

**Gnosall Parish Council**  
**Notes of the Communications Working Group**  
**held on Monday 13<sup>th</sup> October 2014**

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

**1 To receive any apologies**

None.

**2 To receive any declarations of interest**

Cllr Alker declared an interest in discussions regarding the website as her husband had designed and continues to work on the website.

**3 To receive notes of the meeting held on 22<sup>nd</sup> September 2014**

Notes agreed as a true and correct record.

**4 To consider any matters arising from the last meeting**

- Bob Alker had indicated that the cost for a yearly website maintenance contract would be £150.00.
- Jim McGregor had kindly agreed to write up the 'WW1 event' that took place at the church.

**5 Quarterly Newsletter**

It was agreed in the meeting to create an email distribution list to mail a copy of GMK and to include Parish, Borough and County Councillors as well as SPCA and the Community Council of Staffordshire.

The committee agreed to make the following amendments to the October edition -

- October edition to be 12 pages due to amount of information
- Front cover to be a local WW1 picture (speak to Jim McGregor)
- Introduction on 2<sup>nd</sup> page
- 'The Acres' topic to be renamed as 'Fun Weekend', spread over 2 pages and a map of The Acres to be included to show location
- BKV judges' comments and pictures to be included over 2 pages
- Neighbourhood Plan information to be slightly re-worded and logo added
- Picture from the SCC Chairman's visit to be lightened
- Introduction (inc. MOD opposition to Wind Farm) to be added to 'Housing' article and more pictures included
- Article about local shops to be re-written and better pictures obtained (e.g. Bakery & Gastronomy Shop)
- Gnosall Players write-up and pictures to be included over ½ page
- More pictures added and slight re-wording for Victorian Market over ½ page
- Article about Royal Bench slightly amended
- It was agreed to include the letter from St Lawrence School with school updates

Final draft to be completed and emailed out on 20<sup>th</sup> October

Comments from committee members to be received by 22<sup>nd</sup> October

Printed on 23<sup>rd</sup> October

Folded, stapled & distributed on 27<sup>th</sup> October

It was agreed to defer the topics regarding Printing & Budget and GPN until the next meeting.

## **6 Website**

- Homepage & Latest Updates

All members of the committee agreed that they were happy with the new format of the homepage, thanks to Bob Alker and the Assistant to the Clerk were noted.

- Outstanding Sections & Updates

Cllr Ingram had created a list of the outstanding sections and minor amendments to be made. Together with the Assistant to the Clerk, the committee requested that all sections are completed by the 10<sup>th</sup> November. Once all changes have been made, a press release will be written and sent to the local newspapers about the new website.

- Future Action Points

New picture on the homepage every edition.

## **7 Communications Strategy**

After looking at the example toolkit, Cllr Deegan agreed to compile the relevant information for our committee. Once the strategy has been agreed, this would require approval from Council.

Following the request at the last meeting, Cllr Ingram has created a Facebook page for the Parish Council. A number of events had already been added and the page would be updated by both the Assistant to the Clerk and committee members.

Assistant Clerk to set up Twitter account.

Both the Facebook & Twitter accounts will then be linked to the website.

## **8 Press/Media – update on any press releases and media coverage**

Cllr Hughes would obtain the correct contact details for the Newport Advertiser.

A press release about the new website would be released after the next meeting.

## **9 To set date for the next meeting**

Monday 10<sup>th</sup> November at 10am in the Parish Office.