

Gnosall Parish Council
Minutes of the Communications Committee
held on Thursday 4th June 2015 at 1pm

Present: Cllr M Deegan, Cllr D Webb, Cllr P Alker, Cllr M Booth, Cllr K Ingram Miss M Hughes, Jayne Cooper

1 Elect a Chairman for Communications Committee

Cllr Deegan was proposed and seconded as Chairman. This was agreed and Cllr Deegan accepted this position

2 Elect a Vice Chairman for Communications Committee

Cllr Ingram was proposed and seconded as Vice Chairman. This was agreed and Cllr Ingram accepted the position.

3 To receive any apologies

Received from Cllr Payne

4 To receive any declarations of interest

Cllr Alker declared an interest in any discussions relating to the website.

5 To receive minutes of the meeting held on 9th March 2015 and notes of the meeting held on 20th April

The minutes of the meeting held on 9th March and the notes of the meeting held on 20th April were agreed as a true and accurate record.

6 To consider any matters arising from the last meeting

9th March meeting

Cllr Webb confirmed that there is not a separate Best Kept Village Website and all BKV photographs are sent to the Parish Council's drop box for use in publications.

A parish council event to celebrate the council's 120th anniversary is being planned as part of Gfest 2015.

20th April meeting

It was suggested that as well as the regular article, written by the Clerk for GPN, snippets of Parish Council information could also be sent for inclusion throughout the GPN newsletter. JC to action.

JC had requested information from SCC on the costs of the housing inquiry but no response received.

7 Spring Newsletter

Review

- Positive comments received about the contents and information
- Comments about glossy paper being expensive

- Distributed to around 900 houses, randomly selected as volunteers came forward and a further 100 placed in key locations in the village. It is hoped to deliver to all households in the village eventually but this depends of more volunteers coming forward.

Budget and Sponsorship

- The May edition had cost just over £500, a third of the annual budget therefore if four editions of the same size were printed as planned, expenditure would exceed budget. Therefore suggestions were:
 - Produce 3 editions of the same size (12 page)
 - Produce smaller editions
 - Use non-glossy paper inside the newsletter

JC to make enquiries with the Printers of costs of using normal paper for all pages except the front cover.

Should more households be added to distribution list, this would increase printing costs therefore the committee to bear this in mind when making decisions for future editions.

August edition - Content:

- Introduction – PA to write
- Superfast Broadband – KI to write
- Retiring Cllr, Derek Watson-Jones – GP to write
- SCC Inquiry costs – JC to chase up response
- GFest Fun Weekend – MD to write and take photographs
- GFest funding- MB to write
- New Cllr Details – JC to write
- Localism – article already prepared by DW
- Library volunteers – repeat from spring edition
- Acres allotment planned work – MD to write
- Outside bodies representation - MB to write about SPCA
- Carnival Fun Run (to be opened by Cllr Greatrex) – MD to write
- Youth Club project – MD to write
- Shops in Gnosall – repeat from spring edition
- PSCO changes – JC to write once details confirmed.
- Public meeting in September regarding village facilities – KA to be asked to write article

Deadline dates:

- Week commencing 13th July deadline for articles and photographs
- 20th-24th draft newsletter prepared by J McLaren and agreed by Chairman and sent to Mr Print it
- 29th July draft to be sent to members from Mr Print it to confirm by 30th.
- 3rd August sent to Mr Print it for copying 100 copies
- Week commencing 10th August - distribution

8 Website

Information had been regularly submitted to Bob Alker and had been uploaded immediately. Weekly monitoring is carried out by Jamie McLaren. More improvements had been made with additional information added including a feature that allows you to see how long an article has been on the site if you “hover” over it.

Further action agreed:

- What's On sections needs updating
- Grosvenor Calendar needs updating
- Items posted on Facebook and Twitter should be posted on the website at the same time and there should be a consistent style
- Minutes of meetings not up to date
- All members to think about "facts of the month" and sent to J McLaren to ensure on the 1st of each month, a new fact is uploaded
- Open Spaces section – in progress
- Maggie Hughes to interview older residents that live in the village and liaise with Bob Johnson to get stories and tales from times gone by for inclusion on the website.
- Maggie Hughes to ask Jim McGregor for a updated photograph for the homepage
- Link from Parish Council page to new Heritage group page to be created
- A poster to be created to display on village notice boards informing people of the website and social media sites.
- All emails from parish office to have a link to the website

9 Social Media and Publicity

The use of Social Media had increased with more followers. A more consistent system is needed to ensure Facebook, Twitter and the website have the same style

At the next meeting, an explanation and short presentation on how information is uploaded on social media sites to be arranged.

10 Media – press releases, publicity and media coverage

Although a few press releases had been sent out, there was a suggestion from the Chairman that training is arranged on media coverage, the style and content of press releases and any other publicity. Better relationships to be developed with local newspapers. Consider inviting representatives from local newspapers to a future meeting as well as a representative from a large local company such as Stafford College that deals with the press regularly to share information and ideas.

11 Communications Strategy

Members all received a copy of the adopted Communications Strategy as recently agreed by Council. This is a working document and can, subject to council's approval, be changed.

12 To set a date for the next meeting

9th July 10am