

Gnosall Parish Council
Minutes of the Communications Committee
held on Monday 9th March 2015 at 10am

Present: Cllr M Deegan, Cllr Hughes, Cllr D Webb (*by invitation*), Jayne Cooper

1 To receive any apologies

Received from Cllr Ingram and Cllr Alker

2 To receive any declarations of interest

There were no declarations of interest.

3 To receive notes of the meeting held on 9th February 2015

The minutes of the meeting held on 9th February were agreed as a true and accurate record.

4 To consider any matters arising from the last meeting

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

5 Newsletter - Plans for April Spring edition – articles, printing, agreement with GPN

Articles - action agreed and Deadline for information: 6th April

- Housing – JC to write article
- NHP – JC to write article
- Play Area – JC to write article
- The Acres – MD to write article
- Grosvenor Centre – MD to write article subject to council's agreement at meeting on 9th March
- Youth Club / Library – MD to write article
- School – MH to obtain information from Cllr Payne and/or Mr Winfield
- GFest – KI to write article including a programme
- Lichfield Lore – KI to write article
- Localism and the impact on Parish Councils – MD and DW to write article
- Piece on United Charities – MH to write article.
- Election Supplement – J Cooper to provide information as soon as it is received from Stafford Borough council after 9th April.

JC suggested that in each edition, an article is written on the function of the outside bodies that has representation from The Parish Council. For example, the next edition would have a piece on United Charities (as agreed above). In the future, The Patients Forum, St Lawrence School, Village Hall and others would be covered. This was agreed.

Printing – The Assistant to the Clerk had confirmed with Mr Printit that the next edition would be printed by Mr Printit and would be circulated within copies of the GPN. This too had been confirmed by GPN representatives. Final version completed and sent to Mr Printit by **15th April**

Cllr Hughes had prepared a draft sponsorship letter. Members to read and suggest amendments by 13th March. The letter that would be sent out by the Clerk on Monday 16th March. In the first instance, the Clerk would send to developers (Bellway and Grasscroft), The Cooperative, The County Councillor (County Councillors fund from 1st April) and Norbury Park Estate.

6 Website

Information had been regularly submitted to Bob Alker and had been uploaded immediately. More improvements had been made with additional information added.

Further action agreed:

- Parish Council’s statement made at the recent planning inquiry to be added as soon as possible.
- Archived minutes to be put in date order
- 12 “facts of the month” to be found and presented in a list to J McLaren to ensure on the 1st of each month, a new fact is uploaded
- A parish council project to commence – as the parish council is 120 years old, looking at historical facts at the time the parish council was formed as well as a few facts on the work of the parish council over the past 120 years. Liaison with Bob Johnson and perhaps a visit to the William Salt library would be necessary.
- Bob Alker to be asked to prepare a “GFest Box” on the home page and Cllr Ingram to add regular information on GFest including the programme
- J Cooper to update the housing section liaising with Bob Johnson
- Cllr Deegan to rewrite the Open Spaces section with up to date information and plans for the future
- Cllr Webb to liaise with Dave Clarke about a Best Kept Village website and links to the Parish Council website.
- Cllr Hughes may interview older residents that live in the village to get stories and tales from times gone by for inclusion on the website.

7 Communications Strategy

A draft Communications Strategy had been previously circulated that would be issued to all councillors at the full Council meeting on 9th March. Cllrs would be asked to read it and consider it for approval at the April council meeting. Cllr Deegan had also obtained copies of the model contract via NALC regarding the videoing of council meetings. He agreed to review this to determine what sections are relevant to Communications Committee and Procedure Review Committee.

8 Social Media & Publicity / Press releases

Jayne Cooper expressed her concern that Facebook and Twitter pages were not updated as regularly as they should be and all members and parish council staff

should consider items for posting/tweeting weekly. Information to be passed to the Assistant to the Clerk or Cllr Ingram to upload.

9 Media

Improved liaison with local newspapers is necessary. J Cooper to contact the editors of The Newsletter, Newport Advertiser, All About, Nova News and Express and Star to meet and discuss how Gnosall could receive better coverage. Members and staff would, of course, have to be prepared to send more regular news items and photographs.

Cllr Deegan agreed to arrange a press release as soon as possible on the completion of the Neighbourhood Plan – the same information to be included on Face Book and Twitter and the website.

10 To set a date for the next meeting
8th April 2015