

Gnosall Parish Council
Minutes of the Communications Committee
held on Tuesday 19th August 2014

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

No press or public present.

1. To receive apologies and record absences

Apologies received from Cllr M Hughes

2. To receive any declarations of interest

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

3. To receive and confirm the notes of the meeting held on June 24th 2014

It was requested to include the topics for the next GMK, to clarify about the format of the front page and to attach the information from Mike as an Appendix.

4. To consider any matters arising from the last meeting

There were no matters arising from the minutes.

5. Newsletter

The committee agreed to change the front page to include a large picture with writing over the picture and to have a consistent template for future editions, changing the picture for each edition.

It was suggested to include a copy of GMK as an insert within the GPN to ensure greater distribution around the village (the committee believe that over 1000 copies of GPN are circulated each month). The Assistant to the Clerk agreed to contact Steve Torrington, Chairman of GPN with this suggestion and also Mr. Print It to obtain a quotation.

It was also suggested that an approach to the Co-operative store to discuss sponsorship (to cover the costs of printing) may be worthwhile.

The following topics would be included -

- Housing developments - Keith Abbott or Pat Alker
- School, Swimming Pool, Library & Youth Club - Mark Winnington
- Royal Bench unveiling - Paul Boston
- WW1 Memorial - Bob Johnson
- Acres Fun Weekend - Mike Deegan
- SCC Chairman Visit - Jayne Cooper
- Best Kept Village - Dave Clarke
- Neighbourhood Plan - Jayne Cooper
- GFest - Kenneth Ingram
- Grosvenor Centre - Maggie Hughes

6. Website

- The Swimming Pool consultation had been added onto the website.
- A quotation had been requested from Bob Alker for an annual maintenance contract.
- Bob Alker had agreed to help the Assistant to the Clerk adjusting the format of the front page.
- A list of missing pages is required. The original list to be referred to, to ensure all relevant information is included.

7. Press/Media – update on any press releases and media coverage

It was agreed that Cllr Hughes, as a member of this committee, to be asked whether she would be prepared to write future press releases.

Staffordshire Newsletter to be contacted with a view to giving Gnosall Parish Council more press coverage than it does currently.

8. Communications Strategy

Cllr Deegan agreed to create a draft strategy for the Newsletter (GMK), Website, Social Media (Facebook, Twitter & Instagram) and Publicity/Press releases. This would be discussed at the next meeting.

9. To set date for the next meeting

Monday 22nd September at 10am in the Parish Office.