

## **Bundle Community and Tourism Committee 12 March 2024**

- 1 Apologies  
*To receive and accept apologies for absence*
- 2 Interests  
*To receive Declarations of Interest and Dispensations awarded in respect of items on the agenda*
- 3 Minutes  
*To take as read and confirm as accurate the minutes of the meeting held on:*  
C&T Minutes - 13 February 2024
- 4 Matters Arising  
*To discuss or note any matters arising from the minutes under item 3 (for information only)*
- 5 Open Session for Electors of Newquay – Verbal/Written Questions (15 minutes)  
*To receive previously notified public questions, followed by verbal questions (if technologically possible) from attending electors of Newquay.*  
*In line with Standing Order 3(e), members of the public may make representations, answer questions and give evidence at a meeting which they are entitled to attend in respect of the business on the agenda of the meeting.*  
*In line with Standing Order 3(f), the time allowed under this item is 15 minutes unless directed by the Chair.*  
*In line with Standing Order 3(g), members of the public shall not speak for more than 3 minutes.*
- 6 CCTV Manager report  
*Objective 3.8 - Manage, maintain and enhance provision of CCTV service across Newquay and partner sites*  
*To receive, note and consider any recommendations contained within the report.*  
C&T Report Mar (CCTV)
- 7 Library and Information Service Managers Report  
*Objective 3.3 - Manage, maintain and enhance provision of library and information service*  
*To receive, note and consider any recommendations contained within the report.*  
CT Report March24 LIS
- 8 BID Report (from BID and/or NTC BID representative)  
*To receive, note and consider any recommendations contained within the report.*  
C&T March 24 BID
- 9 Visit Newquay TIC Managers Report  
*Objective 3.4 - Manage, maintain and enhance provision of the tourist information centre to encourage visitors to Newquay*  
*To receive, note and consider any recommendations contained within the report.*  
C&T Report Mar (TIC)
- 10 Event Co-Ordinator's Report  
*Objective 3.5 - Organise, promote and manage Newquay Town Council events*  
*To receive, note and consider any recommendations contained within the report.*  
C&T Report March 2024 Events
- 11 Communications Officer Report (Engagement)  
*To receive, note and consider any recommendations contained within the report.*
- 11.A Communication Policy - Update  
*To review and recommend the updated Communication Policy to Full Council for adoption*  
2.5 Community Engagement and Comms Policy 2021 - SL, LH, AC tracked changes
- 12 Newquay Town Team Representative
- 13 Correspondence  
*To receive, consider and make any decisions in relation to correspondence to the committee which has not been otherwise dealt with outside of the meetings.*
- 13.A Request for Flag Flying - Pride  
*Request from Cornwall Pride to fly their during June & July.*  
RE Request for flying of flags
- 14 Digital Notice Board Update  
*Updated timeline on Digital Notice Board project.*
- 15 Budget 24-25 Monthly Analysis  
*To receive and note the monthly Budget analysis from the RFO.*
- 16 Any other business (for information only)  
*Items for information and discussion only.*  
*Any questions asked under this item by members are likely to be responded to at the next meeting.*
- 17 Date of the next meeting  
*The next C&T Committee meeting is to take place on Tuesday 09 April 2024 at 7pm in the Council Chamber, Municipal Offices, Marcus Hill, Newquay.*

**NEWQUAY TOWN COUNCIL**

<b>MINUTE REF:</b>	Minutes of the Community & Tourism (C&T) Committee Meeting held on 13 February 2024 at 7:00pm, in the Council Chamber, Marcus Hill, Newquay.	<b>ACTIONS:</b>
	<p><b><u>Present</u></b></p> <p>Cllrs D Cheney (Chairman), D Creek, M Motta, D Souray, A Goudge,</p> <p><b><u>Also Attending</u></b></p> <p>Mr J Piwecki (Deputy Town Clerk), Mrs L Hughes (Corporate Service Manager), Miss J Carter (Library &amp; Information Service Manager), Mrs C Horton (CCTV Manager), Cllr S Thomson</p> <p>There was 1 member of public in attendance.</p>	
<b>CT001/24</b>	<p><b><u>Apologies</u></b></p> <p>Cllrs L Wright, N Morris, Mr M Warren (Newquay BID Manager), Mrs S Deakin (Visit Newquay Information Manager),</p>	
<b>CT002/24</b>	<p><b><u>Declarations of Interest and Dispensations</u></b></p> <p>None.</p>	
<b>CT003/24</b>	<p><b><u>Minutes</u></b></p> <p>It was proposed by Cllr D Souray, seconded by Cllr D Creek and</p> <p><b>RESOLVED unanimously to confirm the accuracy of the minutes of the meeting held on 07 November 2023.</b></p>	
<b>CT004/24</b>	<p><b><u>Matters Arising</u></b></p> <p>Members asked if we had any feedback from Newquay Foodbank on their grant for Christmas Boxes.</p>	
<b>CT005/24</b>	<p><b><u>Open Session for Electors – Public Question Time</u></b></p> <p>None</p> <p>It was proposed by Cllr D Cheney, seconded by Cllr D Creek and</p> <p><b>RESOLVED unanimously to move to Agenda Item 13 Town Team Report</b></p>	
<b>CT006/24</b>	<p><b><u>Town Team Report</u></b></p> <p>The Town Team have two projects in particular they are hoping to drive forward. They cannot provide detail at this time, but it does require some assistance from the Town Clerk.</p>	

<b>CT007/24</b>	<p><b><u>Budget 2024-2025</u></b></p> <p>The Finance &amp; Procurement Manager provided reports on both the proposed budget for 2024/25 as well as the current EMR levels.</p>	
<b>CT008/24</b>	<p><b><u>Communications Report</u></b></p> <p>The Communications Officer provided a written report for Members to review.</p> <p>It was proposed by Cllr D Cheney, seconded by Cllr D Creek and</p> <p><b>RESOLVED unanimously to spend £99.99 to purchase Canva Pro.</b></p> <p>Members wished to have it noted to thank the Communications Officer for all her hard work.</p>	<b>RFO</b>
<b>CT009/24</b>	<p><b><u>Newquay BID Report</u></b></p> <p>The Newquay BID Manager provided a written report for Members to note.</p> <p>It was proposed by Cllr D Cheney, seconded by Cllr D Creek and</p> <p><b>RESOLVED unanimously to move Agenda Item 12 Corporate Service Managers Report to be discussed next.</b></p>	
<b>CT010/24</b>	<p><b><u>Corporate Service Managers Report</u></b></p> <p>Cllr S Thomson provided an update on Newquay Safe Space initiative. CLEAR who are delivering the training that is being funded by the Police wish to use the Mount Wise Community Space to deliver the training. The request is for CLEAR to be able to use the space free of charge for their 3 sessions. This would be Newquay Town Council's contribution to helping an invaluable project.</p> <p>Members discussed.</p> <p>It was proposed by Cllr D Creek, seconded by Cllr D Cheney and</p> <p><b>RESOLVED unanimously to agree to waiver the charge for the use of Mount Wise for the 3 Newquay Safer Space Training Sessions.</b></p>	
<b>CT011/24</b>	<p><b><u>Library and Information Managers Report</u></b></p> <p>The Library and Information Manager provided a written report for Members and provided a verbal update alongside.</p> <p>Members wished to thank previous employees who have recently left the Library for their hard work during the time they were with us.</p> <p><i>(Cllr S Thomson left the meeting at 19.35pm)</i></p>	
<b>CT012/24</b>	<p><b><u>Visit Newquay TIC Managers Report</u></b></p> <p>The Visit Newquay TIC Manager provided a written report for Members as well as some recommendations.</p>	<b>RFO Recommendation to Full Council</b>

	<p>Members discussed the proposal for membership to the Guide to remain the same.</p> <p>Members wished the Manager to review the charges and send out via email a proposed increase to the Membership Fees - albeit small.</p> <p>Members asked if the Visit Newquay Manager can obtain feedback of figures on the trails at Christmas – how many people came in to complete it.</p>	
<b>CT012/24</b>	<p><b><u>CCTV Manager Report</u></b></p> <p>The CCTV Manager provided a report for Members specifically highlighting key points.</p> <p>It was proposed by Cllr D Cheney, seconded by Cllr D Souray and</p>	
<b>CT012/24 (1)</b>	<p><b>RESOLVED unanimously to retrospectively approve the purchase of 2 Bosch Videojet Decoders at total cost of £3,956.18 plus VAT from Enverveo. Also to RECOMMEND to Full Council to release the cost from the EMR.</b></p> <p>It was proposed by Cllr D Souray, seconded by Cllr D Cheney and</p>	<b>RFO Recommendation to Full Council</b>
<b>CT012/24 (2)</b>	<p><b>RESOLVED unanimously to retrospectively approve the purchase of 5 replacement CCTV cameras from Enverveo, ordered in April 2023, to be funded by the CCTV EMR.</b></p> <p>It was proposed by Cllr D Souray, seconded by Cllr D Cheney and</p>	<b>RFO</b>
<b>CT012/24 (3)</b>	<p><b>RESOLVED unanimously to formally approve the rolling replacement programme of up to 5 CCTV cameras, each financial year from CCTV EMR.</b></p> <p>It was proposed by Cllr D Cheney, seconded by Cllr D Souray and</p>	<b>RFO</b>
<b>CT012/24 (4)</b>	<p><b>RESOLVED unanimously to replace camera 37 immediately to avoid a reduction in the level of CCTV service. Also to reduce the rolling replacement camera provision in 2024/25 to four. The cost of this will be up to the cost of £2,000. Also to RECOMMEND to Full Council to release the cost from the EMR.</b></p> <p>It was proposed by Cllr D Cheney, seconded by Cllr D Creek and</p>	<b>RFO Recommendation to Full Council</b>
<b>CT012/24 (5)</b>	<p><b>RESOLVED unanimously to move the mobile camera currently on Island Crescent to Bridge Road the rear of Senior Dicks, given the intelligence received of illegal activity in this area. The cost of the relocation is £315.80 ex VAT and will be covered by the revenue budget.</b></p> <p>It was proposed by Cllr D Creek, seconded by Cllr D A Goudge and</p>	<b>CCTV Manager</b>
<b>CT012/24 (6)</b>	<p><b>RESOLVED unanimously to give delegated authority to the CCTV Manager &amp; Deputy Town Clerk to relocate the mobile camera, as and when</b></p>	<b>CCTV Manager &amp; Deputy Town Clerk</b>

	<p><b>requested and required in consultation with the Police.</b></p> <p>The CCTV Manager wished to note to Members that there is a proposal going to E&amp;F for the possible installation of new cameras at the new novice section of the Skatepark. This will have a slight impact on staff it will be extra cameras to manage.</p> <p><i>(CCTV Manager left 20.02pm)</i></p>	
<b>CT013/24</b>	<p><b><u>Event Co-ordinator &amp; Working Party Report</u></b></p> <p>The Event Co-ordinator provided a written report for Members updating on recent and future events specifically the Budget for the next year.</p> <p>The events co-ordinator brought forward a suggestion to reduce the size of the Events Working Party.</p> <p>It was proposed by Cllr D Creek, seconded by Cllr D Cheney and</p> <p><b>RESOLVED unanimously to agree to the 4 members listed and Mayor &amp; Deputy Mayor are the only Members to sit on the Working Party. Also to amend the Terms of Reference to reflect the maximum number of members.</b></p> <p>The Events Co-Ordinator provided another update from the WP who would like to review/revamp the selection of Civic events.</p> <p>It was proposed by Cllr D Creek, seconded by Cllr D Cheney and</p> <p><b>RESOLVED unanimously to discuss Agenda Item 11C next.</b></p>	<b>Events Co-ordinator/Deputy Town Clerk</b>
<b>CT013/24 (A)</b>	<p><b>A. Review of Civic Events - Cllr D Souray</b></p> <p>Members discussed in detail around how it was felt it should be more of a Community day.</p> <p>It was proposed by Cllr D Souray, seconded by Cllr A Goudge and</p>	
<b>CT013/24 (A)(1)</b>	<p><b>RESOLVED unanimously to agree to the Working Party completing a review of the Civic Events and report back to committee.</b></p> <p>The Events Co-ordinator brought forward the suggestion of not charging for the Shop Small Markets use of the Killacourt which was discussed and agreed by some of the Working Party members. Discussions were held around positives and negatives for this.</p> <p>Members discussed in detail.</p>	
<b>CT013/24 (A)(2)</b>	<p>It was proposed by Cllr D Creek, seconded by Cllr D Souray and</p> <p><b>RESOLVED unanimously to agree to the Shop Small market event using the Killacourt for free.</b></p>	
<b>CT013/24 (B)</b>	<p><b>B. Stretch Marquee Review – Cllr D Souray</b></p> <p>Cllr D Souray questioned how we can use the stretch marquee and what is needed to get it used.</p>	

	<p>The Deputy Town Clerk provided an update on the current situation.</p> <p>Cllr D Souray suggested hiring it out for people to use without the need of the Town Council. The Deputy Town Clerk would need to review the restrictions we may have on the purchase of the marquee.</p>	
CT013/24 (C)	<p><b>C. RNLI Anniversary – Cllr D Creek</b></p> <p>Cllr D Creek wished to look at a way of marking the Anniversary of the RNLI. Members discussed. The events co-ordinator has made contact with the RNLI to meet and discuss plans they may have and how we can integrate. The Events Co-ordinator will feedback.</p>	
CT014/24	<p><b><u>Newquay Safe Town Councillor Representative</u></b></p> <p>Members discussed.</p> <p>It was proposed by Cllr D Creek, seconded by Cllr D Creek and</p> <p><b>RESOLVED unanimously to appoint Cllr D Souray as the Newquay Safe Representative.</b></p>	
CT015/24	<p><b><u>Correspondence</u></b></p> <p>None</p>	
CT016/24	<p><b><u>Any items referred to from Full Council or another Committee</u></b></p>	
CT016/24 (A)	<p><b>A. HR Committee Referral – Training Requirements</b></p> <p>The Deputy Town Clerk informed all this is for Members to review and feedback any training.</p>	
CT017/24	<p><b><u>Exempt Business</u></b></p> <p>It was proposed by Cllr D Cheney, seconded by Cllr D Creek and</p> <p><b>RESOLVED unanimously that pursuant to Section 1(2) of the Public Bodies (Admission to meetings) Act 1960 the public and press leave the meeting because of the confidential nature of the business to be transacted.</b></p> <p><b>Please see the Confidential Addendum: 13.02.2024/CT001</b></p>	
CT017/24 (A)	<p><b>A. HR Committee Referral – LIS Security Arrangements</b></p>	
CT017/24 (B)	<p><b>B. Officer/Member attendance at Newquay Town Council Events – Cllr D Souray</b></p>	
CT017/24 (C)	<p><b>C. Newquay Town Team Report</b></p> <p>It was proposed by Cllr D Souray, seconded by Cllr D Creek and</p>	
CT017/24 (C)(1)	<p><b>RESOLVED unanimously to agree to Newquay Town Council remaining the accountable body for funding for Town Team Projects and to give delegated</b></p>	

<p><b>CT018/24</b></p>	<p><b>authority to the Chair, Vice-Chair &amp; Deputy Town Clerk / RFO to oversee the release of funds</b></p> <p><b><u>Any Other Business</u></b></p> <p>None</p>	
<p><b>CT019/24</b></p>	<p><b><u>Date, venue, and time for the next meeting</u></b></p> <p>The next meeting will be on Tuesday 13 February 2024 at 7pm, Council Chamber, Municipal Offices, Newquay.</p> <p>The Chair thanked all members for their attendance and closed the meeting at 9.08pm.</p> <p><b>Signed..... Chairman</b></p> <p>Cllr D Cheney</p> <p><b>Date.....</b></p>	



## COMMUNITY & TOURISM

### CCTV Service

**To:** Community & Tourism

**CC:**

**Date of Meeting:** 12<sup>th</sup> March 2024

**Time of Meeting:** 7pm

**Location:** Council Chambers

#### 1 Any recommendations to committee to be agreed at the meeting

N/A

#### 2 General update on any activities since last meeting

##### General Service Update/Statistics

The CCTV Service are currently working to their winter level of monitoring hours.

##### January 2024 CCTV Statistics

- Total hours monitored during month of January = 491.5
- Newquay Incidents (monitored live) = 232
- Newquay Arrests (monitored live) = 15
- St Austell Incidents (monitored live) = 126
- St Austell Arrests (monitored live) = 12
- Newquay ATV (CCTV footage) requests = 12
- St Austell ATV (CCTV footage) requests = 10
- CCTV Subject Access Requests = 0

#### 3 Specific update on any actions allocated in previous meeting

##### Camera replacement (Narrowcliff)

At the time of writing this report, I am waiting for the above camera replacement to go through Full Council. Once approved, I will place the order.

##### Mobile camera relocation

At the time of writing this report I am waiting for a site visit with Police, to place the camera at the hotspot highlighted.

#### 4 Any key issues the Manager/Working Party/Lead Member wishes to draw to the committee's attention



Camera 16 (Police Station) has no tilt, I am waiting for Enerveo to attend to assess the problem. It might be that the tilt has failed completely, as is the case for camera 37 (see above) that we are due to replace. I will update Members once I know the outcome of Enerveo's attendance.

5	<b>Any suggestions for improvements</b>
N/A	

6	<b>A look forward to make committee aware of any up and coming issues to be planned for</b>
N/A	

7	<b>Any decisions taken under delegated authority by Officers or WP</b>
N/A	

8	<b>Any new decisions requiring committee resolution including options and costs where possible</b>
<p>The Police Station Camera has unfortunately corroded and requires replacement. It is recommended to replace the camera which provides a key area of coverage around the Police Station/ASDA/Railway Station Toilets and Cliff Road. The approximate cost of the new camera is £2,000.</p> <p><b>Recommend a release of £2,000 from the CCTV EMR for a replacement camera for the Police Station.</b></p>	

Report Sign Off	Signature/Name	Date
Working Party (when required)		
Chair of Committee (when required)		
Deputy Chief Executive (always required)	J.Piwecki	04.03.24
Finance & Procurement Manager (always required)		
Chief Executive & Town Clerk (always required)		

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## COMMUNITY & TOURISM

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### Library & Information Service

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**NewquayCouncil**

**To:** Community & Tourism

**CC:**

**Date of Meeting:** 12 March 2024

**Time of Meeting:** 7pm

**Location:** Council Chambers

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#### 1 Any recommendations to committee to be agreed at the meeting

#### 2 General update on any activities since last meeting

##### Library Activity

The library continues to be busy with individuals and families accessing our services generally and using the space as a warm space. Saturdays in particular are busy and starting to regularly be our busiest day of the week – we are keeping an eye on this as it may require additional staffing in the future if this trend continues.

##### Staffing

Unfortunately this month we are also having to say goodbye to one of our longest standing staff members; Trudy. Trudy has been with the library service for 25 years and has decided reluctantly that it is time to move on, we wish Trudy all the very best in her new adventures. We are interviewing for new staff mid March and hope to be able to recruit to both vacant posts but in the meantime this is putting an additional strain on the remaining staff. We are doing our best to ensure the service is covered but I am mindful that some staff are building up TOIL that is difficult for them to take back until the staffing situation is sorted.

##### Easter opening hours

In light of the current staffing situation I would like to suggest that committee consider closing the library on Easter Saturday. We are closed on Good Friday and Easter Monday as normal and closing Saturday would mean our Saturday staff member can take some of her TOIL and we do not need to find additional cover. I have checked the figures from last year and our footfall on Easter Saturday was the lowest of the year (excepting Christmas).

##### St Piran's

Our St Piran's celebrations this year will include an exhibition of work from Newquay children sharing their vision of Cornwall, past and present, a special St Piran's story time with a local author and a children's choir from NJA singing sea shanties in the library on St Piran's day, accompanied by a selection of Cornish sweet treats. Other activities include a Cornish quiz, a St Piran's themed family craft session and a children's treasure trail – much fun will be had by all!

3	<b>Specific update on any actions allocated in previous meeting</b>

4	<b>Any key issues the Manager/Working Party/Lead Member wishes to draw to the committee's attention</b>

5	<b>Any suggestions for improvements</b>

6	<b>A look forward to make committee aware of any up and coming issues to be planned for</b>

7	<b>Any decisions taken under delegated authority by Officers or WP</b>

8	<b>Any new decisions requiring committee resolution including options and costs where possible</b>

Report Sign Off	Signature/Name	Date
Working Party (when required)		
Chair of Committee (when required)		
Deputy Chief Executive (always required)		

Finance & Procurement Manager (always required)		Information Classification: CONTROLLED
Chief Executive & Tow Clerk (always required)		

C&T Report 12/03/2024

## Theme 1 Marketing

- **Love Newquay online** PR business launch end of February , LN Brand launch customer facing including merch tbc .
- **Love Newquay listings and Events** , 91 currently listed
- **Experience Newquay**, funded support Idenna , EE and DN covering out of season PR / Social including Love NQY/VN/VC
- **PR News/tv /Radio** Cliff Road and Boardmasters , MCM and Safe Spaces launch
- **Press trips** Reducing to 8 printed press trips/ Experience Newquay covering additional 8 regional trips ( Jade is instructing on coverage )
- **Love Newquay Social** 41k followers FB 10.5K followers Insta
- **Targeted Event PR** EE to support with Spooky Newquay and Christmas nationally
- **Trenance marketing focus stay all day** , working with EN to drive additional footfall

## Theme 2 Events

- **Newquay Street Market** , still awaiting Funding response from CC , First Market planned 06/04/24 with Truro BID infrastructure , Monthly markets planned for first Saturday of month through April until November
- **Spooky Newquay** , Working on a whole week of business led events with ZC on the Saturday , Event management support and additional PR added
- **Love Christmas**, Planning with EN to support business led events during December after official Newquay at Christmas light switch on event .BID to facilitate Markets and Lantern parade ( alternative evening with private sponsorship) alongside late night opening support . Additional activities including street entertainment/Bands/Choirs tbc
- **Harbour Festival** , Business led event supporting Harbour .I day event linking with Newquay Street markets 07/09/24 Event under planning including Markets and Entertainment . Working closely with harbour community, this is scaled down to a manageable level.
- **Miracle on Fore Street /Polar Express**, Business led initiatives supported my BID very successful. Looking at approaching key locations around Newquay to extend the Christmas events Calander .Fore Street car park opportunity for Christmas mkt
- **NTC spare lights** , opportunity to support additional locations with unused lighting stock , discussion with NTC ongoing

## Theme 3 Cleaner/Greener/Safer

- **DISC Crime app** Shopwatch now +200 users , Fraddon tbc covering scheme cost
- **Radio Loan scheme** Civil Enforcement and Retail shop to support NAC
- **Shopwatch** back to establishes monthly meet with good growth in numbers
- **Safe Space**, New BID led first Safe spaces town in the UK .Funding confirmed from Boardmasters of 3k and PCC Funding 1k currently rolling out training to launch April
- **Monthly CC environmental walk abouts** ,
- **Fraud Awareness Training**, working with Police and Trading standards to support fraud awareness across supporting customers and business Spring 24 pilot scheme
- **Experience Newquay**, **BID/** TT backed funding to support clean-up of vacant businesses premises and new street furniture to support place changing focus .
- **Hanging Baskets /Flower Beds**, continued funding support to NTC and Newquay in Bloom for 24
- **Blue Signage**

## Theme 4 Business Support and Representation

- **Love Newquay Social and Website support listings and events**
- **Destination Newquay**, working with EE 8 Press Trips with potential American mkt
- **Boardmasters** ,New APP business representation / Safe Spaces fund 3k
- **BID/JC recruitment events** planned March/May
- **Meet and greet**, daily town centre visibility signposting support across all issues.
- **Cliff Road parking** , supporting businesses to lobby CC on alternative parking and cycle lane location



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## COMMUNITY & TOURISM

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### Visit Newquay Information Centre

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**To:** Community & Tourism

**CC:**

**Date of Meeting:** 12<sup>th</sup> March 2024

**Time of Meeting:** 7pm

**Location:** Council Chambers

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1	<b>Any recommendations to committee to be agreed at the meeting</b>
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N/A

2	<b>General update on any activities since last meeting</b>
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Visit Newquay Tourist Information Centre (TIC ) Current opening times are Monday to Friday 9 am – 5 pm Saturday and Sunday 10 am – 3 pm.

TIC Office

Here is a summary of the key information about the Newquay Tourist Information Centre and St Pirans Day trail:

**St Pirans Day Trail:**

- Requested by Shirley Williams
- Organized jointly by TIC and events coordinator
- TIC provided trail maps
- The events coordinator provided the prizes

**Caravan and Camping Show** (Feb 12-16):

- TIC Manager attended alongside Visit Cornwall and Hendra Holiday Park
- Total attendance: 95,647 (slightly lower than last year)
- Busiest days: Friday (16,210) and Saturday (25,704)

- The TIC facilitates town trails for events like Christmas by handing out trails and prizes to the public.
- Prizes are normally supplied by the Newquay Business Improvement District (BID).
- The trails aim to drive foot traffic into the TIC from both visitors and residents.
- The TIC does not directly organize or run the trails but plays a supporting role.

Between 30 – 50 typical numbers from previous years, I cannot confidently estimate statistics. However, the trails do seem to be an important initiative that the TIC supports to boost engagement and visibility during major holidays and events.

### 3 **Specific update on any actions allocated in the previous meeting**

The estimated number of Christmas Lantern trail forms handed back to TIC was around 60.

Visit Newquay Membership Fees to increase by £10 on each membership package for 2024 as agreed by the committee.

### 4 **Any key issues the Manager/Working Party/Lead Member wishes to draw to the committee's attention**

N/A

### 5 **Any suggestions for improvements**

N/A

### 6 **A look forward to make committee aware of any up and coming issues to be planned for**

N/A

### 7 **Any decisions taken under delegated authority by Officers or WP**

N/A



8	Any new decisions requiring committee resolution including options and costs where possible
N/A	

Report Sign Off	Signature/Name	Date
Working Party (when required)		
Chair of Committee (when required)		
Deputy Chief Executive (always required)	J.Piwecki	04.03.2024
Finance & Procurement Manager (always required)		
Chief Executive & Tow Clerk (always required)		

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## COMMUNITY & TOURISM

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### EVENTS

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NewquayCouncil

**To:** Community & Tourism

**CC:**

**Date of Meeting:** 12<sup>th</sup> March 2024

**Time of Meeting:** 7:00pm

**Location:** Council Chambers

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#### 1 Any recommendations to committee to be agreed at the meeting

Points raised at previous meeting:

1. Stretch Tent Hire – The stretch tent could be hired however we would have to be responsible for putting the tent up and taking it down for insurance purposes. We would need to use an external company to do this. The cost to do this can be anywhere from £700 - £2000 depending on time of year and availability. This would then need to added to whatever the committee decides the cost of hiring the tent itself would be.
2. RNLI 200<sup>th</sup> Anniversary – We would like to give the Newquay RNLI the Freedom of the Town to mark the occasion. We would hold a small ceremony in the council chamber where the signing of the Covenant will take place with a reception of refreshments to follow.

#### 2 General update on any activities since last meeting

Upcoming NTC Events for March 2024:

- Annual Town Meeting and Community Awards – St Michael's Church – Tuesday 19<sup>th</sup> March – 6pm
- Easter Community Egg Hunt – Killacourt – Sunday 31<sup>st</sup> March – 11am-3pm. We have an Easter egg hunt, an Easter trail, a small petting farm with lambs and rabbits, a children's disco and garden games. Free egg for all children. We are purchasing 400 easter eggs and receiving a £20 donation plus 10% off all 400 eggs from Morrisons Newquay. We also have back up Cream eggs. Caramel eggs and Buttons. Any remaining eggs we can donate to food banks/charities.

External Events currently booked for 2024:

- BID/Shop Small Markets – Killacourt – First Saturday of every month - April 6<sup>th</sup> , May 4<sup>th</sup> , June 1<sup>st</sup> , July 6<sup>th</sup>, Aug 3<sup>rd</sup> , Sept 7<sup>th</sup> , Oct 5<sup>th</sup> , Nov 2<sup>nd</sup> & Dec 1<sup>st</sup> .
- Cornwall International Male Choral Festival – Killacourt – Sunday May 5<sup>th</sup> & Monday May 6<sup>th</sup> .
- Cornwall Pride – Killacourt - Saturday 20<sup>th</sup> July.

Cornwall Partnership NHS Foundation Trust and Newquay Farmers Market both now cancelled event due to commercial event charge. This decision was made by committee majority to charge at commercial rate.


3	<b>Specific update on any actions allocated in previous meeting</b>
None	

4	<b>Any key issues the Manager/Working Party/Lead Member wishes to draw to the committee’s attention</b>
None	

5	<b>Any suggestions for improvements</b>
None	

6	<b>A look forward to make committee aware of any up and coming issues to be planned for</b>
None	

7	<b>Any decisions taken under delegated authority by Officers or WP</b>
None	

8	<b>Any new decisions requiring committee resolution including options and costs where possible</b>
<p>D-Day 80 Flag of Peace – There are official D-Day 80 flags to purchase at a cost of £74.40 inc VAT and delivery.  The flag is to be raised worldwide at 9am on 6<sup>th</sup> June to start the day of commemorations of the 80<sup>th</sup> Anniversary. This would be in conjunction with our Beacon lighting event in the evening.</p> <div>   </div>	

Report Sign Off	Signature/Name	Date
Working Party (when required)		
Chair of Committee (when required)		
Deputy Chief Executive (always required)		
Finance & Procurement Manager (always required)		
Chief Executive & Tow Clerk (always required)		



**Newquay**Council

**Corporate**Service

<b>Name of Policy:</b>	<b>Draft Community Engagement and Communications Strategy 2021</b>
<b>Date of Inception:</b>	<b>20 May 2021</b>

This is a Policy or Procedure document of Newquay Town Council and as such must be fully adhered to by both councillors and employees.



**Policy/Procedure File Status**

<b>Version</b>	2.3	<b>Approving Body</b>	Full Council
<b>Date</b>	12/05/2021	<b>Date of Approval</b>	19/05/2021
<b>Responsible Officer</b>	Communications Officer	<b>Minute Reference</b>	
<b>Oversight Committee</b>	Community and Tourism	<b>Review Date</b>	Jan 2022

**Version History**

<b>Date</b>	<b>Version</b>	<b>Author/Editor</b>	<b>Comments</b>
25.11.2020	1.0 First Draft	Cllr Dixon	Amalgamation of community engagement and comms policy to best reflect new corporate plan
11.12.2020	2.0 Second Draft	Comms Officer	Second draft following initial Working Party review
06.01.2021	2.1 Amended Draft	Town Clerk	Format changes
03.02.2021	2.2	Town Clerk	Update of committee following adoption
12.05.2021	2.3	Town Clerk	Review of committee names
22/03/2023	2.4	Corporate Service Manager	Various Updates
<u>13/02/2024</u>	<u>2.5</u>	<u>Comms Officer</u>	<u>Various Updates, including additions of AI and Timely Response sections</u>

**Review Record**

<b>Date</b>	<b>Type of Review Conducted</b>	<b>Stage Completed</b>	<b>Summary of Actions Taken or Decisions Made</b>	<b>Completed By</b>
19.05.2021	Full	Yes	Adopted by Council	Town Clerk

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# 1.Strategy Background & Purpose

- 1.1 In November 2020 Newquay Town Council adopted a new Corporate Plan that set out its mission, aims and objectives. The mission of the Town Council identifies 3 key elements that the Town Council will focus on delivering - Good Governance, Effective Asset Management and Proactive Community Engagement.
- 1.2 This strategy has been developed to assist in achieving the third element of the Town Council's mission – Proactive Community Engagement.
- 1.3 One of the aims of the Council is: *"To encourage and promote economic, commercial, volunteer, resident, and tourist involvement in the town through proactive community engagement, event management and delivery of library and information services to meet the needs of a diverse community from the cradle to grave. In developing community engagement, the Council will improve two-way information, seek opinion, inform decision making and celebrate Newquay's efforts and successes."*
- 1.4 This strategy has been developed to assist in achieving that aim.
- 1.5 Furthermore, one of the objectives of the Community Engagement and Tourism Committee is: *"To manage and seek to continuously improve community information and engagement through a wide range of media (written, verbal and digital) and the implementation of an effective Communication Strategy."*
- 1.6 This strategy looks at how to improve the way in which the Council engages, consults and communicates with its residents and partners on important issues to ensure views are listened to and used to develop, enhance and improve services, the environment and the quality of life for residents.
- 1.7 Proactive, effective, and responsive community engagement and communications will ensure that all staff, residents, our partners local businesses and other stakeholders and everyone else who deals with the Council will have a clear understanding and a positive perception of our vision for the town, our mission aims & objectives, services and achievements, leading to higher levels of satisfaction and engagement.
- 1.8 By maintaining a strong and recognisable Council brand and identity, we will raise the profile of the Town Council and build trust between the Town Council and our residents.
- 1.9 This strategy will be a 'living' document and will be updated to reflect changing priorities or requirements.



## 2. Community Engagement

2.1 The Council will improve its community engagement in the following ways:

- 2.1.1 Encourage public participation at Town Council meetings and committees.
- 2.1.2 Set up focus groups, forums and working parties to deal with specific issues and include interested members of the public as well as Councillors within the membership of these groups.
- 2.1.3 Seek out opportunities to consult on a variety of relevant issues and consider the plethora of methods available including digital polls and surveys using social media, local press, parish wide notice boards etc.
- 2.1.4 Identify minority/hard to reach groups – and once identified establish the most effective methods of engaging with them.
- 2.1.5 Establish need, priorities and importance of consultation to ensure we consult over the right issues - too much consultation on minor issues can- lead to fatigue and overuse of surveys for matters that do not warrant it, where-as too little consultation on matters that impact people's lifestyle, finances can be seen -as undemocratic.
- 2.1.6 Liaise closely with external partners, local community groups, residents' associations to share ideas and work collaboratively to achieve common goals.
- 2.1.7 Publish positive results that have been achieved from working relationships between the Council and other groups to encourage new partnerships to be formed.
- 2.1.8 Ensure that appropriate evaluation of consultation is carried out to ensure lessons are learned and assessment of how effective and useful each consultation process is undertaken.

2.1.8–2.2 The Council aims to address inquiries from the public promptly through email, phone, or social media. It's important to acknowledge that several Officers operate on part-time or flexible schedules. Consequently, a timely response may extend to 14 working days or beyond, contingent on the intricacy of the subject matter.

## 3.Communication

The Town Council's reputation is based on perceptions – how people see us. Managing our reputation means first of all understanding what those perceptions are, deciding how we want to be seen, and planning how to get there. We will tackle this by focusing internal capacity on the Town Council's key messages and ensuring that the most appropriate level of resource is available for our key priorities and activities. Our communications platforms can be broken down into three:

- 3.1 Press Releases and Publications**
- 3.2 Digital Media**
- 3.3 Internal Communications**

### 3.1 Press Releases & Publications

We will seek to maintain and further improve positive media coverage and develop our media relations service to promote and defend the council, recognising the proven link between the public's sense of feeling informed and feeling satisfied.

#### 3.1.1 Press Releases

Whilst we have no set target in relation to the quantity of press releases sent out, we will issue press releases and social media posts about the work of the council, all key consultations we are carrying out and where needed, in response to a local important matter or emergency. Our target is to issue two positive press releases every week of the year, alongside engaging photography.

Press releases are always sent to the Newquay Voice and to Radio Newquay. These may go further afield to Cornwall Live, Pirate FM etc. where needed. Press releases should be presented in an official press release template, which can be found in the Communications folder.

Press releases will be written and sent out by Communications Officer when they are working, and by Deputy Town Clerk or Town Clerk when the Communications Officer is unavailable.

There will be a number of planned press releases available to send out throughout the year, these will include: Events (Newquay Sessions, Summer Finale,

Christmas, Fireworks), Mayor Making, the Annual Town Meeting. Please refer to Appendix 1 to view these planned press releases.

### 3.1.2 Publications

We will continue to edit, ~~design~~design, and organise publication of the Annual Report in March, comprising of key information about the Town Council and what it has been working on over the year. Similarly, we will edit, design and organise publication of other printed media such as:

- Events posters
- Banners
- Other leaflets ~~and fact~~

We will maintain and develop our programme of media and integrated campaigns that underpin the district council's values and priorities.

We will use the Newquay Town Council notice boards, the TIC and the Library to promote our services and events.

We will continue to evaluate and cost the potential of paid-for media (including local commercial radio stations and newspapers/magazines) to further promote our campaigns.

### 3.1.3 Emergency Responses

It will also be the responsibility of the Communications Officer, in consultation with the head of corporate services, to handle a communications problem or bundle of problems by identifying:

- the nature of the problem or challenge
- the key considerations in addressing it
- the key drivers of those decisions (crucially, insight into audiences)
- the resources required
- the stages to go through

We will issue reactive statements to the media and on social media (Facebook, Instagram and Twitter<sup>x</sup>) on request, after gaining advice and approval first from the head of service (corporate management team member) and/or council leaders. Please refer to Appendix 2 to view our emergency response template press releases and social media posts.

## 3.2 Digital Media

Traditional media can no longer reach people quite like digital media. The group of potential customers that are found online is a much larger group of people than you are likely to be able to attract locally. Using digital media, you can reach an enormous audience in a way that is both cost-effective and measurable.

### 3.2.1 Social media

Social media platforms have become an integral part of our communications strategy. We recognise the opportunities that social media can deliver in terms of reputation enhancement, engaging with the public using their medium of choice, greater two-way ~~dialogue~~dialogue, and the insights that social media can provide, and as an opportunity to reduce cost versus other communications channels.

We will exploit the penetration of social media in dealing with crisis communications, providing regular news updates on our digital channels to create a channel shift away from phone calls during busy periods. While operating and monitoring established Facebook, Twitter "x", and Instagram, we will examine the potential of other social media platforms.

Our social media targets for each of our pages are:

- ~~to post on Facebook 1-3 times per week~~
- ~~to post on 'X' as needed and Twitter "x" 5-71-3 times per week~~
- to post on Instagram 1-33 times per week
- to increase page likes and followers by posting regular and engaging content
- ~~to post watermarked events photos taken by the Communications Officer~~
- We are not a business so we do not need to increase sales, our social media will be used to increase our presence and engagement with the public
- We will continue to use social media management tools such as Meta Business Suite 'Hootsuite' and 'Creator Studio' to monitor our own social media activity.

### 3.2.2 ~~Newsletter~~

~~We will seek to build our e-newsletter (MailChimp) database, enabling us to target key messages on a regular basis to engaged people in our communities. We recognise the huge potential of e-newsletters as an effective communications channel.~~

~~We will design 4 newsletters per year: Newquay Town Council, Visit Newquay, Visit Newquay Members, Newquay Town Council Internal Staff & Councillors.~~

~~The Newquay Town Council, Visit Newquay, Newquay Town Council Staff and Councillor e-newsletters will be sent out 4 times per year. We aim to increase our public databases by posting regular social media updates on how to sign up. The Visit Newquay Members newsletter will be sent out twice a year.~~

~~Each newsletter will focus on:~~

- ~~• **Newquay Town Council** – Getting to know the Town Council and how it works, our services, the difference between Newquay and Cornwall Council, our news, how to contact us, promote our events~~
- ~~• **Newquay Town Council Staff and Councillors** – our news, workspace tips, HR advice/info, our events, any key info that all staff/members need to be made aware of~~
- ~~• **Visit Newquay** – events, things to do in Newquay, places to stay, places to eat, “top 5’s”, images of Newquay~~
- ~~• **Visit Newquay Members** – website and social media statistics, what the TIC have been working on over the past 6 months, any news or updates~~

### **3.2.33.2.2 Website**

We recognise the value of our website ~~www.newquaycouncil.uk~~ [www.newquay.gov.uk](http://www.newquay.gov.uk) as a source of information, as a point for customer transactions and as a low-cost alternative to face-to-face and telephone contact. We also have the Newquay Neighbourhood Plan website, which is frequently accessed by developers and the public [www.newquayplan.org](http://www.newquayplan.org).

Our communications going forward will focus on:

- Adding press releases to the website to keep the public up to date with Town Council news
- ~~• **An events page to showcase branded events photos taken by the Communications Officer**~~
- Further development of the website to make it even easier to find the information you need, to make it look more visually pleasing and to add any extra information required
- We will aim to further increase use of the website, which currently attracts more than 4000 visits every month (source: Google Analytics, October 2019)
- The NNP website is a lot quieter since the referendum has passed, however the website will be useful if and when the NNP is revised in the future.

### 3.3 Internal Communications

Internal communications play a key role in ensuring staff and Councillors keep in touch with the Town Council's plans and priorities, and the challenges ahead. Employees need to understand how their actions contribute to the overall achievement of priorities and how their behaviour affects the way the organisation is perceived internally and externally.

Our internal communications targets will include:

- Publication of the internal newsletter, published 24 times a year
- Weekly office meetings
- ~~Corporate Service Internal Memo – an update from the weekly meeting to understand what each member of staff is working on that week~~
- ~~Continued use of Facebook Workplace – an online forum where staff can advertise activities and events and suggest good ideas~~ We use Microsoft systems to engage with staff and will continue to build on this once we have a HR Officer in post.
- Regular all-staff/Councillor emails
- In-house posters of staff and members
- ~~Committee Clerks to share Committee meeting minutes To report the main themes that come out of each Committee meeting back to all staff and council members, and social media/to the press~~
- ~~Corporate Service Manager will attend manager meetings and report anything that needs to be publicised to t~~The Communications Officer ~~r will attend managers meetings to keep up to dates with anything that needs to be publicised, and so that the managers can give an update on any reactive works they have/will be completing~~
- Microsoft Teams – an online method of communication and forum for direct contact of Staff. As well as a platform to advertise events and suggest good ideas.

## 4 Events Support

- 4.1 The Communications Officer is to work in collaboration with the Events Coordinator to promote Town Council events. This will focus on:

- 4.1.1 Creating posters, leaflets and banners
- 4.1.2 Advertising on social media
- 4.1.3 Issuing press releases before and after
- 4.1.4 ~~Being available to take~~Taking photos and regularly updateing social media during the event if possible
- 4.1.5 Uploading events photos to social media and the website



## 5 Who Communicates?

- 5.1 Effective communication is the responsibility of every officer and member of the Council.
- 5.2 Formal media responses must come from the Communications Officer. However, the message must be signed off by those responsible for the news/project/service. This could be a delegated member, Committee Chair, Town clerk or Manager. In the Communications Officer's absence, a formal response should come from the Corporate Service Office Manager.
- 5.3 For press release comments, this would normally be commented on by members and not officers. However, statements of fact or during extraordinary circumstances it may be appropriate for the Town Clerk, a Manager or the Communications Officer to put forward the Council or Committee's position.

**5.4** Members may issue their own statements about issues arising in the Council and Committee meetings, however there must be a clear distinction between when they comment for themselves and when they represent the Council. For example, when a press release goes out via the Communications Officer and includes an authorised Councillor quote, that member is representing the Council. However, when issuing their own statements, they are representing themselves.

**5.4.5** Before sharing exclusive information with the public, including but not limited to news about awarding community grants, launching public consultations, announcing events, and other significant announcements, members must consult with the Communications Officer to check there isn't already a planned press release. Members should refrain from prematurely disclosing exclusive information through personal channels, including social media, press interviews, or any other public forum, without prior approval from the Communications Officer. In urgent or emergency situations, where immediate communication is necessary, members may take necessary action to address the situation. However, they must promptly inform the Communications Officer about the communication made and the circumstances surrounding it. The reason for this is to avoid wasting officer resources and planning for Council promotion/press releases, especially as the official press releases should only be coming from the Communications Officer/Town Clerk's office.

**5.5.6** The Communications Officer is responsible for developing and delivering the associated plans that underpin this strategy. They manage the Town Council's communications function and provide procedures, guidance, and advice, to ensure that information is exchanged in an accurate, effective, and consistent way. This includes for ongoing and daily activities, longer-term projects of all sizes, marketing, promotion and emergency crisis communications.



**5.65.7** As well as proactive communication and managing media relations, the Communications Officer also advises on and deals with reactive enquiries from journalists on behalf of the Council.

**5.75.8** Journalists can expect us to:

- foster a cooperative, courteous and mutually beneficial relationship
- regard them as partners in providing people with timely, accurate information
- make every effort to assist them with their requests and enquiries
- Councillor's or staff leading on a project may engage with the press directly

**5.85.9** The Council expects to be reported fairly and accurately and given a reasonable opportunity to reply to media enquiries.

## 6 Language Styles

6.1 In the event that the Communications Officer is unable to communicate vital information, the following language styles should be applied to keep page styles and information consistent:

### 6.1.1 Newquay Town Council

- Usually informs people what the Town Council have been working on
- Committee Meeting dates
- Can be used to provide updates on all Town Council services
- End posts with relevant hashtags (on Instagram only): #NTC #Newquay #Cornwall newquaycouncil.uk newquay.gov.uk

### 6.1.2 Environment Service

- Usually informs people what the Environment Team have been working on
- Can also share environmental topics/tips
- End posts with: #GOTEAM #NTC #Newquay #Cornwall newquaycouncil.uk/corporate-services/report-it/

### 6.1.36.1.2 Visit Newquay

- Posts can be informal, friendly, fun
- Share photos and videos
- Blogs
- Promote members
- Any relevant tourist information
- End posts with #visitnqy #Newquay #Cornwall visitnewquay.orgrelevant hashtags (on Instagram only)

### 6.1.46.1.3 Newquay Town Council Events

- Posts can be informal, friendly, fun
- Share photos and videos from our events
- Lead up to events – post our watermarked photos with captions to promote the event
- Updates from entertainers/bands
- Any relevant info regarding events
- ~~End posts with #NTCEvents #NTC #Newquay #Cornwall~~

#### ~~6.1.5~~6.1.4 Newquay Library and Information Service

- Posts should be light-hearted, positive and fun
- Share services, events, displays
- End posts with ~~#NqyLibrary #Newquay #Cornwall~~ relevant hashtags (on Instagram only)

#### ~~6.1.6~~6.1.5 Concrete Waves (Instagram only)

- Try and use 'skater' language to appeal to that audience
- Share photos and videos of people skating at the park
- Share any relevant info regarding the park
- Tag Mavericks Skatepark when posting about the park build and other relevant pages i.e. TR7 Skate
- End post with ~~#ConcreteWaves #Newquay #Cornwall~~ relevant hashtags

#### ~~6.1.7~~6.1.6 Newquay Neighbourhood Plan (NNP)

- This is managed by the Town Clerk and Cllr Kenny as chair of the NNP Working Party and Steering Group.
- A quieter account since the referendum has passed, however this page could be useful if and when the NNP is revised in the future.

6.2 The use of emojis and informal language is appropriate for all of the accounts to make the Town Council appear approachable, open, easy to talk to and relatable. Keeping a similar style to each of the pages helps to maintain a strong and recognisable brand and identity for each individual page.

6.3 Other than authorised quotes for press releases, all Town Council posts should represent the Council and not be used by individual Councillors or members of staff.

## **7. The Use of Artificial Intelligence**

7.1 This section outlines the guidelines for the appropriate and responsible use of AI tools in town council communications, with an explicit endorsement of the use of AI by Newquay Town Council.

7.2 Approval for AI Integration: The integration of AI tools for communication purposes, including but not limited to chatbots, automated responses, and data analytics, is welcomed and encouraged by the Newquay Town Council. Prior approval for AI integration should be obtained from the Town Clerk.

7.3 Transparency in AI Communication: When AI tools are employed in communication channels, Newquay Town Council supports efforts to ensure transparency. Residents and stakeholders will be informed when they are interacting with AI, and the AI's limitations will be clearly communicated.

7.4 Accuracy and Reliability: AI tools used in communications will be regularly monitored to ensure accuracy and reliability. Any potential biases or inaccuracies identified will be promptly addressed, and adjustments made as necessary.

7.5 Data Privacy Compliance: The use of AI tools in communication must adhere to relevant data protection and privacy laws. Personal information collected or processed by AI will be handled in accordance with established privacy policies.

7.6 Human Oversight: While AI can enhance efficiency, it will not replace human judgment in critical communication matters. There will always be human oversight to ensure that AI-generated content aligns with the Newquay Town Council's communication objectives and values.

7.7 Training and Familiarisation: Members and staff responsible for utilising AI tools will undergo training to understand the capabilities, limitations, and ethical considerations associated with AI. Regular updates and training sessions will be conducted as technology evolves.

7.8 Ethical Considerations: Newquay Town Council commits to utilising AI tools in communication ethically, respecting the rights and interests of residents and stakeholders. Any concerns related to the ethical use of AI will be promptly addressed.

7.9 Review and Assessment: The integration and performance of AI tools in communication channels will be regularly assessed to ensure alignment with communication goals and ethical standards.

## 7

## **78 Passwords and Security**

7.18.1 All social media passwords are stored in BitWarden. The Communications Officer, IT Manager and anyone with access to the Social Media folder on BitWarden can access these. written in a word document and stored safely and securely in a password protected folder. This is accessible by the Town Clerk and Chief Executive, Deputy Town Clerk, PA to the Town Clerk, IT Services Manager and the Communications Officer. Anyone who wishes to have access to the passwords or accounts must seek permission from the above persons.

## **89 Dealing with Trolling, Swearing and Abusive Behaviour on Social Media**

~~8.19.1~~ The stereotype of a troll is a person taking pleasure in sending malicious abuse online from their computer/laptop/device.

~~8.29.2~~ Trolls know that when public figures engage with abusive trolls to defend their reputation or their values, this inadvertently spreads and legitimates the trolls' message and tricks social media algorithms into pushing it into a broader array of users' timelines. This helps trolls to spread their message to far more people than they could alone.

~~8.39.3~~ Trolls want you to engage with their content to raise visibility of their propaganda. To reduce this, our strategy for members, staff, and those dealing with trolls on behalf of the Council is:

1. Do not respond to any negative comments/messages. The Council may respond as long as it is factual. Otherwise refer the person to contact the Council via telephone/email to raise an issue.
- 1.2. If the comment/message is offensive but not abusive, you can hide it.
- 2.3. When a troll targets members/staff/a Council page for abuse, block them immediately.
- 3.4. Do not post saying that you are being targeted; this will simply invite further abuse and sympathy, all of which raises troll content up in prominence.
- 4.5. Get space from social media if the trolling has affected you.
- 5.6. If you feel a message you have received is defamatory or might contain criminal content, e.g. incitement of violence or harassment, then

record it. The best way to do this is to take a screenshot. Make sure to capture the time, date, and sender.

~~6.7.~~ Report the person - posts can be reported to the social media company directly.

~~7.8.~~ If the content is potentially criminal, then keep a record and seek advice on whether and how to report it to the police or to discuss it with a defamation lawyer.

~~8.9.~~ Finally, you are not on your own. There are organisations with experience and expertise in online hate, social media tactics and trolling who are there to help. This is a useful contact to use: [info@counterhate.co.uk](mailto:info@counterhate.co.uk).

~~9.10.~~ The Council welcomes feedback from residents on our digital sites, however our Social Media rules state: "Trolling, Swearing & inappropriate posts (including false news/info on polls to generate votes) will be removed & users banned from the page." If individual Councillors/member of staff are mentioned by name in a negative light on Town Council social media posts, these comments will further be removed, and users banned.

## **910 Resources & Equipment**

~~9.110.1~~ A number of different equipment and resources will be needed for communication, for day-to-day use but especially if we are to communicate live at events. These might include:

- Internet connection – Wi-Fi/4G
- Computer/laptop/~~tablet~~
- Mobile Phone suitable for social media
- DSLR Camera
- Tripod
- Passwords and Log Ins
- Graphics Designer
- ~~Photoshop~~
- ~~Mailchimp~~
- ~~Hootsuite~~
- Radios
- Canva Pro

## **1011 Working with Partners**

~~10.111.1~~ Our partners may include event organisers, charities, groups, organisations, contractors or other Councils.

**10.211.2** As resources reduce, the most cost effective and best way to reach audiences is by partners working together consistently around key goals to convey public messages.

**10.311.3** Partners have 'a foot in both camps' so to speak – they can be seen as 'internal' as they share our objectives to a certain degree and work to deliver them with us; however they also have strong, separate identities, goals and allegiances as part of their own organisations that may not align directly with our own. They therefore require very careful and specific relationship management.

**10.411.4** Newquay Town Council will never discuss any commercially sensitive or protected data with partners unless they are entitled to it. For example, staff details or pay should never be shared. However, tender information could be shared if the partner is also paying/contracting.

**10.511.5** Sharing sensitive information with partners would always need clarification from a Manager, Town Clerk or Committee Chair.

## **1112 Summary**

**11.112.1** This strategy provides an overview of how we as an organisation communicate and engage with our community. It recognises that in a fast-changing world these activities will continue to evolve and sets out the steps we will take to adapt and improve – in ways which benefit Newquay Town Council and those we communicate, consult and engage with.

## Appendix 1 –Press Release Layout



**OFFICIAL PRESS RELEASE**

**For immediate release**

This appendix includes planned press releases available to send out throughout the year, these include: Newquay Sessions, Summer Finale, Christmas, Fireworks, Mayor Making, the Annual Town Meeting, and the Community Awards.

--- Start ---

### **Newquay Town Council presents opening weekend of Newquay Sessions**

The opening weekend of Newquay Town Council's Newquay Sessions is due to take place on \*insert date\*.

Newquay Town Council are proud to host a weekend jam packed with live music in the bandstand. The Newquay Sessions Launch is the first of many musical weekends at the Killacourt this summer, with musicians from across Cornwall and beyond coming to entertain the people of Newquay. Best of all, all of this is completely FREE!

The fantastic line-up for the opening weekend includes \*insert acts\*. A bar will also be available to purchase refreshments.

\*Insert comment from T&L Chair/Vice/Mayor/Deputy Mayor\*

In the coming weeks, Newquay Town Council will be announcing more exciting acts due to perform at the Newquay Sessions music events this summer. Keep an eye on their Facebook page to find out the amazing line ups every weekend at the Killacourt bandstand: [www.facebook.com/NQYEvents](http://www.facebook.com/NQYEvents)

Newquay Town Council are committed to providing incredible events that will bring a buzz and sense of atmosphere to Newquay's Town Centre. Its aim is to increase footfall to the town and its local businesses, whilst also providing entertainment for residents and visitors.

--- Ends ---



**Notes to Editors:****Newquay Town Council**

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**Communications & Marketing Officer**

Sally Lowes

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(Available 8.30am - 5pm Monday and Tuesday)

**To contact the Newquay Town Council:**

**Communications Officer**

Stef Slack

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--- Start ---

## **Newquay Town Council presents its Summer Finale event**

Newquay Town Council will hold its Summer Finale event on \*insert date\* to see out the summer of \*insert year\*. It will take place at the Killacourt from 10am – 4pm and is set to be bigger and better than ever before.

The Summer Finale is an annual 'family fun day' that takes place at the Killacourt in Newquay. It is Newquay Town Council's biggest event of the summer, and it is completely free – full of fun activities and entertainment for all the family to enjoy. Activities will include live music, face painting, children's rides, circus skills workshops, a silent disco, ventriloquist, magic show and displays from Screech Owl Sanctuary and Blue Reef Aquarium (edit as see fit).

\*Insert comment from T&L Chair/Vice/Mayor/Deputy Mayor\*

Newquay Town Council are committed to providing incredible events that will bring a buzz and sense of atmosphere to Newquay's Town Centre. It hopes there will be something for everyone, from the young to the young at heart. So, come down to the Killacourt on \*insert date\* to help celebrate the end of the season.

For more information on the Summer Finale and future Town Council events, please follow the Newquay Town Council Events page on Facebook: [www.facebook.com/NQYEvents](http://www.facebook.com/NQYEvents)

--- Ends ---

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--- Start ---

## **Newquay Town Council's Community Awards**

The Newquay Town Council Community Awards Scheme will be open to individuals or community groups and its purpose is to recognise those unsung heroes living, working or studying in Newquay, who have made an exceptional difference by helping to put the spirit into the community and improving the quality of life for others. The Mayor will present the award(s), if any, on the occasion of the Annual Town Meeting which is held on **\*insert date and time\***.

### **List of Awards**

- **Outstanding Individual Citizen Award**
- **Outstanding Group Award**
- **Outstanding Young Person Award**
- **Mayor's Award**

### **Criteria for Awards**

The awards are for those who make an outstanding contribution to the community. They recognise an individual or community and voluntary groups who have made a positive difference to the local community; or to people who make an extra effort to bring the community together; or those who go out of their way to help others or a charity in their own time. In the case of the Young Person Award the upper age limit is 18 years of age.

Nominations can be submitted for a wide range of endeavours including:

- Community Involvement - such as delivering an innovation or idea that makes a profound impact in aid of the community.
- Providing extraordinary service to the Community - Going the extra mile.
- Selfless actions that affect/involve others to improve the quality of life.
- An outstanding achievement – for example, an act of bravery.
- Gained exceptional recognition for Newquay at Regional/National level.
- Outstanding achievement in their field - such as sports or culture.
- Significantly improving the environment of the town.

### **Who Can Nominate?**

With the exception of the Mayor's Award, which will be nominated by the Mayor, anyone can nominate an individual or group.

### **Who Can Be Nominated?**

Nominations can be made by downloading the online form which can be available at the bottom of this page or by completing a hard copy which will be available from the Visit Newquay Tourist Information Centre or Library/Information Service. Only fully completed forms will be accepted.

### **Nomination Process**

Nominations can be made between **insert dates**. Once the closing date has passed, entries will be checked by the Town Clerk to ensure criteria are met.

### **Voting**

The public will then have the opportunity to vote on the nominated candidates. Voting can be done through this page on the Town Council website or by completing a hard copy form available from the Visit Newquay Tourist Information Centre and Library/Information Service. Voting will be open **\*insert dates\***.

All nominees will be invited to the Award Ceremony which will take place on **\*insert date\***. Should no nominations be received for a category then no award will be made. In this instance the Council reserves the right not to make an award.

--- Ends ---

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[\(Available 8.30am - 5pm Monday and Tuesday\)](#)

**~~To contact the Newquay Town Council:~~**

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--- Start ---

### **Invite to Newquay Town Council's Annual Parish Meeting**

Residents of Newquay are invited to Newquay Town Council's Annual Parish Meeting, which will take place \*insert date and time\* at St Michael's Church.

Every year between the 1<sup>st</sup> March and the 1<sup>st</sup> June Newquay Town Council is required by law to hold an Annual Parish Meeting.

This is a fantastic opportunity for Newquay Town Council to explain to the public what it has been working on over the past year and allows Newquay residents to ask questions and express their views on matters they consider of importance.

Please note that the Annual Parish Meeting is not an ordinary meeting of Newquay Town Council. Anyone can attend and questions put forward can be about anything in the Parish. They do not have to relate to Newquay Town Council and its services.

The Mayor and Councillors will be present but not in their official capacity. The Mayor will chair the meeting (or Deputy-Major in his absence). Answers are voted upon; however, they are not legally binding to the council. The Council can consider the matter at its next ordinary meeting.

Newquay Town Council looks forward to seeing members of the public at the Annual Parish Meeting and working together towards a better Newquay.

--- Ends ---

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--- Start ---

**Invite to Newquay Town Council's Mayor Making Ceremony**

Newquay Town Council will be hosting its annual Mayor Making Ceremony at the Atlantic Hotel on \*insert date and time\*.

The ceremony will see the inauguration of Councillor \*insert name\* as our Town Mayor and Councillor \*insert name\* as our Deputy Mayor.

\*insert comment from the Mayor\*

The Mayor Making Ceremony is completely open to the public and Newquay Town Council would like to invite you to join them in witnessing this special event of the year.

--- Ends ---

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--- Start ---

## **Newquay Town Council presents Newquay at Christmas**

The dates have officially been set by Newquay Town Council for the Christmas weekend in Newquay.

It has been confirmed that the Christmas market will be a 3-day event, taking place on Friday 29<sup>th</sup> November, Saturday 30<sup>th</sup> November and Sunday 1<sup>st</sup> December.

This year it is going to be bigger and better than ever before, with the market taking place over 3 days rather than just 1 day in previous years. Alongside the market there will also be the Christmas Lights Switch On, Lantern Parade, Fireworks, and Live Music evening to look forward to. The big man himself will also be making an appearance in his grotto with his elves! It's going to be a full weekend of Christmas festivities in Newquay, so make sure you don't miss these dates from your diary.

In addition, there will also be Late Night Shopping in selected shops Friday and Saturday night, and free parking from 4pm Friday - 9am Sunday in Cornwall Council Car Parks.

\*Insert comment from T&L Committee Chair/Other relevant Cllr\*

Make sure to follow the Newquay Christmas Market page on Facebook and the Newquay Town Council Facebook pages to keep up to date with all the latest news and information on the event.

--- Ends ---

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--- Start ---

## **Newquay Town Council Presents Fireworks Over Newquay Bay**

Newquay Town Council is delighted to announce that there will be a free firework display on Tuesday 5th November at 7pm \*change if applicable\*, as part of our enduring commitment to the residents and visitors of Newquay.

Spectators are advised to make their way to their favourite vantage point in Newquay with a view of the Harbour, to see the sky light up over the bay.

--- Ends ---

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## Appendix 2 – Example Reactive Press Releases/Emergencies



### OFFICIAL PRESS RELEASE

**For immediate release**

We will issue reactive statements to the media and on social media on request, after gaining advice and approval first from the head of service (corporate management team member) and/or council leaders. Please see below our emergency response template press releases and social media posts.

--- Start ---

### **Boardmasters Festival Cancelled**

Please be aware that due to severe weather warnings (delete where applicable) Boardmasters Festival has been cancelled.

Newquay Town Council advises those who do not have accommodation booked, not to travel down to Newquay as there is no further accommodation available. Those who were due to camp in the Boardmasters fields will no longer be able to do so due to severe weather.

Boardmasters will be in contact re. refunds in due course, so please keep an eye on your emails or keep in contact with 3<sup>rd</sup> party sellers.

For those who have booked accommodation, Newquay is still very much open for business. Just because Boardmasters is cancelled, it doesn't mean Newquay is cancelled! There is still lots to see and do, please see the [visitnewquay.org](http://visitnewquay.org) website for some ideas and inspiration.

--- Ends ---



--- Start ---

## **Flooding, Fires and/or other Emergencies**

Newquay Town Council have been informed that there are \*insert emergency\* in \*insert area\*. Emergency services (fire brigade, police, south west water etc.) are attending to the scene.

The Town Council advises people to be cautious and to stay away from this area until advised otherwise.

We will keep you updated once we receive more information.

--- Ends ---

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**Sent:** Mon, 19 Feb 2024 09:36:36 +0000  
**To:** Corporate Service  
**Subject:** RE: Request for flying of flags

Good Morning,

Would it be possible to request the flying of, ideally, the 'progress' flag, across the Town Council poles for the month of June (Pride month) - although the Gilbert Baker (Rainbow) flag would also be fine, coinciding issues around planning etc.

Could we also request the flags on the weekend of Newquay Pride, which this year falls on the 20th of July 2024.

I look forward to hearing from you.

With Pride



**Aaron Monk** BSc (Hons) PGCE | He/Him | Cornwall Pride  
CIO

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*Cornwall Pride is a Charitable Incorporated Organisation (CIO) registered in England & Wales under Charity number: 1191003. This message is private and confidential. If you have received this message in error, please notify the sender and remove it from your system thereafter.*

Newquay Town Council's Disclaimer: This e-mail and any attachments was sent by or on behalf of the specified sender from Newquay Town Council and are intended for above named only and may be confidential. If they have come to you in error you must take no action based on them, nor must you copy or show them to anyone; please e-mail us immediately at [dpo@newquay.gov.uk](mailto:dpo@newquay.gov.uk). Please note that this e-mail may be subject to recording and/or monitoring in accordance with the relevant legislation and may need to be disclosed under the Freedom of Information Act 2000 or the Environmental Information Regulations 2004. Any statements or opinions are personal and may not reflect those of Newquay Town Council unless explicitly outlined to the contrary. If in doubt, please email [dpo@newquay.gov.uk](mailto:dpo@newquay.gov.uk). Security Warning: It is the responsibility of the recipient to ensure that this e-mail and any attachments are virus free. The Authority will not accept liability for any damage caused by a virus. No contracts or binding agreements can be entered into via email, unless a formal agreement/contract/license is attached and has been signed in accordance with the Council's Standing Orders and Financial Regulations. The Council will not be duty bound to comply or honour any personal or private agreements made verbally or in writing with unauthorised persons. If in any doubt over whether the representative of the Council is authorised to enter into a contract/agreement or commission works, please contact the Chief Executive via email: [ceo@newquay.gov.uk](mailto:ceo@newquay.gov.uk). Please note the Town Council operates a zero tolerance to abuse, harassment or bullying. Should your email



or contact with the Council be deemed to be inappropriate, bullying, abusive or threatening in nature, tone or content (including inferences made) then the Council reserves the right not to respond and may take such further action or steps as deemed appropriate. This may include legal action, sanctions or reports to other authorities to protect the Council, its reputation or its representative(s).