**ABERGAVENNY TOWN COUNCIL**

**MINUTES OF PEOPLE AND COMMUNITIES COMMITTEE MEETING HELD 19TH JULY 2023 AT 7PM ON MS TEAMS &**

**IN THE COMMUNITY ROOM, TOWN HALL, ABERGAVENNY**

**Present:** Cllr G Jones (Chair)

Cllr M Barnes

Cllr J George

Cllr B Nicholson

Cllr M Powell

Cllr D Simcock

Cllr A Wilde

Cllr G Wilde

**Absent without apologies**

None

**In attendance**:

S Rosser (Town Clerk)

J Cole – Cycling without age project

J Logan – Greener Abergavenny

Z Morris and P Hovland – the Media Agency

No public session

No public in attendance

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| PC37/23 | **Receive and approve apologies for absence.**  Apologies were received from Cllrs Burch and Eldridge and it was resolved to accept their reasons for absence. |
| PC38/23 | **Receive Declarations of Interest**    Declaration for PC41/23 from Cllr Barnes who is involved with Greener Abergavenny. |
| PC39/23 | **To receive and approve the minutes from the last meeting on 3rd May 2023.**  Minutes from the meeting held on 3rd May 2023 were proposed as a true and accurate record by Cllr A Wilde, and seconded by Cllr George. Resolution by al Councillors to accept this proposal. |
| PC40/23 | **To receive a presentation from Jill Cole, Volunteer Engagement Co-ordinator, on the Cycling without Age project**  Cllr Jones welcomed Jill Cole to the meeting. Jill said the project had originated in Denmark in 2012, and now operates worldwide. We are first county in Wales with the project. Jill went through a power point presentation detailing the project within Monmouthshire. They are operated by volunteer ‘pilots’ who work in teams of two and take the trishaws out. It is currently kept at Llanfoist primary school so can only be accessed with arrangement with the caretaker. (Usually 8.30am – 2pm Mon- Sat). they take out residents from Foxhunters nursing home every week. Businesses can display stickers which show they provide free refreshments to riders of the trishaw. All pilots are DBS checked. All trips are free. Jill shared a film prepared for promoting the scheme. Showed users in Monmouth who access the scheme there. Jill is hoping the Town Council can help to promote this scheme in Abergavenny, to assist with recruitment of volunteers and contributions. 8 volunteers currently, go out in teams of two. Happy to enable trials for people to have a go and gain confidence in going out on the trishaw. Jill and Charmaine are the coordinators and their details are on the PowerPoint and leaflet circulated. Happy to allow video to be shared on website to gain more coverage and promotion. |
| PC41/23 | **To receive a presentation and grant funding request from Greener Abergavenny.**  Cllr Jones welcomed Joe Logan to the meeting. Joe explained there are lots terrified by the ecological and climate crisis and that not enough is being done, so trying to flip negatives into positive action. Objectives on the grant application show that Greener Abergavenny now meet 3 if not all 4 of the criteria. Budget is now set at around £6200 but is variable. Monies from the town council are earmarked to assist with marketing the event. A further £1000 is sought form Monmouthshire County Council, and £2000 has been acquired so far from other funding sources. This is the first year for the event, it is hoped that it will be annual, and be as much a part of Abergavenny as the Food Festival is. Looking to change behaviours. Confirmed constitution is in place and account now opened, which will make further funds easier to apply for.  Discussions around actions locally and he difference that can make. Talking to local suppliers, like garden centres to stop using peat, using citizenship to put pressure on larger groups. Talking to Welsh Government about retrofitting housing stock to make them carbon neutral.  Cllr G Wilde was at the inaugural AGM and it was exciting to see the energy in the room for this, concerned that it might dilute the effect of the organisations that are coming together under this umbrella? Joe said he has found that it doesn’t affect his input to Extinction Rebellion which he is part of. It’s a new strand. Looking to branch out and have coalitions with groups such as Greenpeace, Friends of the Earth etc. Need to change legislation as UK needs to be more responsible and this can start locally. Cllr Barnes said Friends of the Earth has found it has done more as a result of being in this collaboration under Greener Abergavenny. Looking for ways to engage Youth. |
| PC42/23 | **To consider a proposal on Social Media and Website Content Management trial to improve community engagement from The Media Agency.**  Cllr Jones welcomed Zoe and Pete to the meeting and for their proposal circulated to Councillors. Zoe and Pete ran through this onscreen to explain about post website development and increasing the digital appearance. Looked at tone and messaging. Want to inform, engage and educate the community. Topic ideas – bring council and Councillors to life. Lok at what’s on, events, community posts, volunteering, school engagement. Active Abergavenny – help tell the story, support and listen. Environmental – Greener Abergavenny, Abergavenny in Bloom, etc. Community Support. Reposition council so people know exactly what you are doing. Tell stories and link into hashtags to increase following and awareness. Create content and increase reach.  Option one covers graphical posts, videography, social media, scripts, briefs, all managed across 7 people. Follows through to the website. News stories and features. Option 2 – cannot do videography work, scripting and editing as too costly. This covers stills to go with content. Still have digital synergy with branding.  Engage youth by going into schools, capturing content and what matters to them then sharing this to engage other schools. Scripted video produced with Our Lady and St Michaels School inspiring next generation. As a new business they are also looking at how to engage the next generation. Utilizing work experience students and getting them to champion their peers and carry out this work and filming. Understand long-term goal of bringing the work inhouse so this may inspire the future generation that can do this work. Discussed platforms like TikTok and how to use these, Pete explained its down to how the content is filmed for these platforms. Zoe said they did the Abergavenny Pride filming as it is good for the whole community – engaging and all about positioning and how it is filmed. Query on scheduling and working ahead. How reactive the options are. Planned work can be flexible around reactive content. Facebook comments are manged and monitored, with all queries of specific nature going to Town Clerk for clarification before responding. Used to dealing with negative comments and have linked alerts for key words so posts are immediately hidden. Build in safeguarding. Fortnightly catch ups with quarterly reviews will be part of the contract. Show growth an engagement. If second option is agreed then there is nothing to stop sharing own videos on platforms or short non-scripted pieces which take minimal time to produce. Encouraged Councillors to create their own content. Allows you to look at the audience and optimise the times to post in order to engage fully. Built in AI to write posts and plug in tone of Council, for instance the demographic you want to hit. Advises if we have optimal messaging. Nothing goes live without sign-off – Client has to sign off on everything. Can be any nominated person from the Council. Cllr Jones thanked them or their presentation and proposals and they left the meeting.  A trial of three months has been agreed to be offered on both options. Cllr Nicholson said video is difficult to come away from if we go for the first option straight away. Propose option 2 for three months then review. Seconded by Cllr Powell. Cllrs Barnes, G Wilde, Simcock & George support this proposal.  Cllr A Wilde proposed option one with the video content and seconded by Cllr G Jones.  Resolved to accept Proposal one to go with option two for a three month period. Review progress in November 2023. |
| PC43/23 | **To receive a report on the Events planned for Abergavenny in 2023/24.**   1. (a) Cllr Simcock has offered to walk ahead on the route to make sure it is clear. Cllr Nicholson can do a litter check at 8am. Cllr A Wilde can assist with set up of refreshments in the town hall. Cllr Barnes is available for the morning where needed.   1 (b) Cllrs Jones, A Wilde, G Wilde, Powell and Eldridge have volunteered to assist on 20th August.  2 (b) Cllr Barnes will coordinate volunteers from the town council to assist at Greener Abergavenny.  2 ( C) Cllr Nicholson will lead on coordinating volunteers for the remembrance parade. Subgroup (Cllrs A Wilde, George ad Powell along with Nicholson) meeting needed in September. Possible date 18th September.  2 (d) Cllrs Barnes and G Wilde are offering to volunteer – Cllr Jones asked for this to be added to the agenda for September’s meeting. |
| PC44/23 | **To receive and note the Town Clerk’s update.**  Report received and noted.   1. Cllr Jones will set up online Zoom meeting for all involved with event son Thursday 21st September at 5:30pm as the Clerk is not available – volunteer to take notes will be required. 2. Respond that survey has been shared. |
| PC45/23 | **Finance:**   1. **to receive and approve the budget report for specific budgets allocated to this committee.**   Proposed by Cllr George, seconded by Cllr Simcock. Resolved to accept the finance report. Signed by Cllr Jones.   1. **To consider the grant funding request from Greener Abergavenny.** Proposed to agree to grant funding request from Cllr G Wilde, seconded by Cllr Nicholson.Resolution by all councillors to Award Grant Aid to a Climate Change initiative/organisation which is a non-political body - (Climate Change and Sustainable Energy Act 2006, s.20). |
| PC46/23 | **To receive any updates from Councillors for the Strategy and Action Plan (priorities 2, 11,12, 13, 16, 18, 19, 20, 22, 24, 25, 27, 28, 29, 30, 32, 33, 34, 35, 37, 38, 39, 41, 42).**  None received. Cllr Jones asked all Councillors to take time to read through these and report back at next meeting. |
| PC47/23 | **Report from Councillors attendance at external bodies relevant to this Committee:**  **• Abergavenny Community Trust – Cllrs Barnes and G Wilde:** Written report from Cllr Barnes circulated.  **• Abergavenny Eisteddfod – Cllrs Simcock and Jones**  **• Abergavenny Relief In Need Charity – Cllrs Simcock and A Wilde**  **• Abergavenny Community Enterprise (ACE) – Cllrs Jones and Eldridge:** Cllr Jones to set up meeting with Norma Watkins once she is well enough.  **• Mind Monmouthshire – Cllrs G Wilde and A Wilde** |
| PC48/23 | **Report from County Councillors on matters affecting Abergavenny relevant to this Committee.**  Cllr Powell reported that the Scrutiny Committee had heard from representatives form My Day My Life about Tudor Street. All given opportunity to speak. No decision at this meeting as only Scrutiny so recommendations made for Council to consider. People spoke about it providing somewhere to meet and socialise, for vulnerable and disabled people. Not always about getting around town.  Cllr Powell also said the gypsy traveller site proposals were looked at as they have to provide them by law. |
| PC49/23 | **Items for consideration at the next meeting 6th September 2023.**   * 18th November – Christmas Light Switch On Event planning |

**Meeting ended at 8:56pm**

**APPROVED AS A TRUE RECORD**

**CHAIR…………………………………… DATE ……………………………**