

**Gnosall Parish Council**  
**Minutes of the Communications Committee**  
**held on 17<sup>th</sup> November 2015 at 10am**

Present: Cllr M Deegan (in the Chair), Cllr P Alker, Cllr M Booth, Cllr K Ingram Cllr G Gregory, Jayne Cooper

**Press and Public** – none present

**1 To receive any apologies**

Received from Cllr D Webb, Maggie Hughes, Jim McGregor, Cllr G Payne

**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 8<sup>th</sup> October 2015**

The minutes of the meeting held on 8<sup>th</sup> October were agreed as a true and accurate record.

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

- **Computer training for parishioners** – it was agreed to wait until the new school is built and the new facilities are in place before IT training is considered.
- **Drop Box training** – to be arranged.
- **Wifi connection to Grosvenor Centre** – arrangements to be put in place to prevent unsuitable material being accessed. Clerk to arrange.

**5 To agree updated Terms of Reference for this Committee**

The Clerk to email the Terms of Reference, as well as the Communications Strategy to all members to review ready for discussion at the next meeting.

**6 GMK Newsletter**

To November edition was reviewed. It was reported that feedback from parishioners was positive and parishioners are finding the information published useful and informative. Jim McGregor was thanked for providing the photographs, particularly the front cover autumnal photograph.

Mr Print-it to be asked to put two staples in each copy rather than one

Gold Quality Status – as the council had agreed to apply for Quality Gold Status, it had been noted from the criteria that parish councils have to publish 4 publications per year. It was proposed that there should be 3 editions GMK's in 2016 and 12 monthly reports in Gnosall Parish News. This means there are two routes of communication ensuring the widest possible coverage in the parish in the most cost effective manner. This was seconded and unanimously agreed.

## **To agree schedule and articles for inclusion in next edition**

Articles for the February edition were agreed as:

- Development on Knightley Road
- Scout trip to Japan (part funded by Gnosall Parish Council)
- Unveiling of bench on Brookhouse Road
- Christmas Lights
- Film Night
- Youth Club
- Travelling Library
- New school completion
- Health Centre update
- Steering Group update
- Quality Gold Status
- Localism
- New Business in the High Street
- New Staff appointment

### **Deadline dates:**

- 2<sup>nd</sup> February – all articles to be sent to parish office
- 2<sup>nd</sup> – 11<sup>th</sup> February – draft GMK put together
- 11<sup>th</sup> February – members to review final draft
- 16<sup>th</sup> February – sent to printers
- 22<sup>nd</sup> February – sort into piles for distribution
- 22<sup>nd</sup>/23<sup>rd</sup> distribution

It was agreed to write articles in columns on one or two pages in the next edition (newspaper style).

## **7 Media**

### **a) To report on any responses from Editors of Local Newspapers**

The Clerk had met with the editor of Newport Advertiser who had agreed the Parish Council could have a regular slot within the Town and Village section. This was welcomed and it was agreed press release should be sent about the changes to the library, broadband coverage in Moreton, the film night and the unveiling of the bench.

### **b) Update on any press releases, publicity and media coverage**

More press releases had been sent to Newport Advertiser, Staffordshire Newsletter and The Express & Star. Cllr Booth had been saving press articles relating to Gnosall Parish Council. Members felt this was very useful and could be scanned and posted on the website.

### **c) Consider articles for SPCA, NALC, SLCC and other Local Government magazines/newsletters**

It was agreed articles should be sent to as many Local Government publications as possible.

**8 Website**

The website had been updated with many changes. More changes had been identified and members were asked to continue to monitor and inform the Clerk where changes are needed.

**9 Social Media & Publicity**

Social media sites remain to be very popular with more followers and this is proving to be an excellent way in sharing important information to parishioners quickly.

*To exclude the press and public whilst confidential information is discussed*

**10 To report on quotations for GMK printing and agree budget requirements for 2016/17**

Two quotations, one from Mr Print-it and one from 2Can Design & Print had been received for printing 2000 colour copies of GMK's. It was agreed to continue to use the Services of Mr Print-it.

It was agreed that additional coverage of GMK within the village should be arranged in 2016 therefore 2000 copies of GMK's would have to be printed at an additional cost. Therefore £3000 would be requested for inclusion in the 2016/17 council budget.

**11 To set date for the next meeting**

10<sup>th</sup> December 2015