

Gnosall Parish Council
Notes of the Communications Working Group
held on Monday 9th February 2015

Present: Cllr M Deegan, Cllr K Ingram, Cllr P Alker, Cllr Hughes, Cllr D Webb (*by invitation*), Jamie McLaren

1 To receive any apologies

None

2 To receive any declarations of interest

Cllr Alker declared an interest as the website has been designed by her husband.

3 To receive notes of the meeting held on 8th December 2014

Notes agreed as a true and correct record.

4 To consider any matters arising from the last meeting

It was agreed that Cllr Hughes will draft a letter to be sent to local businesses asking for sponsorship towards the production costs of the GMK.

5 Newsletter

The Assistant Clerk raised concerns about the amount of time the publication is taking to produce. This has been due to the request of major changes on or after the deadline. Therefore, the following dates were agreed for the next edition -

- Information requested on: **30th March**
- Deadline for information: **6th April**
- JMc & MD to discuss and agree format and content: **7th April**
- Draft version to be completed & presented at meeting on: **13th April**
- JMc to make final amendments: **13th/14th April**
- Final version completed & sent to Mr Print It by: **15th April**

It was also agreed to limit the amount of 'Non Parish Council' articles and discuss content with GPN as to avoid duplicated information.

A copy of the distribution list had been sent out to committee members, a request for any additions or deletions was made with feedback to be received by 11th February. Assistant Clerk instructed to then send out the latest publication, and it was agreed that any other members could be added to the list in due course.

Articles for the spring edition, which will be included in the May GPN, were discussed and are as follows -

- Housing
- NHP
- Play Area
- The Acres
- Grosvenor Centre
- Youth Club / Library
- School
- GFest
- Lichfield Lore

It was also agreed to have a special edition in the June GPN for the results of the election.

Assistant Clerk instructed to speak to Mr Print It to arrange inclusion of the GMK into the GPN.

6 Website

It was reported that Cllr Deegan and Cllr Ingram had met with Bob Alker to discuss amendments to the website. Cllr Deegan to work through list of items still to be added. Assistant Clerk requested to send the Parish Council structure to Cllr Deegan and invite Bob Alker to the shared folder on DropBox.

It was agreed that the Neighbourhood Plan information would be in a separate folder with a single red banner and logo on the homepage. Assistant Clerk to create this and move the existing information.

Request made for GFest 2015 folder to be created on homepage.

7 Communications Strategy

It was agreed that the 'Newsletter' section would include details of 'Special Editions' if anything important needed to be publicised before the next edition.

A suggestion was made to add that some committees include Non-Cllrs.

8 Social Media & Publicity / Press releases

Facebook and Twitter pages updated regularly with Parish Council and village information. Information still needed for 'Fact Of The Week', suggested to speak to Bob Johnson for some interesting facts.

It was mentioned that Cllr Hughes may interview older residents that live in the village to get stories and tales from times gone by.

9 Media

Cllr Hughes to prepare a press release for the local newspapers informing them of the new website and GMK publication.

10 To set a date for the next meeting

9th March 2015