

Gnosall Parish Council
Notes of the Communications Working Group
held on Monday 12th January 2015

Present: Cllr M Deegan, Cllr K Ingram, Cllr P Alker, Cllr Hughes (*present from 11am*), 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

None

5 To discuss the presentation for Council

It was agreed that members of the committee would present to Council the new website, the Facebook page and a screenshot from the Twitter page. It would also be reported that we are currently working on a 'Communications Strategy' which will be presented to the Procedures Committee on completion. Budget and printing costs will also be discussed for the GMK newsletter, copies of which will be available at the meeting.

Cllr Hughes joined the meeting at 11am.

6 Newsletter

- Updates on items for January's Winter 2014/2015 edition

1. Light's Switch On - KI to complete, request photographs from KA
2. Housing Update - requested from JC
3. Pool, Youth Club, School - MD to complete
4. Neighbourhood Plan - requested from JC
5. Acres Update - MD to complete
6. Park / lighting - requested from JC
7. Chippy Jumps - MD / TS to complete
8. School - requested from TE
9. Precept & Budget - requested from JC
10. Grosvenor Ideas - requested from JC, MD to discuss
11. GFest programme - JMc to complete
12. Gnosall Players - KI to complete
13. Victorian Market - MH to complete
14. Best Kept Village - requested from Dave Clarke
15. Moreton Events - requested from David Winterbottom
16. Lichfield Lore - KI to complete

Deadline for information - **16th January**
Email draft copy to committee - **21st January**
Comments to be received by - **26th January**
Final edition ready to be printed - **29nd January**

- Budget & Printing options for future issues with GPN (from April 2015)

Costs for 8-Page publication

- 1000 8page booklets on 150gms gloss paper printed full colour £420
- 1000 booklets with one A3 page in colour and the other in black print £297.00

Costs for 12-Page publication

- 1000 - 12 Page full colour throughout £517.00
- 1000 - 12 Page 1 spread full colour spread £349.00

A letter will be drafted by the Clerk to local businesses asking for sponsorship towards the cost of producing the newsletter.

- Email recipients list

The January edition of the GMK will be sent to the compiled distribution list. A copy of the list will be circulated to the members of the communications committee prior to this.

7 Website

The following changes were discussed:

- Protocol required if Cllr's request amendments to the website content.
- It was suggested for members of the public to test the website to see if people can find information easily.
- Cllr Deegan and Cllr Ingram have arranged to discuss the pages that require information or amendments with Bob Alker.
- Assistant Clerk to invite Bob Alker to share our DropBox folder.

8 Communications Strategy

Members of the committee were given a copy of the draft strategy to read and come back with any comments or amendments.

9 Social Media & Publicity / Press releases

Assistant Clerk advised that Facebook and Twitter should be updated at least once a week, possibly with a 'Fact of the Week' about the Parish. Members of the committee to find interesting facts.

10 Media

Nothing to discuss at present.

11 To set a date for the next meeting

Monday 9th February 2015 at 10am in the Parish Office.

The meeting finished at 11.45am