

Gnosall Parish Council
Minutes of the Communications Committee
held on Thursday 10th March 2016 at 10am

Present: Cllr M Deegan (in the Chair), Cllr P Alker, Cllr M Booth, Cllr G Gregory, Cllr G Payne, Maggie Hughes and Bob Alker and Jayne Cooper

Press and Public – none present

1 To receive any apologies

Received from Cllr Webb, Cllr Ingram, Jim McGregor and Amanda Morrell

2 To receive any declarations of interest

Cllr Alker declared an interest in the website

3 To receive minutes of the meeting held on 11th February 2016

The minutes of the meeting were agreed as a true and accurate record.

4 To consider any matters arising from the last meeting

- Terms of Reference document is now posted on the council's website.

5 To review the Communications Strategy

JC would circulate the Communications Strategy for cllrs to read and be ready to comment on at the next meeting. Cllrs to consider the requirements for Quality Gold when reviewing the Communications Strategy as well as changing the name of the strategy to Communications and Engagement Strategy

6 GMK Newsletter

a) Feedback on the Winter/spring edition

Positive comments had been received. One thousand copies had been distributed in the parish. Committee members felt the text was too dark (possibly bold type) and line spacing different to previous copies. This to be checked with printers. Previous font and spacing is preferable.

b) To confirm date of next edition and discuss front cover and any articles

- 2000 copies of the next three editions would be printed to double the current circulation.
- It was agreed the front cover should be a collage of photos of road signs from across the parish – Bromstead, Knightley, Moreton, Gnosall and Outwoods.
- Deadline for articles is 15th April 2016
- Draft to be ready to review by 10th May
- Approved copy to be sent to printers on 11th or 12th May
- Cllrs to help sort into piles on 23rd May ready for distribution from 23th – 26th May
- More volunteers had offered to help with distribution and would be reminded in good time.

Agreed articles:

- Public Meeting about proposed development on Horseshoe - G Gregory
- Staffordshire Day – J Cooper/M Deegan

- New school opening – G Payne
- Queen’s 90th Tea Party – M Booth
- Youth Club opening – J Cooper
- Craft Group – M Hughes
- Heritage Group – K Abbott (with information on Moreton from Phil Barnes)
- Film Night – M Booth
- Allotment Project – M Deegan
- S106 funds – J Cooper
- Community library – M Hughes

7 Media

Press coverage continues to increase. New press releases on the youth club and Staffordshire Day to be arranged.

National Association of Council of the Week - it was agreed that the Parish Council should apply for this award. Cllr Booth to find out more information.

Visit Stafford website – Cllr Booth had attended a Stafford Tourism meeting and noticed that the visit Stafford Website has no information about Gnosall. Gnosall organisations, as well as the Parish Council to be encouraged to send information for inclusion. This to be an agenda item at a future Communications meeting.

Gnosall Carnival – it was agreed that the Parish Council should request a stand/gazebo at the carnival on 18th June and have details (on display and to hand out) on parish council projects. It may be possible to attract new volunteers to assist with various projects. Cllr Payne offered to lead on this.

8 Website

The website is updated regularly by the Clerk B Alker. Recent information added includes details on the new youth club, library, Queen’s 90th tea party, social events at Millennium Centre in Moreton, proposed housing development, Terms of Reference for all committees and council policies.

Future Action on outstanding sections & information

- D Clarke to be asked for copies of the 2016 Gnosall Calendar photograph entries to be included on the Parish Councils website.
- Quality kite mark to be added
- J McGregor to be asked to take more landscape photographs for the home page
- Cllrs to continue to monitor and inform the Clerk and B Alker of information to be added or deleted.

9 Social Media & Publicity

- Facebook followers continue to increase and share useful messages. Some messages are reaching over 3000 people.
- It was agreed not to use Twitter. JC would try and retrieve the password.

10 To set date for the next meeting

7th April 2016 at 10am