

OPEN SESSION: There were four members of public present.

Rae Frederick reported back on behalf of the Ellingham and Ringwood RFC U14s. She apologised that none of the team were able to attend, as they were being coached by London Irish coaches. They were really grateful that, with grant funding from the Council, the whole team had been able to travel to the Isle of Wight to take part in the semi-finals of the Hampshire Cup. Sadly, they had been beaten by the current Cup holders Vectis, but it had been a fantastic experience for them all and a boost to know that the Council was behind them. The team would be travelling to Andover on Sunday to settle third and fourth place.

Oliver Lambert presented a cheque for £100 to the Council, which had been given by Sainsbury's to the Campaign 4 Carvers Skate Park towards the cost of the new skate park. The Town Clerk reported that tenders for the new skate park were due in on 1st April, after which a planning application would be submitted, and it was hoped to have the park completed before the end of the summer.

MINUTES OF THE MEETING OF RINGWOOD TOWN COUNCIL

Held on Wednesday 25th March 2015 at 7.00pm

PRESENT: Cllr B Woodfield (Town Mayor)
Cllr M H Thierry (Deputy Town Mayor)
Cllr S Burgess-Kennar
Cllr N J Chard
Cllr L C Ford
Cllr R Frampton
Cllr G J O'Reilly
Cllr W S Rippon-Swaine
Cllr M A Steele
Cllr B H Terry
Cllr J Terry
Cllr A Wiseman

IN ATTENDANCE: Mr S Nash, Town Clerk
Jo Hurd, Deputy Town Clerk

The Town Clerk reported that apologies for absence had been received from Cllr Heron.

C/5662

PRESENTATION OF GRANT AID CHEQUE

The Town Mayor presented a Grant Aid cheque for £800 to New Forest Citizens Advice Bureau towards the provision of a free, impartial and confidential advice and information service to the people of Ringwood.

On receiving the cheque, Chief Executive Officer Andy Clapper said that the grant was very much appreciated as the service was dependent on local contributions. The Bureau was staffed in the main by volunteers and saw 1600 last year, with problems becoming more complex as a result of austerity and welfare reforms.

C/5663

DECLARATIONS OF INTEREST

There were none.

C/5664
MINUTES OF PREVIOUS MEETING

RESOLVED: That the minutes of the Meeting held on 25th February 2015, having been circulated, be approved and signed as a correct record.

C/5665
RECREATION, LEISURE AND OPEN SPACES COMMITTEE

Cllr Terry presented the minutes of the Recreation, Leisure and Open Spaces Committee meeting held on 4th March 2015.

RESOLVED: That the minutes of the Recreation, Leisure and Open Spaces Committee meeting held on 4th March be received.

C/5666
PLANNING, TOWN & ENVIRONMENT COMMITTEE

Cllr Burgess-Kennar presented the minutes of the Planning, Town & Environment Committee meeting held on 6th March 2015.

RESOLVED: That the minutes of the Planning, Town & Environment Committee meeting held on 6th March 2015 be received.

C/5667
POLICY & FINANCE COMMITTEE

Cllr Rippon-Swaine presented the minutes of the Policy & Finance Committee meeting held on 18th March 2015.

Members considered a recommendation from the Policy & Finance Committee not to create Facebook and Twitter accounts for the Council or adopt a Social Media Policy (*F/5219 refers*).

Before considering the recommendation, there was some discussion about the wording of Minute F/5219, which was not a specific recommendation from the Committee. It was noted that this would need to be amended at the next meeting of the Policy & Finance Committee.

Having had some time to consider and further research the issue since the Policy & Finance Committee meeting, Members were in general agreement that the Council should have a presence on social media. A Facebook page could be easily updated by staff and would be an effective tool to disseminate information instantly. However, it was noted that some comments on social media could be damaging and Members sought assurance that staff and councillors could be protected from malicious comments. The Town Clerk explained that it was possible to have an informative Facebook page, which could be used to provide factual information to anyone who liked the page, but there would be no opportunity for anyone to comment. Contact details could be provided for anyone wishing to contact the Council direct.

RESOLVED:

- 1) That the minutes of the Policy & Finance Committee meeting held on 18th March 2015 be received;
- 2) That a non-reactive Facebook page be created to allow the Council to disseminate information to the public;
- 3) That a Twitter account not be created at this time; and
- 4) That the Social Media Policy, attached as *Annex A*, be adopted.

C/5668
ARMED FORCES DAY

Members considered the Town Clerk's outline plan for an Armed Forces Day event on 27th June 2015 (*Annex B*). The Town Clerk reported that he hoped to attract additional funding and increase expenditure on the event in line with this, and assured Members that there would be no cost to the Council.

RESOLVED: That the report be noted and the Town Clerk be authorised to proceed with organisation of an Armed Forces Day event.

C/5669
COMMUNICATIONS TO BE RECEIVED

The Town Mayor reported that she had attended the opening of the new Eberspacher building, the first to open on the Forest Gate Business Park. She was very pleased that the company had made a donation to her charity, Stable Family Home Trust.

C/5670
REPORTS FROM COUNTY AND DISTRICT COUNCILLORS

County Councillor Rippon-Swaine reported that discussions were taking place regarding the erosion of the main town roundabout; a scheme for replacement kerbs had been prepared but it was not possible to fund this from the HCC Highways maintenance budget. He had also attended the AGM of the Hightown Residents Association.

District Councillor Ford expressed concern that two important trees in the Rotary Picnic Area had been threatened by recent works carried out by Sembcorp, and said that she would support the making of a Tree Preservation Order to protect these trees (a Beech and a Yew) for the future. She also reported that through the Twinning Association, the Pont Audemer "pompiers" were hoping to team up with the Ringwood fire station to enter a team in next year's Pedal Car Grand Prix.

District Councillor Thierry commented that the "purdah period" would begin on 30th March, when the Council would need to be careful not to give publicity to candidates standing for election or to any political party.

C/5671
FORTHCOMING MEETINGS

It was noted that, with the agreement of the Chairman, the Recreation, Leisure & Open Spaces Committee scheduled for 1st April had been cancelled.

Recreation, Leisure & Open Spaces	7.00pm	Wednesday 1st April	CANCELLED
Planning, Town & Environment	10.00am	Friday 10 th April 2015	
Policy & Finance	7.00pm	Wednesday 15 th April 2015	
ANNUAL TOWN ASSEMBLY and Full Council	7.00pm	Wednesday 29 th April 2015	

There being no further business, the Town Mayor closed the meeting at 7.40pm.

APPROVED
29th April 2015

TOWN MAYOR

REPORT TO POLICY & FINANCE COMMITTEE – 18 MARCH 2015**SOCIAL MEDIA****1. Introduction**

1. As information and communications technology continues to move forward, so too do the tools that enable us to communicate with, and unite people. “Social Media” is the term used for the current wave of online tools, websites and interactive media that enable users to interact with each other in various way, through sharing information, opinions, knowledge and interests. Social media involves building online communities or networks, which encourage participation, dialogue and involvement. Examples of social media include Facebook, Twitter, Google+, LinkedIn and YouTube. At this time, it is recommended that the Council set up Facebook and Twitter accounts, as many other parish and town councils across the country have done. A good example of the effectiveness of this media can be found on the Frome Town Council pages – see <https://www.facebook.com/FromeTownCouncil> and <https://twitter.com/FromeCouncil>.
2. Social media is at the forefront of modern communications; its capabilities are already being exploited by central and local government and various public and private organisations as a method of engagement with customers, stakeholders and partners. The Town Council can benefit from taking a similar, innovative approach to communicating with people, which can lead to greater involvement with members of the community, increased efficiencies and improvement of its reputation. It could also enable the Council to engage with harder-to-reach groups such as the younger population. Rather than waiting for individuals or groups to approach the Council, social media offers the opportunity of being able to connect to the community, listen to what people are saying and engage with them on an equal footing, focusing on two-way communications rather than simply delivering messages. It may empower local residents to speak up about their needs and influence decision making, in turn building trust and stronger bonds.
3. For social media to work effectively it is vital that it is used as part of the overall communications mix. Up to date information about the Council, its services and engagement activities must continue to be posted on the Council’s website and social media communications should signpost people to appropriate web pages where possible.
4. The Council needs to set clear guidelines for using social media sites to ensure they are used effectively and that their use does not expose the Council to security risks or reputational damage. A comprehensive policy to effectively manage and regulate the corporate use of social media is therefore required.
5. A draft policy is attached to this report as *Appendix A*.

2. Recommendation

It is RECOMMENDED that:

- 1) Facebook and Twitter accounts be created for Ringwood Town Council; and
- 2) That the Social Media Policy, attached as Appendix A, be adopted.

For further information, please contact:

Steve Nash

Town Clerk

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Ringwood Town Council DRAFT Social Media Policy

1. Introduction

The objective of this policy is to provide officers and Members an overview of Social Media and outline the Council's position on various aspects of their use. In addition, it includes guidelines on Officers and Members responsibilities when using such channels of communication.

2. Definition of Social Media

Social media is a term for online tools, websites and interactive media that enable users to interact with each other in various ways through sharing information, opinions, knowledge and interests.

Social media has the following characteristics:

1. Covers a wide variety of formats, including text, video, photographs and audio.
2. Allows messages to flow between many different types of device; computers, phones and tablets.
3. Involves different levels of engagement by participants who can create, comment or just view information.
4. Speeds and broadens the flow of information.
5. Provides one-to-one, one-to-many and many-to-many communications.
6. Allows communication to take place in real time or intermittently.

Examples of popular social media tools include Facebook, Twitter, Google+, LinkedIn and YouTube.

3. Purpose of the Policy

Social media provides the Council with the opportunity to communicate to a wide audience instantaneously on a range of subjects relating to its activities by providing updates, news and information. It also provides an opportunity to communicate with harder to reach groups, such as the younger population and business community.

The Council will make use of approved social media tools to quickly disseminate information but carefully control its use in order to minimise the risks as stated above. In the first instance this will include Facebook and Twitter.

4. Aims and Objectives

Social media can be used by the Council as an effective and measurable way to achieve resident engagement and attract publicity.

As with any online activity there are often risks associated; the following types of risk have been identified with social media use:

1. Virus or other malware (malicious software) infection from infected sites.

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Appendix A

2. Disclosure of confidential information.
3. Damage to the reputation of the Council.
4. Social engineering attacks (this is the act of manipulating people into disclosing confidential material or carrying out certain actions. Social engineering is often conducted by individuals fraudulently claiming to be a business or client).
5. Civil or criminal action relating to breaches of legislation.
6. Breach of safeguarding.

In light of these risks, the Council needs to regulate the use of social media and ensure that such use does not damage the Council, its employees, partners and the people it serves.

The aim of this Policy is to ensure:

1. Engagement with individuals and communities and successful promotion of council-based services through the use of social media.
2. A consistent approach is adopted and maintained in the use of social media.
3. That Council information remains secure and is not compromised through the use of social media.
4. That users operate within existing policies, guidelines and relevant legislation.
5. That the Council's reputation is upheld and improved rather than adversely affected.
6. That communication by use of social media is effective, timely, appropriate, useful, engages with a wider audience and utilises cross-promotion of other Council communication tools (e.g. website, press releases, linking Facebook to Twitter account etc.)

Social media activity isn't something that stands alone; to be effective it needs to integrate as part of the general communications mix. Any planned campaigns, promotions and activities can be plugged in to social media platforms to increase reach and exposure.

5. Policy Statement

It is acknowledged that there is considerable potential for using social media which can provide significant advantages. The responsible, corporate use of social media is actively encouraged. The following applies equally to Officers and Members.

This policy provides a structured approach to using social media and will ensure that it is effective, lawful and does not compromise Council information or computer systems/networks.

Users must ensure that they use social media sensibly and responsibly, and ensure that its use will not adversely affect the Council or its business, nor be damaging to the Council's reputation and credibility or otherwise violate any Council policies.

The following guidelines will apply to online participation and set out the standards of behaviour expected as a representative of Ringwood Town Council:

1. Be aware of and recognise your responsibilities identified in the Social Media Policy.
2. Remember that you are personally responsible for the content you publish on any form of social media on behalf of the Council.
3. Never give out personal details such as home address and telephone numbers. Ensure that you handle any personal or sensitive information in line with the Council's Data Protection Policy.

4. Respect copyright, fair-use and financial disclosure laws.
5. Social media sites are in the public domain and it is important to ensure that you are confident about the nature of the information you publish. Permission must be sought if you wish to publish or report on meetings or discussions that are meant to be private or internal to the Council. Don't cite or reference customers, partners or suppliers without their approval.
6. Don't use insulting, offensive or racist language or engage in any conduct that would not be acceptable in the workplace. Show consideration for others' privacy and for topics that may be considered objectionable or inflammatory – such as politics or religion.
7. Don't download any software, shareware or freeware from any social media site, unless this has been approved and authorised by your line manager.
8. Use of the Town Council's Twitter or Facebook accounts must always reflect the Council's position/decisions on a matter and in no circumstances must it be used to express personal opinion, particularly when used by a Member. If unsure, say nothing.

7. Guidance for Officers

Where officers use social media in a professional capacity to represent the Council, the Council's corporate identity will be used and not that of any individual officer. Town Council email addresses will be used. The use will be non-party political.

Officers using social media in a personal capacity must ensure that this use is strictly personal, and not professional or political.

As members of the public may nevertheless recognise officers as employees of the Council it is important that officers ensure that their personal use of social media is not damaging to the reputation of the Council.

If an officer receives any threats, abuse or harassment from members of the public through their use of social media then they must report such incidents to the Town Clerk.

Officers should not spend an excessive amount of time while at work using social media and should ensure that its use does not interfere with other duties

The Council reserves the right to monitor employees' internet usage, and access may be withdrawn in any case of misuse.

Failure to comply with the guidelines could result in disciplinary action being taken.

8. Guidance for Members

Members should ensure that they are familiar with the guidance that is set out within this policy and that their use of social media does not put the Council's information and security systems at risk, or be damaging to the reputation of the authority. Members should also be familiar with the Members' Code of Conduct which outlines key information and guidance on best practice issues such as information handling and security.

Members are at liberty to set up accounts using any of the tools available but should ensure they are clearly identified as personal and do not in any way imply that they reflect the Council's view.

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Appendix A Members should at all times present a professional image and not disclose anything of a confidential nature. Comments of a derogatory, proprietary or libellous nature should not be made and care should be taken to avoid guesswork, exaggeration and colourful language.

Armed Forces Day Proposal
27th June 2015**1. Introduction**

A small sum of £3000 has been offered by the MOD to support an Armed Forces Day in Ringwood and outlined below is a summary of what the event might look like. In addition, there is interest from two military history groups to put on a permanent event, within the town, which would be organised and supported by those groups and others. Armed Forces Day is NOT a Remembrance event, the day itself is to say thank you to those personnel in the Military, who protect our shores and serve in a variety of different theatres of war, around the world.

Saturday 27th June 2015

Timings – 10am – 4pm

Location – Bickerley Green

2. Activities

Static Exhibits from uniformed organisations

Stall holders from charities and arts and crafts

Fair Rides and inflatables

3. Displays

By military re-enactors (war time theme) British and American

Civilian re-enactors (living on rations, making bread)

Brass Band and P.A. playing canned music

4. Advertising

The new banners around the town will promote the event to local people and staff would look at securing discounts or free coffee in local cafes on production of an I.D. card.

5. Summary

While family orientated these events have been shown to attract an older demographic and would fit very well with the Town Council's desire to do more for older people. Only available budgets will be committed to this event along with income from exhibitors.

6. Income

MOD	£3000
Stalls and Fair	£1000
Total	£4000

7. Expenditure

Advertising	£1000
Stage and PA	£500
Re-Enactors	£2000
First Aid	£200
Contingency	£300
Total	£4000



ARMED FORCES DAY
SHOW YOUR SUPPORT

*Honouring Britain's Armed Forces
past and present*



*Fairground rides, music, food stalls,
exhibitors, military re-enactors*

SATURDAY 27TH JUNE, 10AM - 4PM

THE BICKERLEY, RINGWOOD



Organised by
Ringwood
Town Council
01425 473883 • town.council@ringwood.gov.uk

