

TOWN COUNCIL

DATE: 4 SEPTEMBER 2019

REPORT OF: TOWN CLERK

SUBJECT: MEDIA STATEMENTS

PART I

RECOMMENDATION

That the Town Council receive and note the update.

1. BACKGROUND

Members of the previous Council expressed a wish to have a weekly column in the local paper publicising the Council's activities. A weekly update may not always be possible because many topics take time to come to fruition. At the same time there may be issues that arise at short notice and miss publication deadlines for the paper. In line with other printed media the actual readership of many local papers is declining.

2. CURRENT MEDIA STREAMS

The Council has now begun to establish a robust social media presence not only to engage with the Parish and advise on the positive work it is doing, but marketing the facilities available at the Manor House and Riverside Centre and encouraging donations to the upkeep of Dawlish's waterfowl.

The current online media streams are :

Town Council Website

The Town Council website (www.dawlish.gov.uk) contains information relating to Council activities, news items, Councillor information with agendas and reports of meetings. In addition the website signposts users to the various agencies working in and around the Parish.

DAWLISH TOWN COUNCIL

Local Press

The Town Council has a good working relationship with the local newspapers and places public notices and press releases when it deems appropriate. The newspapers are only issued weekly and coverage is limited.

Facebook

The Town Council has established a presence on Facebook and has a number of pages where updates are now being regularly posted. These are as follows:

- @dawlishtc – the Town Council’s Facebook page;
- @manorhousedawlish – the promotional page for the Manor House and Riverside Centre;
- @dawlishcelebrates – the promotional page for the Council’s Lawn events each year;
- @dawlishwaterfowl – the promotional page for Dawlish’s waterfowl.

Members are invited to ‘like’ and ‘follow’ each of the pages to keep up to date with news and events.

Twitter

The Town Council now has a presence on Twitter – the tag line is @DawlishTC. Members are asked to ‘follow’ the account for the latest news which mirrors that posted on the Town Council’s Facebook page.

Publications

The Town Council produces several publications throughout the year. These include the Town Crier which goes out three times a year, the Events Guide and has a link with the Chamber of Commerce in the production of the Love Dawlish Town Maps. We undertake the production of various wedding promotional materials, a discounted advert with Teignmouth Town Council in the Welcome to South Devon hard back brochure, and various waterfowl sponsorship materials.

Through the CIC the Town Council actively works to include items on the Love Dawlish / Love Teignmouth website in addition to their Facebook and Twitter pages, plus providing adverts for community events through the electronic screens situated throughout Dawlish and Teignmouth.

Andrew McKenzie
Town Clerk