



## Stratfield Mortimer Parish Council

### Communications Committee Meeting

Meeting held on Tuesday 1<sup>st</sup> December 2015 in The Parish Council Office, 27 Victoria Road, Mortimer at 7:45pm

**Present:**

Councillors: Cllr. Andrew Richardson (Chairman), Cllr. Mike Dennett, Cllr. Julian Earl, Cllr. Pete Blagden, Cllr. Nick Carter and Cllr. Chris Lewis.

Clerk: Haydn Selwyn-Jones (Acting Clerk)

Public/Press: Mr David Kilshaw (by invitation)

Item			
15/09	<b>To receive any apologies:</b> None		
15/10	<b>To receive any Declarations of Interest:</b> None		
15/11	<p><b>Matters arising from minutes of meeting held on 22<sup>nd</sup> October 2015 (not covered by specific agenda items), received and adopted at Full Council under item 15/220 on 12<sup>th</sup> November 2015:</b></p> <p>New format presented by Clerk <b>AGREED</b> subject to circulation.</p>		Clerk
15/12	<p><b>Parish Newsletter:</b></p> <p>It was <b>AGREED</b> that this Agenda item should be brought forward for discussion.</p> <p>Agenda items a., b. and c. were then discussed with Cllr Mike Dennett giving an update on the current newsletter's status and delivery arrangements and tasks were allocated to complete the delivery.</p> <p>During these discussions, under Agenda item c., Cllr. Pete Blagden presented a template for managing the preparation and distribution of the newsletter, which was received for consideration and deferred for further discussion at the next meeting of the Committee.</p> <p>The general thoughts on the current Newsletter were that</p> <ul style="list-style-type: none"> <li>i) Deadlines had slipped a bit but not seriously.</li> <li>ii) The presentation and content was felt to be good.</li> <li>iii) The reply sheet was thought to be a bit squashed, but this was as a result of space pressures.</li> <li>iv) Editing of articles in keeping them down to size to fit space available was good.</li> </ul>		Clerk Agenda
15/13	<p><b>Update on Implementation of SMPC FACEBOOK page:</b></p> <p>Mr David Kilshaw then reported on and led a discussion on the progress of the Parish Council's Facebook page.</p> <ul style="list-style-type: none"> <li>i) The current stats are showing: <ul style="list-style-type: none"> <li>Total Page Likes 187</li> <li>People Engaged 188</li> </ul> </li> </ul> <p>There is a need to stimulate followers by posting regular content.</p> <p>Cllr. Nick Carter advised how Burghfield PC managed their</p>		

	<p>content.</p> <p>Cllr. C Lewis raised concerns on what should and should not be said as general comments on Facebook regarding the West Berks Budget proposal papers.</p> <p>Cllr. Julian Earl expressed the need for a Posting Policy of what can and cannot be done.</p> <p>It was, however, <b>AGREED</b> that non-contentious content, such as general information, road closures, etc., community events and similar information, can be passed to and posted by Cllr Nick Carter or Mr David Kilshaw.</p> <p>Other items, including abridged minutes, breaking news, etc., to be passed to the Chairman, Vice Chairman or the Clerk for consideration and posting by Cllr Nick Carter and Mr David Kilshaw.</p> <p>All content regarding Council business, policy and statements needed to be agreed by the Council or, in an emergency, by the Chairman and Vice Chairman of the Council.</p> <p>ii) Mr David Kilshaw advised that the QR code should be on the cover of the Newsletter and it was confirmed that it was by Cllr. Mike Dennett.</p> <p>iii) Mr David Kilshaw advised that there is a general negative public perception as to the speed of communication responses to matters by the Parish Council.</p> <p>It was <b>AGREED</b> that Cllr Andrew Richardson was to action Guidelines with the help of Cllr. Mike Dennett, Cllr. Julian Earl, Cllr Nick Carter and Mr David Kilshaw in order to improve perceptions.</p> <p>Cllr Pete Blagden left the meeting at 9:10pm</p>	<p>24/12/15</p> <p>Ongoing</p> <p>Ongoing</p> <p>24/12/15</p>	<p>Clerk/ AR,MD All</p> <p>All</p> <p>AR</p>
15/14	<p><b>Update on Website development including discussion on ideas for improvement:</b></p> <p>Google stats were distributed and generally felt to be OK although numbers need to be stimulated.</p> <p>Cllr Mike Dennett left the meeting at 09:15pm</p> <p>Cllr Nick Carter presented a draft architecture and design map, which was discussed.</p> <p>The aim is to create more pages rather than uploading documents. Vision ICT contact details to be passed to Mr David Kilshaw for him to contact and to discuss the options available.</p> <p>Clerk to advise Vision ICT re Mr David Kilshaw calling.</p>		<p>Clerk Agenda Clerk</p>
15/15	<p><b>Development of communications plan for 2016:</b></p> <p>Cllr Julian Earl drew up his thinking for an annual communications plan itemising out the various events on an action timeline.</p> <p>This was discussed and <b>AGREED</b> to be a positive way forward and all Councillors were asked to think about items to be included for inclusion on the plan at the next meeting.</p>	<p>24/12/15</p>	<p>ALL</p>
	<p>The meeting closed at 9:45pm</p> <p>Date of next meeting was set for 7:30pm Tuesday 5<sup>th</sup> January 2016</p>		