

To receive a report on becoming a Councillor and consider any actions and associated expenditure

Aim

To produce a range of media for use in an advertising campaign for engaging residents interested in becoming a Town Councillor at the elections in 2025.

Options

All of the options can be used as Facebook and Instagram adverts.

The Admin Department aim to design create and run a series of adverts over one month (£100 budget):

- A series of posters for use on social media and town noticeboards encouraging people to get in touch if they are interested in being a Town Councillor.

Examples of posters

- Use photos of Cllrs speaking to residents and at town events with information about open sessions to come and speak to Cllrs and the Town Clerk about the role of a Town Councillor
 - Photos of Councillors with quotes about the reward of being a Town Councillor and encouraging them to get in touch
- A series of voice overs using slides of Town Council assets and events. Town Councillors to speak for 30 seconds on various topics, what it means to be a Town Councillor, time commitment, the personal rewards of being involved.
 - Three one-minute videos discussing the role of a Town Councillor produced by a production company

Quote received from Company A

Project Summary

- Content planning and strategy sessions to determine ideal locations, themes, and direction for each video.
- Filming with three different councillors.
- Capturing scenic and key locations around Saltash.
- Recording relevant footage to illustrate a day in the life of a councillor and their roles.

Time Scales

To keep costs down and ensure maximum value, we propose capturing all footage in a single day, if feasible. If additional time is needed for capturing footage over separate mornings or afternoons, this can be arranged. Our goal is to capture all necessary shots efficiently, dedicating any remaining time to post-production for optimal results. No extra charges will be added if the project is kept close to the timeline we have suggested.

Rough Plan

This outline is based on an initial call; further planning will refine this approach.

1. Planning

We will define each video's message, tone, and questions to be asked of each councillor. A shot list will also be prepared to ensure cohesive storytelling. Following this, we will confirm filming dates.

2. Filming

We anticipate spending 1-3 hours with each councillor, depending on their availability, filming a "Talk to Camera" segment in suitable Saltash locations. If possible, additional footage of councillors engaged in relevant activities will be captured. Additionally, we'll spend a half-day collecting general footage to complement each video, such as shots of the Guildhall and community areas. This will be planned out in our initial strategy session once the project is greenlit.

3. Editing and Delivery

The videos will be delivered within seven days of filming. If faster delivery is required, please let us know. Any requested amendments will be accommodated.

Payment Terms

- 50% upfront and 50% upon final sign-off. (Standard terms in the creative industry)

Total Cost: £2,750

[Company A – Click here to view Company A's portfolio piece](#)

Quote received from Company B

My priority would be to get the very best out of those intending to talk. For them to actually enjoy the experience!

Having taught media trading to nearly a thousand people, large cameras and accompanying kit can be daunting. My intention is to make the interviewees comfortable and by using a phone - still with tripod and microphones but less intrusive - we can do this successfully.

Along the way, I'd would teach folk how to capture short videos to use perhaps in your River Links Connectivity Project. That way your budget goes further

I charge £450 per day. That way you know there are no hidden costs.

I believe we can achieve the outline provided, in 2 days. One for filming and the other for editing.

Total Cost: £900

Please note: Company B is using a phone to film

[Company B – Click here to view Company B's portfolio piece](#)

Summary

The aim is to produce professional videos that can be used for years to come with high resolution graphics and excellent sound.

There is concern that Company B will be using a phone to film which perhaps may not produce media that is as polished and professional as we require.

Company A will work with staff to produce cohesive storyboards with the messages in each video planned out and agreed so we can ensure the aims are met and each video has a purpose and theme.

Next Steps:

Members are asked to consider:

1. Appointing Company A at a total cost of £2,750 to produce three one-minute videos to encourage residents to enquire about being, and stand to be, a Saltash Town Councillor to be allocated to budget code 6271 Election Costs;
2. To note and approve company A's payment terms of conditions of 50% of the total amount to be paid upfront;
3. To approve a maximum spend of £100 on social media advertisements allocated to budget code 6271 Election Costs;
4. Posters to be designed and printed in-house and distributed through all Town Council avenues – Noticeboards, Library and Guildhall.
5. Confirming their participation in the video advertisements;
6. Delegate to the Office Manager / Assistant to the Town Clerk to manage the project ensuring the videos are completed by mid-February 2025 to be used as promotional materials in the lead up to local elections.



HELP US MAKE GOOD THINGS HAPPEN

Come and join our can-do Council
Your Local Council needs you

Currently St Ives Town Council has one vacancy for a
Town Councillor in the Halsetown Ward

Application Closing Date: Monday 10th October 2022

For an application pack or more information contact St Ives Town Council:

The Guildhall, Street an Pol, St Ives, Cornwall TR26 2DS

Tel: 01736 797840

Email: enquiries@stives-tc.gov.uk

Website: stivestowncouncil-cornwall.gov.uk



ST IVES TOWN COUNCIL

Marlborough Town Council a vacancy
If you are interested in joining us as a
Town Councillor contact your Town
Clerk, Richard Spencer-Williams

TOWN COUNCILLOR VACANCY

COUNCILLOR VACANCY – CO-OPTION

There were no requests for an election for the vacancy
in East ward and so the vacancy will be filled by co-
option

Apply by: 1 September

Co-option interviews: 18 September

For more information & to apply please see our website,
social media or contact us



More information at:

Marlborough Town Council
5 High Street, Marlborough SN8 1AA

01672 512487

townclerk@marlborough-tc.gov.uk

www.marlborough-tc.gov.uk

End of report
Receptionist / Mayors Secretary