

Gnosall Parish Council
Minutes of the Communications Committee
held on Thursday 10th September 2015 at 10am

Present: Cllr M Deegan, Cllr D Webb, Cllr P Alker, Cllr M Booth, Cllr K Ingram Cllr G Payne, Miss M Hughes, Jayne Cooper

1 To receive any apologies

All present.

Mr Jim McGregor to be invited to future meetings to help with taking photographs for inclusion in GMKs.

2 To receive any declarations of interest

Cllr Alker declared an interest in any discussions relating to the website.

3 To receive minutes of the meeting held on 9th July 2015

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

4 To consider any matters arising from the last meeting

Wifi connection to Grosvenor Centre

The Clerk had made enquires with BT and by changing the phone and broadband package, that resulted in a reduction in monthly fees, a new more up to date router would be issued that may help with wifi coverage in the Grosvenor Centre. However if this does not improve the situation, equipment can be purchased to broadcast the signal from the parish office to the Grosvenor Centre. Once the new router is installed the situation would be monitored.

Drop Box –Training still to be arranged.

5 Media

To consider ways of improving relationships with local newspapers

The Clerk had invited the Editor of Staffordshire Newsletter to the meeting but had not received a response. The Clerk would try and make contact again to discuss increased coverage for Gnosall.

Update on press releases, publicity and media coverage

It was felt, media coverage had improved over the summer, particularly with GFest articles however there could still be more coverage.

The next press release would be about the Neighbourhood Plan referendum. A flyer would also be printed about this and circulated to as many houses as possible.

6 GMK Newsletter

Feedback on summer edition

- Positive feedback had been received from parishioners
- Some parishioners had enquired about advertising. Members felt GPN is the parish magazine for adverts, not the GMK. Sponsorship had been considered before but requests for sponsorship had not proved successful.
- It was agreed not to include the authors name at the end of articles

- If articles are written and later changed, the author would like to be informed
- Chairman confirmed articles would be edited, usually to make sure the text fits the page.
- Page numbers to be removed from future editions
- If time permits, one finished copy would be requested from the printers to be circulated to members for final comment and checking.

Costs

It was noted that Resources Committee would be making a recommendation to the Council meeting on 14th September to release £1000 from an under-spent budget to meet the shortfall of GMK printing costs to allow two more editions to be printed in this financial year.

It was agreed that in 2016/17 there would be 3 editions in March, July and November rather than 4 however it would be preferable to have 2000 copies printed to reach every household rather than half the houses in the parish. Advice from the printers was if each copy was a mixture of colour and black and white this would reduce costs as would reducing the size from A4 to A5. Reducing to A5 was not accepted but changing to colour and black and white was. Clerk to confirm costs of printing 2000 copies on A4 with both colour and black and white three times per year.

It was also suggested to obtain quotations from other printers to compare costs.

More volunteers would be needed to distribute 2000 copies.

November edition - Content:

- Introduction – PA to write
- Neighbourhood Plan Referendum – JC to write
- Christmas – KI to write
- Allotments project – MD to write
- Burial Ground extension – MH to write
- Village Meeting- JC/ MD to write
- GFest distribution of funds – KI/MB to write
- Youth Club – JC/MD/GP to write
- Sustrans and threat to sell National Cycle route – P Boston to be asked to write
- Dog Fouling campaign – DW to write
- Policing – PA to write
- Defibrillator signs – J McGregor to take photos of new signs
- Scarecrow Festival in Moreton – JC to get photos
- New School – GP to write
- Film Show in Grosvenor – MB to write
- SCC Inquiry costs – JC to chase up response again

Deadline dates:

- 8th October deadline for articles and photographs
- Week commencing 12th October draft newsletter prepared by J McLaren
- Draft approved 19th October
- 26th October send to Mr Print it for copying 1000 copies
- Week commencing 2nd November - distribution

7

Website

Action agreed:

- All members to review website each week and send list of updates to Clerk
- What's On sections needs updating

- Grosvenor Calendar needs updating – Assistant to Clerk to action
- Updated Neighbourhood Plan to be added
- Items posted on Facebook and Twitter should be posted on the website at the same time and there should be a consistent style- B Alker working on this
- Minutes of meetings not up to date – some work carried out. Still some to do
- All members to think about “facts of the month” and send to J McLaren to ensure on the 1st of each month, a new fact is uploaded. Some facts can be extracted from 120 years of parish council event
- Open Spaces section – in progress
- Maggie Hughes to interview older residents that live in the village and liaise with Bob Johnson to get stories and tales from times gone by for inclusion on the website.
- Jim McGregor to be asked for photograph for homepage as well as GMK
- Link from Parish Council page to new Heritage group page to be created. Cllr Abbott to assist.

8 Social Media and Publicity

The use of Social Media had increased with more followers. A more consistent method to ensure information is shared on all social media sites at the same time is being worked on.

At a future meeting, an explanation and short presentation on how information is uploaded on social media sites to be arranged.

9 To set a date for the next meeting

8th October at 10am

Future agenda item – computer training for parishioners.