

The Highland Council

Minutes of Meeting of the **Communities and Partnerships Committee** held in the Council Chamber, Council Headquarters, Glenurquhart Road, Inverness on Wednesday 28 September 2016 at 10.30 am.

Present:

Mr A Baxter	Mr D Mackay
Miss J Campbell	Ms A MacLean
Dr J Davis	Mrs M Paterson
Mr N Donald	Mr M Reiss
Mr G Farlow (substitute)	Mr I Renwick
Mr H Fraser	Mr G Rimell
Mr L Fraser	Mr G Ross
Mr R Laird	Dr A Sinclair
Mrs L MacDonald	Ms M Smith
Mrs D MacKay	Mr J Stone

Non-Members also present:-

Mrs J Barclay	Mr D Fallows
Mrs I Campbell	Mr D Millar

Officials in attendance:

Ms A Clark, Acting Head of Policy, Chief Executive's Office
Mrs R Cleland, Corporate Communications Manager, Chief Executive's Office
Mr P Mascarenhas, Community and Democratic Engagement Manager
Ms R Mackinnon, Equal Opportunities Officer, Chief Executive's Office
Mrs L Dunn, Principal Administrator, Corporate Development Service
Miss J Green, Administrative Assistant, Corporate Development Service
Mr S Taylor, Administrative Assistant, Corporate Development Service

Also in attendance:

Chief Superintendent P MacRae, Highland and Islands Divisional Commander, Police Scotland
Mr J MacDonald, Local Senior Officer, Scottish Fire and Rescue Service

An asterisk in the margin denotes a recommendation to the Council. All decisions with no marking in the margin are delegated to the Committee.

Mr H Fraser in the Chair

Business

1. Apologies for Absence Liesgeulan

Apologies for absence were intimated on behalf of Mr H Morrison, Mr T MacLennan, Mr R Saxon and Mrs J Slater.

2. **Declarations of Interest** **Foillseachaidhean Com-pàirt**

The Committee **NOTED** the following declarations of interest:-

Item 9 – Dr J Davies and Ms A MacLean (both non-financial)

3. **Recess Powers** **Cumhachdan Fosaidh**

The Committee **NOTED** that the recess powers granted by the Council at its meeting on 29 June 2016 were exercised in relation to the Highland Council responses to both the Consultation on the Scottish Government National Strategic Police Priorities and the Consultation on the Scottish Fire and Rescue Service Draft Strategic Plan which were agreed in consultation with Committee Members.

Community Safety **Sàbhailteachd Phoblach**

4. **Scottish Ambulance Service Report** **Aithisg Seirbheis Charbadan-eiridinn na h-Alba**

There had been circulated performance report by the Scottish Ambulance Service for the Highland area for the period from March to August 2016.

The Chairman informed the Committee that the Head of Ambulance Services Highland was unable to attend the meeting but confirmed that responses would subsequently be provided to any points/questions raised. Thereafter, the Chairman opened the item out for discussion, during which the following key issues were raised:-

- concern was expressed regarding the effect cancellations by the Patient Transfer Service (PTS) was having on patients who often had complex and concerning health issues. In addition, it was highlighted that late cancellations by the PTS due to the unavailability of transport counted as a missed appointment against the patient requesting the service. Further concern was expressed that the health and wellbeing of patients was being compromised due to this as well as the difficulty subsequently experienced in rescheduling an appointment;
- concern was expressed that carers could not travel on the PTS and that this could cause problems, particularly for patients with dementia, as PTS staff were not permitted to take patients into health buildings;
- frustration was expressed at the lack of a cohesive working relationship between NHS Highland, the PTS and the Ambulance Service in the transfer of patients. A request was made that a meeting between Highland Council Transport Services, NHS Highland and appropriate groups be scheduled after a future Committee meeting to discuss the effect cancellations had on patients who were dependent on the PTS and to work together to identify solutions;
- a request was made for information on the feasibility of changing the rules regarding transfer of patients with mental health issues to enable ambulances to provide direct admissions to psychiatric hospitals and day care facilities, rather than through A&E;
- the Committee was informed that the Lochaber Transport Advice and Bookings Service (LTBAS) pilot scheme had been extremely successful; however, NHS Highland was not prepared to commit the necessary funding to continue the scheme;

- a request was made for the risk implications to be included within reports from the emergency services as a means of identifying where targets had not been met and what action the Services would take to address this;
- a request was made that a visit to the Scottish Ambulance Service Headquarters in Inverness be scheduled to enable an opportunity for Members to speak to ambulance staff on the job to gain a further understanding of the complications and challenges faced by staff on the front line; and
- The Service was commended for its report which had shown continual improvement.

The Committee **NOTED** the performance report and **AGREED** that responses would be sought on the aforementioned points/questions raised.

5. Performance Against the Highland Local Policing Plan 2014-2017 – Summary Report
Coileanadh mu Choinneamh Plana Obair-phoilis Ionadail na Gàidhealtachd 2014-2017

There had been circulated Report No CP/19/16 dated 19 September 2016 by the Divisional Commander for Police providing a summary on the progress with reference to the objectives outlined in the Highland Local Policing Plan 2014-2017.

In speaking to the report, the Divisional Commander advised of a correction under Class 4 crimes to read a “6.7% reduction from the previous year (774 last year compared to 722 this year to date).

During discussion, the following main issues were raised:-

- the headline figure of a 1.4% reduction in Class 1-4 crimes was welcomed;
- The Chair expressed his sympathies to the families of those who had been killed on roads in the Highlands during the reporting period and commended the service personnel responsible for dealing with the aftermath of these incidents;
- concern was expressed regarding slow drivers and the impact they caused on other road users and also the number of vehicles travelling in convoy with no room for overtaking. A request was made for increased advice/education to be provided to motorists in this regard and it was explained that a brochure had been produced to better inform drivers on the use of single track roads and included details on overtaking places on the North Coast 500 route. It was therefore suggested that this brochure should be more widely distributed, i.e. issued by car hire companies, particularly at airports across Scotland, and made available on Police Scotland’s Facebook page, to help tourists and visitors to gain a better understanding of how to drive appropriately on local roads;
- whilst the establishment of the road traffic unit in Fort William was welcomed, concern was expressed that assurances which had previously been made regarding the placement of specialist camera investigation equipment in the unit had not been met and there was a perception that delays in roads reopening in the Lochaber area following accidents were due to waiting for the equipment based in Dingwall to arrive. Therefore, it was requested that the Council approach Police Scotland formally to request that serious consideration be given to an additional specialist investigation camera unit being based in Fort William;
- the erection of additional signage near bends on the A82 to help prevent accidents was suggested. In addition, whilst not wishing to encourage people to walk on the A82, the erection of signs to remind pedestrians to walk against traffic was also suggested;

- the frustration to drivers caused by large groups of cyclists not splitting up or pulling into laybys, particularly during large organised events, was emphasised. It was suggested that, in addition to Police Scotland providing more information to organisers of large cycle runs, the Council should ask the Scottish Government whether a licensing regime should be introduced for larger road events that currently did not require consultation with the local authority or Police Scotland;
- a request was made for the publication of a summary of the cause of road accidents following investigation;
- concern was expressed regarding road traffic management following recent occasions when one person had been left to operate both ends of a temporary traffic light system and that this had created uncertainty to drivers as to whether the system was working;
- a request was made for a breakdown of figures in relation to detection of drink and drug drivers;
- it was highlighted that roadside drug driving testing had been introduced in England and Wales and it was queried whether this could be introduced in Scotland;
- whilst welcoming the educational activities being afforded to drivers, concern was expressed that figures for speeding, mobile phone and seat belt offences were particularly high and that more stringent punishment should be given to offenders. However, in contrast to this, officers were commended for the current approach being taken to warn drivers in the first instance rather than issue tickets as the view was expressed that this educational approach to offending was much more productive towards crime prevention;
- an increase in the use of unmarked cars to deal with dangerous drivers and uninsured cars within Caithness was welcomed;
- concern was expressed regarding an increased use in recreational quad bikes/scramblers bikes in fields and on council play areas and parks;
- the average speed cameras on the A9 had caused confusion for some drivers who were unsure whether they were travelling within the average speed limit, in particular over long stretches of road;
- having a driving license was a privilege and whilst communities were seeking increased traffic calming measures, it was ultimately the driver who had a responsibility to other road users and pedestrians;
- a request was made for an update on the closure of the Police Control Room in Inverness. In response, the Committee was advised that the estimated closure date would be in the summer of 2017. However, this was dependent on all measures recommended by the Scottish Police Authority being in place. The Divisional Commander provided reassurance that he would not agree to the closure of the control room until he was satisfied that all measures had been met;
- with regard to an increase in Class 1 crimes, reassurance was sought, and received, that measures were in place to address this;
- in highlighting a reduction in crime across the whole of Scotland, reassurance was sought, and received, that this was not the result of a reduction in resource and that whilst there had been a reduction in the spend of overtime in some areas owing to specific gaps in the provision of staff, officers would continue to have the opportunity to work overtime when it was required. Overall, the Committee was assured that there was a full complement of police officers within the North Division;
- it was suggested that there had been a move away from issuing Antisocial Behaviour Orders as there were currently only three in place within the Highlands. It was therefore recommended that consideration be given to extending initiatives to tackle antisocial behaviour which had been introduced in Inverness and Caithness into other areas across the Highlands;

- concern was expressed regarding recent incidents whereby victims had been defrauded of vast sums of money, particularly via the telephone, and a request was made for increased awareness/education of these fraudulent scams. In addition, a request was made for a report to be submitted to a future meeting outlining the “Nuisance Calls” initiative and that the report also be submitted to the NHS Highland Health and Social Care Committee;
- it was highlighted that detection rate targets for sexual crimes and domestic abuse were to be removed. Reassurance was sought, and received that performance figures and targets could still be included within reports to both this Committee and local Committees if Members requested;
- concern was expressed regarding the behaviour of both Rangers and Celtic supporters as there was a perception that supporters of these two clubs were able to ignore the law surrounding anti-social behaviour, offensive behaviour, public drunkenness, assault and disorder while supporters of other teams in Scotland were expected to abide by the rules. In response, the Divisional Commander highlighted the large travelling support of both Rangers and Celtic made it difficult to address any problems within the stadium without further exasperating the situation and advised that any incidents not addressed during the match would be picked up retrospectively;
- whilst welcoming a reduction in house break-ins, disappointment was expressed at the reduction in detection rates. The tradition of leaving the front door open or leaving the house key under a plant pot for guests to let themselves in was no longer appropriate and that this should be highlighted in a future Police Scotland media release;
- in highlighting a range of initiatives taking place involving schools and youth groups, it was suggested that consideration be given to the involvement of former drug or alcohol addicts to provide testimonies to children to highlight the consequences of addiction;
- the introduction of Scottish Youth Police volunteers was highlighted and a request was made for further information on this. In response, the Divisional Commander highlighted activity of youth volunteers currently within the Inverness and Caithness areas and advised that the Assistant Chief Constable was supportive of increasing numbers across the Highlands;
- in expressing concern regarding a reduction in the number of offences reported for the supply or being concerned with the supply of drugs, it was highlighted that drug taking and misuse had been identified as the highest priority for police within a recent Highland-wide consultation;
- with regard to the ward trending tool, a request was made for ward Members to be provided with updates on activities within wards;
- a request was made for further information on a new policing unit which had been set up in London to tackle social media crime and whether this could be extended into Scotland; and
- a number of police houses and stations were currently empty and a request was made for details on whether Police Scotland was looking to dispose of these properties.

Thereafter, the Committee:-

- i. **NOTED** and scrutinised the summary report against Highland Policing Plan Objectives from April to August 2016;
- ii. **NOTED** a correction in the report under Class 4 crimes to read a “6.7% reduction from the previous year (774 last year compared to 722 this year to date”;
- iii. **AGREED** that a formal approach be submitted to Police Scotland requesting an additional specialist investigation camera unit be based in Fort William.

6. Scottish Police Authority Governance Review
Ath-sgrùdadh Riaghlaidh Ùghdarras Poileas na h-Alba

There had been circulated Report No CP/20/16 dated 16 September 2016 by the Acting Head of Policy providing a summary of the Scottish Police Authority (SPA) Governance Review findings and an update on the next steps being taken to implement the recommendations of the Review.

During discussion, the following comments were made:-

- The SPA's findings into local police scrutiny did not reflect that of the Committee's, which it was felt had a good working relationship with Police Scotland but did not have a close relationship with the SPA;
- given the SPA's role as the decision makers on national policy, the findings of the review were confusing as the review had indicated that scrutiny bodies felt the SPA listened to them; however, the review later stated that the opinions of the scrutiny bodies had not been listened to by the decision makers;
- it was highlighted that there was a unique dynamic for scrutiny of policing that existed in the Highlands given the number of scrutiny bodies across the area and the question was raised as to how this would fit in with the recommendations of the review. In response, the Chair advised that the Police Scrutiny Conveners Forum had been set up with a terms of reference which took into account the recommendations of the review and had been further adjusted to provide local autonomy to local area commanders; and
- following a request, the Committee was advised that feedback from meetings of the Police Scrutiny Conveners Forum would be made available to Members.

Thereafter, the Committee **NOTED** the findings of the Scottish Police Authority Governance Review and the next steps for implementing the findings and **AGREED** that the Police Scrutiny Conveners Forum minutes be made available to Members.

7. Fire and Rescue Service Quarterly Performance Report for Quarter 1 2016/17
Aithisg Dèanadais Ràitheil na Seirbheis Smàlaidh agus Teasairginn airson Ràith 1 2016/17

There had been circulated Report No CP/21/16 dated 16 September 2016 by the Local Senior Officer for Fire and Rescue, together with accompanying quarterly performance report (QPR), providing detail on Fire and Rescue Service performance across a range of Intervention, Prevention and Protection activities for Quarter 1, 2016/17.

Prior to discussion, the Chair welcomed Mr John MacDonald to his first meeting as the newly appointed Local Senior Officer for the Scottish Fire and Rescue Service.

During discussion, the following issues were raised:-

- an update was provided on the Inverness Control Room, during which the Local Senior Officer confirmed that services in Inverness would migrate to the Dundee Control Room on 6 December 2016. Reassurance was provided that a phased approach would be used, drawing from lessons learned during the transfer of control rooms in the East and West, and that there would be minimal impact on the delivery of service following migration;

- it was highlighted that whilst station availability at Lochinver remained at zero, there were now eight firefighters available. The Committee was advised that efforts had been made to encourage people from within the local community to join the unit; however, whilst there had initially been a good response, a number of people had subsequently withdrawn their applications. The Service would work closely with the three remaining applicants and would also continue to look at local solutions to attract applicants from the wider area;
- concern was expressed regarding the reduction in availability at Bettyhill and that staff numbers were worryingly low. In response, the work of staff at Bettyhill to raise the profile of the station and attract potential staff was acknowledged by the Local Senior Officer;
- concern was expressed regarding the lack of permanent toilet facilities for staff in Foyers and also the lack of facilities for female staff in Thurso. It was acknowledged that the lack of appropriate toilet facilities for staff had been a long standing issue in some stations; however, there were a number of stations in Scotland which were in greater need for investment and the Service needed to prioritise spending;
- whilst the number of staff at Cannich had increased since the previous quarter report, the numbers were still considerably below the target for availability. In response, the difficulty in recruiting into stations which were further away from the urbanised areas was highlighted. The need to recruit staff to the working hours which had been identified as having low operational availability was emphasised;
- a request was made for the inclusion of the previous quarter's performance figures within the Quarterly report to help identify any potential trends;
- with regard to local training in Invergordon, it was highlighted that an initial two week training course was required and that this had been a stumbling block for recruitment. It was proposed to introduce a modular training block covering five weekends which would enable potential staff to acquire the required 10 days contact time without having to be away from home or work for long periods;
- it was highlighted that there were currently no contact details on smoke detectors which had been installed for free by the Service. In response, the Committee was advised that individuals could call the Service through the administration line to arrange a replacement fitting and that whilst the attachment of labels with contact details to smoke detectors could be looked at, paper work with contact details was provided to individuals following the initial installation;
- concern was expressed regarding the high number of false alarm responses within the Inverness Central Ward;
- a suggestion was made that the installation of an outside alarm would help draw the attention of locals to a fire within a nearby property; and
- following a request, the Local Senior Officer and Chairman provided an assurance that work would be undertaken to establish the reasons why applicants were withdrawing from the retained firefighter recruitment process with a view to resolving any problems/issues identified.

The Committee **NOTED** and scrutinised the Scottish Fire and Rescue Service delivery and performance contained within the Report and accompanying Quarterly Performance Report for Quarter 1, 2016/17.

The Committee adjourned for lunch at 1.00pm and resumed at 1.40pm.

Equalities
Co-ionannachdan

8. Update on the Public Sector Equality Duty Requirements
Cunntas às Ùr mu Riatanasan Dleastanais Co-ionannachd na Roinne Poblach

There had been circulated Report No CP/22/16 dated 16 September 2016 by the Acting Head of Policy advising that the Council first published its responses to the requirements of the Public Sector Equality Duty (PSED) in March 2013 and reported on progress in March 2015. The report provided a reminder of the PSED duties placed on the Council, the Education Authority and the Licensing Board, and the reporting timescales due for 2017. The report also provided a summary of progress against the Council's existing equality outcomes set in 2013 and suggested an approach to review the Council's equality outcomes for the four year period 2017-2021.

During discussion, the following issues were raised:-

- an explanation was sought, and received, on how social exclusion and deprivation would be included in the involvement of local equality groups;
- assurance was sought that policy changes would be made which improved the outcomes of the report;
- there was some financial risk relating to the gender pay gap and an explanation was sought of how the gender pay gap figure was calculated and how many people were affected by it;
- an explanation was sought regarding the potential sanctions on boards if the Gender Balance was not achieved by 2020 and whether or not it applied to the Highland Licensing Board;
- a report to evaluate the outcomes of the requirements of the PSED relating to activities including staffing issues, gender balance and equal pay, employability, and corporate parenting, which was reported to service committees was requested;
- despite being keen to comply fully, if the Council did not meet its public duties in the Equality Act it could risk enforcement action or legal challenge and examples were sought of any fines or penalties which other Councils had incurred; and
- the Council needed to restructure on the basis of providing more support for rural communities on the West Coast to mitigate depopulation.

Thereafter, the Committee:-

- i. **NOTED** the reporting and publishing requirements of the PSED;
- ii. **NOTED** the progress previously made to meet the equality duties; and
- iii. **AGREED** the recommendations to take this work forward in Section 5.6 of the report.

9. Highland Violence Against Women Strategy Group – Minutes
Buidheann Ro-innleachd Fòirneart An Aghaidh Bhoireannach– Geàrr- Chunntas

Declarations of Interest: Dr J Davies and Mrs A MacLean declared non-financial interests in this item as Directors of Inverness, Nairn, Badenoch and Strathspey Women's Aid and Ross-shire Women's Aid respectively but, having applied the test outlined in Paragraphs 5.2 and 5.3 of the Councillors' Code of Conduct, concluded that their interests did not preclude their involvement in the discussion.

The Committee **NOTED** the Minutes of Meeting of the Highland Violence Against Women Strategy Group which had been held on 29 March 2016 and **AGREED** that a discussion be held with the Director of Care and Learning in relation to increasing the roll-out of school staff delivering sessions on Violence Against Women.

Community Empowerment and Localism **Ughdarrachadh Coimhearsnachd agus Ionadaileachd**

10. Taking Forward Community Partnerships – Update **A' Toirt Chom-pàirteachasan Coimhearsnachd Air Adhart – Cunntas às Ùr**

There had been circulated Report No CP/23/16 dated 16 September 2016 by the Acting Head of Policy which provides an update on the introduction of Community Partnerships in Highland.

During discussion, Members made the following comments:-

- notification of the first meetings of the new partnerships was sought as soon as possible;
- confirmation was sought, and received, that HIE there was no indication that the status of HIE as a lead agency would be changing;
- the Cairngorms National Park were not one of the five named partners to lead on community planning but they were one of the 15 named agencies to participate in community planning and would no doubt be participating in Badenoch and Strathspey;
- views were sought on whether difficulties might be encountered balancing the Central Government's demand for localism against their other demands including education;
- there was a need to have more engagement with Common Grazing Committees and other crofting bodies; and
- assurance was sought that the extra 36 meetings across Highland would be adequately resourced and had effective decision making powers.

Thereafter, the Committee **NOTED** the developments to date and the next steps to establish Community Partnerships.

11. Participatory Budgeting Update **Buidseatadh Compàirteach**

There had been circulated Report No CP/24/16 dated 16 September 2016 by the Acting Head of Policy providing an update on progress in the development of Participatory Budgeting (PB) in Highland. The report highlighted the positive response from members of the public to the process and identified the main themes for further development in this area. Members were asked to consider and comment on how the approach could be applied to mainstream services, how a digital system could complement and enhance the process and the potential for further developing a partnership approach.

In this regard, a short video of the Participatory Event in Sutherland was shown at the meeting.

During discussion, Members made the following comments:-

- thanks were expressed to all officers who were involved in organising the PB processes;
- the attendance at the Inverness West event must have been record attendance for a public event in the area and showed that the community did take responsibility and there was potential to develop the partnerships which was key;
- lessons had been learnt from the PB process in Lochaber which included having a devolved fund for each of the Associated School Group areas and a Lochaber wide fund to alleviate concern from small communities that larger towns were disproportionately favoured and also that the online voting process did not only benefit groups for young people and in fact it had encouraged older people to become digitally involved;
- assurance was sought, and received, that the process of selecting which project or service to support was robust enough so that it reflected community desires and was equitable and fair and did not marginalise any group;
- the Inverness West ward only existed to elect Councillors and did not reflect the communities. In this regard, it was requested that alternative boundaries were considered for PB processes in other parts of the Highlands;
- in addition to Ward Discretionary Budgets and the Inverness Common Good Fund a contribution towards the PB process could also be sought from Community Benefit Funds;
- consideration should be given to methods of attracting groups to the PB process in areas where there was the most need;
- confirmation was sought on whether or not only constituted groups could take part in the PB process;
- concern was expressed in relation to how 1% of the Council's budget would be set aside for PB, noting that mostly Ward Discretionary Budgets had been used, and what decisions were necessary to be made through the PB process;
- North, West and Central Sutherland Ward Members were initially apprehensive about match funding a pilot PB process but were pleased to report it went well and would support again;
- it was suggested that the budget of the Area Community Services Manager be devolved to the Community Works Officer who worked with Community Councils and had a better understanding of their needs;
- community groups without a bank account could seek advice or assistance from Community Councils or Community Development Officers to take forward their projects so that there was an account of their spending;
- a summary of the progress of the winning and losing projects from each PB event was requested to evaluate whether the intentions of the PB process were delivered;
- concern was expressed in relation to the future capacity of the Council to resource PB in terms of staff time and that the Council was the only Community Planning Partner to contribute so far;
- information was sought on how the Council's progress in relation to community learning development and building capacity in communities compared to other Councils;
- a lot of the decisions that people wanted to make locally did not involve budgets e.g. housing allocations;
- there was an issue with local capacity building where some Community Councils felt they were already doing more than enough work for free on behalf of Community Services and where it was the same people involved all the time;
- in relation to applying the PB process to mainstream activities or services, it was suggested that consideration be given to community transport and public transport and working with partners to produce a mobility action plan for Highland;

- suggestions relating to other areas of activity could be raised at the workshop on participatory requests following the meeting;
- the community were fully involved in organising the PB process in Skye which alleviated the pressure on Council officers;
- the PB process in Nairn showed that there was a large section of the community that had not previously been engaged with and it was key that engagement with them continued;
- the attendance at PB events were more representative of the community than Community Councils and it was suggested that they were used to have concise debates on mainstream activities;
- advice was sought in relation to the difficulties of financing a PB event in areas of deprivation; and
- the Scottish Government had contributed £15,000 to the PB event in Skye and Raasay.

Having considered how the Participatory Budgeting (PB) approach could be applied to mainstream services, how a digital system could complement and enhance the PB process and the potential for further developing a partnership approach around PB, the Committee **NOTED** the PB processes that had taken place to date and the feedback from these.

12. Corporate Communications Strategy Update Cunntas às Ùr mu Ro-innleachd Conaltraidh Corporra

There had been circulated Report No CP/25/16 dated 28 September 2016 by the Corporate Communications Manager reminding Members that at the previous meeting of the Committee, a request was made for a report on Facebook Insights. The Highland Council official Facebook page had grown substantially in numbers over the past two years. The report set out statistical information captured within the page Insights, which gave an insight into the demographic that the page reached and how the page was used to successfully promote a variety of issues, events and recruitment adverts.

During discussion, Members made the following comments:-

- the Corporate Communications Manager was congratulated on increasing the interest in the Council's official Facebook page and for the report which was exactly what had been requested at the previous meeting;
- the statistics on language related to the keyboard that had been chosen by the user when setting up their Facebook account;
- details of the post that reached the most people in March 2016 were sought;
- there was a need to target men because more women than men liked the page, which was suggested could be due to mothers checking for information on school closures;
- it was suggested that the Facebook page be run alongside the Council's website to increase likes and improve engagement;
- it was a lot more economic to spend money targeting specific groups on Facebook rather than newspaper advertisements;
- the Facebook chats with Committee Chairs was a positive initiative;
- there was a perception that only young people used social media which the report showed was not the case and it would be useful if it was published more widely and to all Members to demonstrate the impact social media had in communities; and

- the report was good news and it would be useful if its findings could be fed into the Council redesign process.

The Committee **NOTED** the report and the information provided and **AGREED** that a link to the report be sent to all Members.

13. Community Planning Board Minutes
Bòrd Dealbhaidh Choimhearsnachd – Geàrr-chunntas

The Committee **NOTED** the Minutes of Meeting of the Community Planning Board held on 2 December 2015, which were approved by the Board on 30 June 2016.

The meeting concluded at 3.25 pm.