

**Gnosall Parish Council**  
**Minutes of the Communications Committee**  
**Held on Thursday 11<sup>th</sup> October 2018 at 1.15pm in the Parish Office**

**Present:** Cllr K Ingram (in the Chair), Cllr G Payne, Cllr J Archer, Cllr P Alker, Cllr G Gregory, Jim McGregor, Maggie Hughes, Jeanene Walton-Sanders

Press and Public Open Forum – none present

		<b>ACTION</b>
<b>1.</b>	<p><b>To receive apologies and record absences</b></p> <p>Cllr Webb's absence was noted.</p>	
<b>2.</b>	<p><b>To elect a Chairman for Communications Committee</b></p> <p>Cllr Ingram was proposed and seconded as Chairman. This was agreed and Cllr Ingram accepted this position.</p>	
<b>3.</b>	<p><b>To elect a Vice Chairman for Communications Committee</b></p> <p>Cllr Gregory was proposed and seconded as Vice Chairman. This was agreed and Cllr Gregory accepted this position.</p>	
<b>4.</b>	<p><b>To receive any declarations of interest</b></p> <p>Cllr Alker declared an interest in the website.</p>	
<b>5.</b>	<p><b>To receive and confirm minutes of the meeting held on 8<sup>th</sup> March 2018</b></p> <p>The minutes of the meeting were agreed as a true and accurate record.</p>	
<b>6.</b>	<p><b>Media, social media and publicity</b></p> <p>It was reported that the website was getting lots of hits.</p> <p>Cllr Ingram informed members of some of the items that had been discussed at the recent Website Working Group meeting, including the query raised by Robert Alker regarding permission for publicising photos taken at public events. It was asked if the Clerk could obtain written legal requirements from NALCC.</p> <p>It was reported that lots of people were looking at Facebook with over 840 likes.</p> <p>The recently posted Community Library DIY SOS received an impressive number of views and responses, which was very pleasing. It was suggested that once this phase of the community library had been completed that a photo should be taken of all the tradespeople who had kindly given their time, to be included in a press release.</p>	<b>JW-S</b>

<p><b>7.</b></p>	<p><b>To consider budget for GMK and Website</b></p> <p>It was reported that currently each edition costs about £1,000 to publish and that there was £3,000 allocated for the 3 publications per year.</p> <p>Members were asked to review the existing budget and a number of suggestions were considered:</p> <ul style="list-style-type: none"> <li>• To reduce the number of publications to 2 per year. It was agreed that this was not feasible as 3 publications were required to comply with Quality Gold.</li> <li>• To reduce the number of pages in each publication to 8, as this would still provide adequate space for informative articles, whilst providing a monetary saving.</li> <li>• To obtain sponsorship towards the cost of the publications. It was noted that the Parish Council were not permitted to advertise within the GMK and it was therefore suggested to seek advice from the Clerk as to whether this was feasible.</li> </ul> <p>Following discussion, it was agreed to continue producing 3 twelve-page publications per year and ensure that publication costs continued to be monitored.</p>	<p><b>JW-S</b></p> <p><b>KI</b></p>
<p><b>8.</b></p>	<p><b>To confirm the date and time of the next meeting</b></p> <p>TBC</p>	

Meeting closed 1.45pm