

**The Town Clerk asked the questions below on behalf of Ms J O'Donoghue.**

1. Given the tremendous pressure on the very limited and finite Town Council funds, especially at the moment during the cost of living crisis, is this really a necessary and urgent expenditure at this time?
2. Would the Town Council be willing to properly explore alternatives to hiring an expensive consultant?
3. We know that many people in our community are very adept at Social Media/ marketing communications; regularly utilising Facebook, Twitter and Instagram. For example: would you consider seeking some young, school age volunteers who could engage usefully contribute and help create the Town Council's Social Media profile? This would have many benefits, including broadening your base, engaging young town citizens and making it more than just an expensive PR exercise.
4. If the Town Council resolves to pay a consultant for this task, will the Town Council be publishing the Terms of Reference for any consultant and going through a transparent and competitive procurement process?

### **Chairman's Response**

The Chairman stated that Social Media will be discussed later this meeting at agenda item 22/93.

This item was discussed later under exempt items and the Council resolved to appoint a consultant, Breakthrough Communications for its social media communications.