



Stratfield Mortimer Parish Council

Communications Committee

Minutes of Meeting held on Monday 15 December 2014 in The Parish Office, Victoria Road, Mortimer at 7:10pm

Present:

Councillors: T Audsley (Chairman), A Richardson, J Earl, P Blagden and M Dennett

Clerk: Mrs J Kirk

Public/Press: None

1. **To receive Apologies:** Cllr A Colaço
2. **To receive any Declarations of Interest:** None
3. **To receive financial update for 2014/2015:** The Clerk advised that the current Committee net expenditure is £753 for two editions of the Newsletter (one at £315 and the August edition £438.90 as this had more pages. There will only be three editions in the current Financial Year but the February edition will also have more pages.
4. **To receive feedback on the change of format to latest Newsletter and receive any suggestions for changes in style for the next Newsletter:**

The Committee reviewed and compared the previous two editions and agreed they preferred the change in style of the last one. A full discussion took place re improvements/changes to the style, content and layout of the Newsletter for the next and future editions. It was agreed to make Newsletters less text intensive and the Clerk was asked to check Government guidelines re font sizes. It was thought that it may not be practicable to implement all the ideas in the February edition. Some of the ideas discussed and agreed were:

 - To include a QR code on the front cover. Cllr Earl to action.
 - To include a tear off feedback form (to be handed in to say Budgens, Post Office, Library) on topics such as communication, Parish Council actions, etc
 - Branding (PC Lion) throughout the issue?
5. **To discuss content and articles for 2015 Newsletters and confirmation of schedule and actions:**

It was agreed for 2015 to revert to the previously agreed schedule of 4 issues a year in late January/early February, late April, early July and early October. The cost for the 2015/2016 Budget will be £1,600 for the Parish Council Newsletters.

The next issue is to be despatched on 26 February and the Clerk will work out a timetable of key dates and email these to Committee Members. A long list of articles for this issue was also compiled by the Committee, including a headline piece publicising the forthcoming Parish Council Elections on 8 May 2015. In addition it was also agreed to produce a glossy, colour leaflet on Stratfield Mortimer Parish Council Elections and that on two weekends in March distribute them outside say Budgens. The Clerk was asked to circulate the Terms of Reference for the Committee as outlined in the Communication Committee Minutes of the 8 June 2009. These will be reviewed at the next Committee Meeting (extract detailed below):

'Objectives:

- The Parish Council Newsletter is initially aimed at a quarterly newssheet.
- The minimum quantity to produce is half yearly.

- Primary aim is to fulfil the needs of the 'Quality Parish Initiative'.
- The aim of the newssheet is to promote the work done by the Parish Council and by definition work done to further the needs identified under the Parish Plan.
- The intention is that the newsletter is delivered to each home and business in the parish.

Terms of Reference

- All items should have a connection with the Parish Council.
- Any naming should be by consent and for information and recognition – not for follow up contact via the newsletter.
- All contacts should be through the Clerk.
- It isn't aimed to compete with Mortimer Life, Newsbell etc.
- It is not a monthly release and shouldn't be targeted with items of that nature (e.g. event lists, short term initiatives and announcements).

The responsibility for the final Editing of the Newsletter lies with the Clerk (in consultation with the Parish Council Chairman) as she is legally responsible for all communications from the Parish Council. It was agreed to publish a paragraph in the next Parish Council newsletter about what is included in it, i.e. the work of the Parish Council and to explain what is not included the Newsletter.'

6. To receive update and review the current position regarding the Parish Council's social media and Facebook:

The Committee discussed the 3 media tools (Newsletter, Parish Council Website and Facebook) and several ideas were discussed but these will be discussed in more detail at the next Committee meeting and all members were asked to review the website beforehand. They also considered the Parish public notice boards and agreed to look at and review the locations and numbers of the Boards and put the locations on a map. Cllr Blagden offered to look into this.

Meeting closed at 9:05pm