

Gnosall Parish Council
Minutes of the Communications Committee
Held on Thursday, 13th April 2017

Present: Cllr M Deegan (in the Chair), Cllr D Webb, Cllr M Booth, Cllr K Ingram, Cllr G Gregory, Ms M Hughes, Mr J McGregor, Cllr P Alker (note taker)

Press and public open forum: no members of the press or public were present

1	<p>To receive apologies and record absences Apologies were received from Mrs A Morrell and Mrs J Walton-Sanders.</p>	
2	<p>To receive any declarations of interest Cllr Alker declared an interest in discussions about the website.</p>	
3	<p>To receive and confirm the minutes of the meeting held on 8th December 2016 The minutes of the meeting were agreed as a true and accurate record.</p>	
4	<p>To consider any matters arising from the last meeting A website meeting had been held on 12th April 2017 and amendments suggested. Gnosall Memorial Village Hall (MVH) had asked if their regular bookings could be shown on the website. MVH use Facebook to promote events, etc as they do not have a website of their own. Following discussion it was agreed that information on Facebook and the Website should mirror each other and MVH should be contacted for the information to be included on GPC's website.</p> <p>It was noted that the Council's Communications Strategy was approved at the December 2016 meeting.</p>	KI/JWS
5	<p>The new Parish Council Corporate image The suggested new logo for the Council was stored on JMcG's computer and should be sent to all Communication Committee members for information.</p>	JMcG
6	<p>To confirm arrangements for the purchase of Roller Banners 4 options had been reviewed and 1 option could be purchased within the budget of £300. A photo was circulated as a suggestion for the banner and it was agreed that it should incorporate the Council's 'revised' mission statement, website and Facebook addresses, QR code and reference to Gnosall Parish Council. There was a suggestion that an outline map of the parish be used but this may prove difficult. Mr Print-it had quoted a cost of £30, inclusive of VAT, to print the banner on both sides. JMcG was thanked for his work on the banners.</p> <p>It was noted that Chippy Jumps' new play facilities were now open and JMcG agreed to take photos.</p>	MD/JMcG JMcG
8	<p>Media and Publicity</p> <p>Update on any press releases, publicity and media coverage It was noted that the Clerk had asked for clarification on press cuttings as several were gathering on her desk. All press articles relating to Gnosall were clipped and kept and it was agreed that the way forward was to scan the backlogged articles as permission had already been granted to do this by newspapers, magazines. Once scanned, articles could be put on disc and emailed to Bob Johnson for the Heritage Site and relevant pieces for a section on the Parish Council Website. DW agreed to scan the backlogged press cuttings and MD will speak to the Clerk to see</p>	DW/MD

	<p>what capacity JWS has to take this on in future as it was envisaged there would only be a small amount of press cuttings needing to be scanned.</p> <p>Facebook Page Updates and Social Media A Social Media event, as part of Visit Staffordshire, had recently taken place at Rodbaston and had been attended by MB, JWS and AM. It was suggested that Google Plus be checked to see what it says about Gnosall as we could agree to 'own' that particular reference if we wish. RGA to action.</p> <p>It was also suggested that we include a 'virtual tour' of the Grosvenor Centre to boost bookings but we would need to provide a 'story teller' to accompany the video rather than just post it. It should also be included on Facebook and the website.</p> <p>It was noted that the Chippy Jumps and the boardwalk will officially be opened when work has been completed on the boardwalk, MD to speak to the Clerk to co-ordinate a press release through MB.</p> <p>GMK Newsletter It was suggested that GMK be produced and accessed online to reduce carbon footprint and printing costs with a small supply retained in the Parish Office for parishioners to collect. However it was noted that not all parishioners had computers and issues were a lifeline for some people therefore it was agreed that GMK will continue in its present form. The next GMK meeting is scheduled for Thursday, 11th May 2017 at 11 am. Please note change of time.</p> <p>Following discussion it was noted that most people prefer meetings to be held on Mondays. MD to speak to JC.</p>	<p>RGA</p> <p>MD/JC</p> <p>MD/JC</p>
9	<p>To confirm the date of the next meeting The date of the next meeting is 5th October 2017. Time to be confirmed.</p>	