

ALCESTER TOWN COUNCIL

LEAD COUNCILLOR REPORT

NAME:	Wendy Mills
TOPIC:	Communications, Engagement & Strategy
DATE:	December 2024
UPDATE SINCE LAST REPORT:	<ul style="list-style-type: none">• Quarterly Newsletters published in September and the December edition is about to be distributed. (Objective 6.2)• Updated Strategic Action Plan 2024/25 reviewed and approved by Full Council in November.• Ongoing posts to social media and website updates (Objective 6.1)• Ongoing information added to notice boards. (Objective 6.3). A new Noticeboard has also been installed on the Bloor Homes estate, funded by Bloors at ATC's request.• Public engagement events over the last 6 months include: Community Shed viewing sessions on 20 September and 12 October. Community Shed opening 25 October. Repair Café 5th anniversary party 19 October. Good Days Mobile Farm visit to the Depot on 22 October. Bikeability Sessions in July and August. Grand Days Out – 3 day trips and a 4th in December. Holiday Lunch Clubs. Youth Club sessions – 2 per week. Assistance to SPEND support group.• Communications Group Meeting 8 November.• Community Engagement Action Plan for 2025/6 for review at the December Full Council. <p>The retirement earlier this year of Deputy Clerk, Sarah Duran, who was responsible for updates to the website, social media posts and creating the Newsletters had the potential to reduce our engagement activities but I'm most grateful to Vanessa and her team for continuing to keep all those tasks going. Now it's great to see the new Deputy Clerk, Kyla Brown, taking over this work and running with it.</p> <p>The last couple of months have been especially busy with events which have been well covered by the local press.</p>
FUTURE PLANS:	<ul style="list-style-type: none">• Mayor's Christmas message.• Window Wanderland promotion.• Festival & Events Calendar 2025 distribution.

	<ul style="list-style-type: none">• Date to be arranged for community engagement at Baptist Church Fun Day or Community Fridge session.• Leaflet to owners of properties liable to flooding.• Article in March Newsletter setting out the new procedures re flood alerts/warnings, role and training of Flood Guardians.• Mayor's Civic Awards Evening 17 January.• March and June newsletters.
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Councillor Wendy Mills

Lead Councillor Communications, Engagement & Strategy

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