

To: Councillors Ian Blair, John Davis, Tony Davis (ex officio) Mike Drew, John Ford, Martin Monk, Wully Perks, Mike Robbins, and Sue Walker.  
Phil Jones – Parks Supervisor  
Friends of Kingsgate Park  
Friends of Brinsham Park and Fields  
Robert Goodwin (Re-energize)  
Rev Ian Wallace

From: Office apprentice.

**MEETING OF THE EVENTS AND MARKETING SUB-COMMITTEE TO BE HELD  
ON TUESDAY 19<sup>th</sup> NOVEMBER 2013 6.00PM -7.00PM AT POOLE COURT, YATE.**

**AGENDA**

*In the exercise of Council functions, Members are reminded that the Council has a general duty to consider Crime & Disorder, Health & Safety, Human Rights and the need to conserve biodiversity. The Council also has a duty to tackle discrimination, provide equality of opportunity for all and foster good relations in the course of developing policies and delivering services under the public sector Equality Duty and Equality Act 2010.*

*In the event of a fire alarm or other emergency (signalled by a continuously ringing bell), please leave the building through the nearest fire exit or safest evacuation route. Please meet by the flag pole in the car park.*

**1. Apologies for absence**

**2. Declarations of Interest under the Localism Act 2011:**

*Members who consider that they have an interest are asked to: (a) State the item number in which they have an interest, (b) The nature of the interest, (c) Whether the interest is a disclosable pecuniary interest, non-disclosable pecuniary interest or non-pecuniary interest.*

**3. Kingsgate Park Music Event 2014**

To receive quotations for event management services at the Kingsgate Community Music Festival 2014.

**4. Kingsgate Park Easter Egg Event 2014**

To receive information from Park Supervisor

**5. Brinsham Fields Event 2014**

To receive feedback from the Parks Supervisor following the last meeting of the Friends of Brinsham Fields in respect of suggestions for an event in Brinsham Park in 2014.

**6. Yate Town Council Newsletter**

To receive the next copy of the Yate Town Council newsletter for approval.

**7. Yate & District Heritage Centre**

To receive the Yate and District Heritage Centre schedule of Events for Winter 2013.  
(to be circulated)

**8. Christmas Carol Concert 2013**

To receive an update in respect of arrangements for the Christmas Carol Concert 2013.

**9. Yate Town Council Website**

To NOTE that;



- the Yate Town Council Website has been upgraded to Joomla 2.5
- Highlights from the main town council meetings will be placed on the front banner of the website with a link to the actual meeting minutes in the adjoining article to commence 12th November 2013.
- Details of community group meetings are now entered onto the website calendar with a link to the agenda.



**10. Social Media**

To receive a report regarding the use of social media by Yate Town Council. (Appendix 1)

**11. Date of next meeting**

To agree date of next meeting

 Facebook	 Twitter
<p><u>Pro's</u></p> <ul style="list-style-type: none"> <li>• Would enable Yate Town Council to post any news, important dates and advertise events taking place.</li> <li>• Yate Town Council could use Facebook to invite people to events and meetings. Facebook also allows you to have 'invite only' events, which could be useful for reminding members that have Facebook of meetings, etc...</li> <li>• Facebook could be used to review any events, as people can post comments on the event page.</li> <li>• Both Facebook and Twitter have a report abuse button, which would enable us to report any abuse or offensive comments.</li> <li>• Facebook has various privacy settings meaning some parts of the account could just be viewed by Yate Town Council's 'friends' on Facebook rather than all Facebook users.</li> <li>• Facebook accounts can be accessed anywhere, as it is available on smart phones, I-pads, etc...</li> </ul>	<p><u>Pro's</u></p> <ul style="list-style-type: none"> <li>• As with Facebook, Twitter would enable Yate Town Council to post any news, important dates and advertise events taking place.</li> <li>• Twitter is less about social friendships and more about instant news, so this would be more relevant to the type of news Yate Town Council would post.</li> <li>• Twitter is the quicker social networking site, in regards to making 'tweets'.</li> <li>• Both Facebook and Twitter have a report abuse button, which would enable us to report any abuse or offensive comments.</li> <li>• A twitter account would mean that it could be accessed anywhere, as it can be used on smart phones, I-pads, etc...</li> </ul>

 Facebook	 Twitter
<p><u>Cons</u></p> <ul style="list-style-type: none"> <li>• People may submit abusive comments, which would create bad publicity.</li> <li>• A Facebook account would need constant monitoring and updates including on weekends. How much time spent would depend on the amount needing to be posted and if anyone has messaged us.</li> <li>• South Gloucestershire Councils internet blocks access to Facebook.</li> </ul>	<p><u>Cons</u></p> <ul style="list-style-type: none"> <li>• On Twitter you are unable to choose who 'follows' you meaning Yate Town Council could get inappropriate people/groups linked to Yate Town Councils Twitter account. Also you are unable to delete what other people have 'tweeted' onto to our profile, unless you report it as abuse.</li> <li>• Twitter is a very fast pace form of networking and news changes all the time. Therefore if our target audience isn't online around the time that we post something it is likely that they won't see what we 'tweeted'.</li> <li>• Twitter only allows you to post 140 characters at a time, so it would be hard to give details of events or meetings.</li> <li>• A Twitter account would need constant monitoring and updates including on weekends. This would depend on what needed to be 'tweeted' and also if anyone had 'tweeted' us with an enquiry.</li> </ul>

It is **NOTED** that with reference to South Gloucestershire Council, access to these sites can be gained with management authority, so that certain users can be unblocked from Facebook. South Gloucestershire Council have also confirmed that Twitter is not blocked.

**RECOMMEND** a trial period for a timescale to be agreed