The council will maximise revenues from the Town Hall and Saxon Hall through maintaining the buildings to a high standard and appropriate and innovative uses of the buildings.	
The council will ensure that all land held is used for a suitable purpose, the council will seek to dispose of land within the lifetime of this business plan which does not offer a high standard facility	
The council will seek to provide a dedicated youth facility with the lifetime of this business plan	

To work in partnership with others to improve the health, education and wellbeing of its residents.

Actively participate in JAG group by appointing a representative and attending at least 75% of JAG meetings	Crimes against the person (per 1,000 adults) Felt fairly/very safe walking alone after dark (men/women)
Actively participate in the Speedwatch campaign through promoting volunteers during 2015/16	Volunteered more than once in the last 12 months
Support recruitment of Special constables	Crimes against the person (per 1,000 adults) Felt fairly/very safe walking alone after dark (men/women)
Works with our partners to reduce ASB and the perception of ASB particularly in young people.	Crimes against the person (per 1,000 adults) Felt fairly/very safe walking alone after dark (men/women)
To work with CANDO and other adult social care providers to promote high quality care and adult services within Raunds.	Volunteered more than once in the last 12 months Somewhat, mostly or completely satisfied with their health
The Town Council will promote healthy life choices such as giving up smoking and change 4 life.	Some evidence indicating depression or anxiety
The Town Council will lobby for good public transport links for Raunds	Households with good transport access to key services or work

Appendix B: Finance Budget Information

BUDGET SUMMARY

	Actual Last Year	Annual Budget 2015-16	Projected Outturn 2015-16	Budget 2016/17
100 Administration				
Revenue Expenditure	111656	129775	125939	142380
Revenue Income	4576	1150	1866	1500

120 The Hall				
Revenue Expenditure	43322	37600	33533	28411
Revenue Income	36896	27100	22100	25000

140 Saxon Hall				
Revenue Expenditure	84012	88800	83920	93170
Revenue Income	43138	30000	40000	40000

160 Open Spaces				
Revenue Expenditure	91309	99150	123105	93700
Revenue Income	9813	2360	12360	7360

180 Cemeteries and churchyards				
Revenue Expenditure	8460	9050	8800	10050
Revenue Income	11316	8000	6500	8000

200 Market				
Revenue Expenditure	445	650	650	650
Revenue Income	3232	3500	3000	3000

220 Car Park				
Revenue Expenditure	245	600	659	500

240 Public Lighting				
Revenue Expenditure	448	1400	1400	1400

260 s137 (or Other)				
Revenue Expenditure	240	300	3800	3800

280 Tourism and Entertainment				
Revenue Expenditure	12334	19750	15993	19250
Revenue Income	495	500	2100	500

300 Public Conveniences				
Revenue Expenditure	12204	13110	12610	12750

Total Revenue Expenditure	364675	400185	410409	406061
Total Revenue Income	109466	72610	87926	85360
Gross Income	-255209	-327575	-322483	-320701
Precept	277244	285561	285561	305017
Net Income	22035	-42014	-36922	-15684

Type of Reserve		Opening Reserve 01/04/2015	Receipts 2015/16	Expenditure 2015/16	Transfer to/from general	Closing Balance 31/03/2016	Receipts 2016/17	Expenditure 2016/17	Transfers to from general	Closing Balance
Saxon Hall – refurbishment reserve	R01	23,663	0	0	-337	24,000		11000		13,000
Saxon Hall paths	R02	5,000	0	0	0	5,000	0	5000		0
IT Reserve (5 year life cycle)	R03	6,000	0	1969	4,031	0				0
CCTV Project	R04	24,000	0	0	-16,000	40,000	0	0	-8000	48,000
Council Chamber refurb	R05	300		0	300	0				0
Community Facilities	R06	20,090	0	0	0	20,090	0	0		20,090
Town Square	R07	16,631	0	0	0	16,631	0	0		16,631
Cemetery/Town square enhancements	R08	26,880	0	13000	0	13,880	0	5000		8,880
The Hall – electrics	R09	3,379	0	1800	-21	1,600	0	1600		0
The Hall - refurbishment	R10	25,000		15000	-300	10,300	0	0		10,300
Office furniture	R11	2,500	0	0	2,500	0				0
Culverts – risk	R12	20,000	0	0	0	20,000	0	0		20,000
Insurance – policy excess	R13	500	0	0	500	0	0	0		0
Legal expenses	R14	2,000	0	0	2000	0				0
Emergency	R15	1,000	0	0	1000	0				0

planning										
Business Continuity	R16	1,500	0	0	1500	0				0
Saddlers	R17	0	55644	1000	0	54,644		700		53,944
			0	0	0	0				0
RPC Open Space	R18	0	24367	3500	0	20,867		20867		0
RPC Saxon Hall	R19	0	18236	8000	0	10,236		10236		0
Amos Lawrence – road repair	R20	3,500	0	3500	0	0		0		0
Belmont Gardens	r21	0	0	0	0	0	24000	0	0	24,000

Appendix 2:

Raunds Town Council Draft v1 Communication Strategy

1.0 Introduction

Raunds Town Council through its business plan has undertaken to “ensure effective communication with the town¹.” The purpose of this strategy is therefore to set out how the council intends to achieve this.

2.0 Why is communication important?

- 2.1 Research from the Local Government Association has shown that improved communication leads to recognition and respect and an enhanced reputation for the council.
- 2.2 Good communication will enable the council to meet their strategic objectives.
- 2.3 Improving communication was identified as an important aspiration in the Vision for Raunds Community Plan adopted in 2014 which set the following objectives:

Increase the amount of visual and virtual communication:

- Notice Boards: Identify best locations
- Newsletter: Investigate setting up a regular newsletter
- Social Media: Increase and improve use of social media

Improve knowledge of availability of adult education by:

- Adding details on Town Council website
- Ensuring paper copies of course brochure more freely available
- Facilitate communication between townspeople and course providers

Improve use and knowledge of Saxon Hall

3.0 Who should we be communicating with?

- Residents
- Members of the Council
- Partners within the public sector (East Northamptonshire Council, Northamptonshire County Council.)
- Local Police
- Health Services
- Central Government (MP's)
- Special interest groups including those with language or disability needs
- Business community
- Voluntary/community organisations and groups
- Schools
- Users of council facilities (Saxon Hall)
- Town Council Tenants
- Press/media
- Town Council employees
- Potential user groups

4.0 Existing Communications

Current methods in place include:

- Website,
- Council agenda papers/letters,
- Social Media; twitter, Facebook, streetlife
- Councillors Champions
- Some press activity (Nene Valley News, Raunds Round-Up, The reporter, Northants Telegraph.
- Interactivity of councillors with residents
- Mayors civic engagements
- Annual Town Assembly

¹ SO1 “to provide a strong and independent voice for Raunds” Draft Business Plan February 2016.

- Consultations (E.g. People and Places)
- Customer service
- Town Council Events

5.0 Ways in which communications can be improved.

Communications can be improved by:

5.1 Increasing the number of methods of communication used by the council including:

- production of annual report,
- production of council newsletter (twice yearly),
- Wider range of social media accounts e.g. Instagram.

5.2 Improving the quality and timeliness of communications used by the council.

- Re-launch of town council website,
- Standard template for press releases,
- Creation of press section within website,
- Issuing regular press releases on council activity, *(in line with press policy? Is press policy needed? Can it be incorporated in strategy?)*
- Maintaining an up to date list of press contacts.
- Pre-planned activity on social media (in addition to timely responses to residents' queries.
- Ensure all communications conform to council brand (E.g. style, fonts etc.)

5.3 The following principles will be adopted in all communications:

- Integrity and honesty
- Clarity
- Openness and accessibility
- Inclusiveness
- Listening and responding
- Accountability
- Consistency
- Accuracy

6.0 Communications Plan

The communication plan is shown in (Appendix A)

The communications plan details how each of the publications and media will be used to support this strategy and the business plan.

7.0 Evaluation

It is extremely important that the Council measures the success of this strategy so that it may inform any future plan.

What can we measure?

- Raised awareness of the Town Council and the services it provides
- Attitudes towards RTC
- Participation and engagement with Council projects, initiatives and consultation processes.

How will we do this?

- Consultation with residents – perception and satisfaction surveys
- Measure press coverage for saturation and against press releases for content usage
- Hits on website
- Number of Friends and Followers on Social Networking sites (if applicable)
- Staff survey

(Appendix A) Raunds Town Council Communication Plan

	CORPORATE OBJECTIVES				
Communication Channel	To promote Raunds as a clean safe welcoming and prosperous town for all	To preserve and enhance the traditions and character of the town	To provide a strong and independent voice for Raunds	To provide high standard sustainable facilities and services	To work in partnership with others to improve the health education and wellbeing of its residents
Social Media (Twitter/Facebook/Street Life) Respond to residents queries in a timely fashion	Using Vision for Raunds as a guide create a sustained “you said we did campaign” Promote activities at Saxon Hall	Ensure town and civic events are widely promoted. Share information about the Raunds heritage and history.	Support high standards of governance by sharing agenda’s minutes and other statutory information.	Ensure widespread and sustained promotion of all town facilities (play/open spaces/buildings)	Share links from partners and actively support their campaigns (Raunds was highly successful in supporting the ENC u switch campaign)
Town Council Noticeboards (To provide timely information regarding council and partners services as space permits)	Promote activities at Saxon Hall	Ensure town and civic events are widely promoted.	Support high standards of governance by sharing agenda’s minutes and other statutory information within required timescales.	Ensure widespread and sustained promotion of all town facilities	Share posters and information from partners.
Town Council website (To be reviewed in 2016)	<p>The town council website will support all council objectives with up to date information. The website should be the primary information source for staff, residents and councillors. Any communications made through other channels should also be available through the website.</p> <p>Interactivity within the website will be increased to make it easier for residents to contact the council. Links to twitter and Facebook will be supported in the new website. (Website can be demonstrated within meeting)</p>				
Agendas Reports and Minutes	Agendas reports and minutes will be written in plain English. Clear links will be made in reports to show how items link to corporate objectives. (through reports template)				
Press Activity	As a minimum a monthly press briefing will be written. This will be circulated to Nene Valley News, Reporter, The Round Up and Northants Evening Telegraph. Further information will be given to press as requested				

Interactivity councillors and residents					
Annual Town Assembly					
Mayors Civic Functions	Events could go across a	range of objectives, e.g.	to promote Raunds as destination town or	To promote Raunds as safe place to live/work	
Branding			✓	✓	
Business Forum	Raunds Town Council will provide an update on town council activity to every meeting of the business forum. Informal consultation with business forum members will take place on a regular basis.				
Community Champions	Community champions work with residents and other stakeholders to promote work of council across all objectives. The sector champions will also provide informal feedback to council.				
Consultations					

Appendix 3:

Summary: A report on the annual review of the Council's insurances.									
Attachments: Policy schedules attached.									
1.0	Background								
1.1	The Council previously entered into a 3 year agreement (expires 31/3/17) with Zurich Municipal for the provision of its insurance. This enabled the Council to gain competitive rates of insurance and reduce the administrative costs of annual quotations.								
1.2	Insurance is a major financial safeguard for Councils and forms an integral part of its risk management strategy and is one of the ways of mitigating risk.								
1.3	An annual review is essential to ensure adequate levels of cover are maintained; although in practice, an underlying continual review takes place each time a new risk presents itself.								
2.0	2016 Review								
2.1	Against the background of an ongoing process of continual re-assessment, the annual insurance renewal presents an opportunity to look at the whole policy.								
3.0	Buildings and contents								
3.1	In 2011, we undertook a revaluation of our properties which resulted in changes to the insured values of our property. In addition, an annual increase in line with appropriate indices.								
	<table border="1"> <thead> <tr> <th>Building</th> <th>Pre- revaluation</th> <th>2011 valuation</th> <th>2015 Valuation</th> </tr> </thead> <tbody> <tr> <td>The Hall</td> <td>£2,001,600</td> <td>£2,006,834</td> <td>£2,192,922</td> </tr> </tbody> </table>	Building	Pre- revaluation	2011 valuation	2015 Valuation	The Hall	£2,001,600	£2,006,834	£2,192,922
Building	Pre- revaluation	2011 valuation	2015 Valuation						
The Hall	£2,001,600	£2,006,834	£2,192,922						

	Saxon Hall	£930,000	£1,357,666	£1,483,559
	Cemetery Chapel	£479,000	£493,370	£539,118
	Public Convenience	£89,610	£89,610	£97,919
3.2	Periodic revaluations ensure the values reflect an appropriate level of cover without paying excessive premiums.			
4.0	Furniture, fixtures and fittings			
4.1	Part C of Appendix 1 shows the amounts of cover provided for these items located at The Hall and Saxon Hall. The Council holds an up to date asset register. The sums insured appear adequate.			
5.0	Public liability			
5.1	The Council's public liability insurance increased is £15m; this maintains the Council's cover in line with present local authority requirements.			
5.2	Whenever the Council provides a new service or amenity, the risks associated with that provision must be reported to the insurers to ensure cover is maintained.			
6.0	Fidelity guarantee			
6.1	The Council increased our cover to £1m in March 2015 at an additional annual premium of £55.58.			
7.0	Business Continuity			
7.1	The Council has business interruption cover of £21,000 to cover costs involved in any event which stops the Council operating; such events as having to relocate due to fire etc. The policy provides 24 months of cover. Loss of revenue is also covered for up to £196,886.			
8.0	Other risks			
8.1	Employers Liability: £10,000,000 any one event Hirers liability: £2,000,000 Libel and Slander: £250,000 Civic Regalia: £14,420 plus £800 for the Deputy Mayors Chain Pendant Skate park ext. £16,000			
8.2	Saddlers Play Area was added to the policy when the site was transferred at an additional annual premium of £226.01. The play area valued at £30,000 (five pieces of equipment) was added to the All Risk section of the policy effective from 30 th March 2015			
8.3	The new play equipment at Saxon Hall and the Chandeliers in the Council chamber have also been added to the policy.			
9.0	Uninsured risks			
9.1				
9.2	There remains three identified uninsured risks:			
	<i>Culverts</i>			
9.3	The Council risk management system (risk ref OS.02.1) identifies the culvert over parts of the town Brooke as a potential risk. The Council has identified a reserve of £20,000 for remedial action but in the event of a major collapse, Principal Council involvement would be essential.			
	<i>War Memorial</i>			
9.4	The memorial is currently uninsured.			
	<i>Benches</i>			
9.6	All new benches have been installed on concrete bases and bolted down for security. They are of generally robust design.			
10.0	Past quotations (together with excess deductions) show that insuring these items is economically unviable.			
10.1	Risk management			

10.2	By providing adequate insurance cover, the Council can mitigate many of its risks.
11.0	Three outstanding insurance claims (all for subsidence) might affect future renewal premiums.
11.1	Financial implications
	For comparison purposes, previous annual premiums (including IPT & VAT) have been :
	2013/14 £15,519.32
	2014/15 £9,191.91 (reduction due to change in provider)
11.2	2015/16 £9,259.09
12.0	The 2016/17 budget makes adequate provision to cover annual premiums.
12.1	Recommendation:
	That the annual insurance review be approved.

Appendix 4:

RAUNDS TOWN COUNCIL PRESS, MEDIA & PUBLICITY POLICY

Raunds Town Council welcomes enquiries from the Press & Media and recognises that our relationship with the press helps us communicate with the residents. The Council recognises the need for this and should be reflected in how we deal with the Press. The aim of this policy is to ensure that the Town Council is seen to communicate in a professional and objective manner. This policy should be considered in conjunction with the Members Code of Conduct.

The Council's approach to the media should be:

- Open and honest,
- Proactive,
- Responsive and timely,
- Information oriented.
-

These are two types of press release:

Official Town Council Releases:

An Official Town Council release is made on behalf of the Town Council. This will be written by The Clerk to the Council. In the absence of The Clerk, the ~~Mayor, Deputy Mayor and~~ appropriate Council Officer would be responsible for the issuing of Official Council Press Releases. It is non-party political and includes a quote from the relevant Councillor(s). This is usually the Chairman of the Council (Town Mayor) or a committee Chairman.

Councillor Press Releases:

Councillor's press releases are personal and are written and issued by the Councillor responsible. This release may or may not be political and should not include the name of a Council Officer, or a Council telephone number as point of contact. It would be beneficial for copies of intended release, especially those of a factual nature, to be provided to the Clerk to the Council. Councillors seeking advice can either contact the Clerk to the Council or District Council Monitoring Officer.

Press Release Protocol:

The Following forms the Protocol for Council Members and Officers:

- All official Council Press releases will include a quotation from the relevant Councillor, where appropriate. In some circumstances it may be appropriate to also include the Ward Councillor or other Councillor promoting the scheme.
- All official Council press releases must be issued on a template provided by the Clerk to the Council. The template will include the Raunds Town Council logo.
- Official press releases will not identify the political party or group affiliation of any Member(s) quoted in the release.

- The Clerk to the Council is the first line of decision making in terms of what is newsworthy for official press releases, and shall make the final decision on whether a press release shall be issued, unless otherwise directed by the Council or Committee.
- In the years when elections occur, during periods from the issue of the Notice of Election until the day of Election, The Clerk will issue no releases quoting Council Members. During this time any quotes will be from The Clerk. The relevant period of purdah will be observed.
- The role of The Clerk is to advertise and provide support and advice to Council Members in their communication activities.
- Council Members are solely responsible for the writing and distribution of all Councillor press releases and any Editors Letters to the media.
- Council Member releases must not use the Town Councils logo, or use the Council or an Officer as a point of contact.
- Officers and Council Members must act reasonably and responsibly.
- Council Members are minded that they must not misuse Council resources for political or other inappropriate purposes. Should the Council receive a Freedom of information request on a topic on which there is correspondence (email or written) from or with Members, normally that correspondence would have to be disclosed, unless it was exempt. The fact that the disclosure of the correspondence may prove embarrassing would not, of itself, prevent disclosure. In addition, care should be taken when processing personal data. The Data Protection Act 1998 prevents the use of personal information other than for the purposes for which it was supplied. Members should bear this in mind when using any personal data which may be supplied to them by their constituents.
- In general, The Clerk to the Council will be responsible for interpretation of the Protocol.

Adopted December 2010. To be reviewed bi-annually.