

Gnosall Parish Council
Notes of the Communications Working Group
held on Monday 10th November 2014

Present: Cllr M Deegan, Cllr K Ingram, Cllr M Hughes, Jamie McLaren

1 To receive any apologies

Cllr P. Alker

2 To receive any declarations of interest

None.

3 To receive notes of the meeting held on 22nd September 2014

Notes agreed as a true and correct record.

4 To consider any matters arising from the last meeting

- It was agreed that both Cllr Deegan and Cllr Alker will be added as editors of the Facebook page.

5 To discuss the presentation for Council (10.11.14)

It was agreed that at the meeting the new website would be shown to the members of the Council. Each member will also receive a copy of the GMK along with a discussion on costs and the reasons we produce this. The Cllrs will also be shown the Facebook page.

6 Newsletter

- Good feedback received from the Autumn edition and from comments received, that people now know its purpose. Some negative feedback was received about the cost and necessity of the publication.
- The next edition will be 'Winter' which will be produced at the end of January. Topics will be decided and will also include events in Moreton.
- The approximate cost will be £1700 per year. The committee will look at local sponsorship to cover some of the costs (e.g. Co-op).

7 Website

The following changes were discussed:

- Look at amending our 'mission statement'
- Change the link to the GMK
- Re-word opening paragraph
- Look at the number of headings on the LH toolbar

The assistant clerk and Cllr Ingram compiled a list of all the required updates for the website which will be updated in due course.

8 Communications Strategy

Cllr Deegan confirmed that the draft strategy is almost complete and will be presented to the committee when ready.

9 Social Media & Publicity / Press releases

Facebook page has now been set up and is linked to the Parish Council website.
Twitter account to be set up and linked to the website.

10 Media

- Press release required for the new website and GMK
- Press release required for the Light's Switch On
- It was agreed to email an electronic version of the GMK to various people connected within the Parish Wards and the Parish Council.

11 To set a date for the next meeting

Monday 8th December at 10am in the Parish Office.