

COMMUNICATIONS COMMITTEE MEETING

Minutes of Meeting held on 7th July 2015

SMPC Office

Those present:	Apologies:
Andrew Richardson (AR) Chairman Nick Carter (NC) Austin Colaço AC)	Julian Earl (JE) Chris Lewis (CL) Mike Dennett (MD) Peter Blagden (PB)

Meeting Commenced	7.35 pm
-------------------	---------

#	Agenda Item	Update	Action Required	Resp	Due
1	To receive any Apologies	<ul style="list-style-type: none"> • As above 	Not applicable	n/a	n/a
2	To receive any Declarations of Interest	<ul style="list-style-type: none"> • None 	Not applicable	n/a	n/a
3.	To receive financial update for 2015/16 a. Copy of Communications budget b. Expenditure incurred to date (if available) c. Discuss any future expenditure items	<ul style="list-style-type: none"> • MD reported that £416 had come out of this financial year's budget of £1800 for the last newsletter leaving £1384 • MD stated that each newsletter costs between £380 and £420 to print. The price fluctuates according to the number pages. • It was recommended that the £2000 in the 2015/16 budget for "software and web design" be transferred to and controlled by the Communications Committee. This was unanimously agreed and approval to be sought from the Full Council 	Not applicable No applicable Approval required by Council	n/a	n/a

COMMUNICATIONS COMMITTEE MEETING

#	Agenda Item	Update	Action Required	Resp	Due
4.	To receive feedback on Newsletter format and style	<ul style="list-style-type: none"> • The format and writing style of previous newsletters were discussed and it was concluded that a shorter more simple style was preferable, in line with the last newsletter issued • It was agreed that previously agreed addition of a “QR code” to the front cover would be introduced at the next issue, on the front cover provided space allows. • It was agreed that a tear off ‘comment’ ¼ to ½ page would be added as a cut-out that readers could return to the Parish Office, starting with the next issue • NC agreed to put together the newsletter structure after content has been provided from contributors <p>AR proposed the following principal which was unanimously agreed:</p> <ul style="list-style-type: none"> • We will be more pro-active/open about providing financial information and the newsletter will compliment this 	<ul style="list-style-type: none"> • Investigate details of QR code • Produce proposal for cut-off return section 	<p>JE</p> <p>NC</p>	<p>28/7</p> <p>28/7</p>

COMMUNICATIONS COMMITTEE MEETING

#	Agenda Item	Update	Action Required	Resp	Due
5.	To discuss future articles for next Newsletter and confirm schedule and actions	<p>AR proposed the following principal which was unanimously agreed:</p> <ul style="list-style-type: none"> • We will target issuing 4 issues per year starting from 1st Sept 2015, each magazine being issued prior to the relevant full Council meeting i.e. September, December, March and June. <p>Candidates for content for the September issue were discussed (suggested content providers shown in brackets).</p> <ul style="list-style-type: none"> ○ Annual Parish Meeting (MD) ○ Update on NDP (Pat Wingfield) ○ Election results and pictures (MD) ○ Committee Structures (MD) ○ Highlights of SMPC activity (MD) ○ Roads footpaths and commons (Tony Butcher) ○ Cemetery (Pat Wingfield) ○ Relief in need (Angie Phillips) ○ Photo of John Morden close opening (Neil Kiley) ○ Flailing of Gorse on Fairground (communication) - AR ○ Future events (All) <ul style="list-style-type: none"> • JE offered the idea of producing a communications plan showing the relevant milestones during the year 	<ul style="list-style-type: none"> • Aim to take photos of council at SMPC meeting • Seek other input ideas at Full Council Meeting 	<p>JE</p> <p>AR</p>	<p>9/7</p> <p>9/7</p>

COMMUNICATIONS COMMITTEE MEETING

6	To discuss other media channels for communication (attached is latest policy on facebook)	<ul style="list-style-type: none"> There was a discussion about the pros and cons of the previously agreed plan to introduce a Parish Council Facebook page. Whilst it was confirmed that the Parish Council ratified its introduction early in 2014 and created a Policy of use it was agreed that the team as a whole will investigate further and discuss the way forward at the next meeting 	<ul style="list-style-type: none"> Conduct audit of site usage (number of hits) investigate 1) other parish council's use of Facebook 2) any other research to support a next steps discussion at the next meeting 	All	28/7
7	To consider a procedure for dealing with correspondence	<ul style="list-style-type: none"> MD advised that most correspondence comes via email and the web site. It was proposed that a 5 working day commitment could be made for acknowledging correspondence, to cater for the need to gather information from elsewhere. MD was not in favour of an 'auto-reply' approach to acknowledging email contact and preferred a personal reply 	<ul style="list-style-type: none"> 		
	To receive minor matters, correspondence and future agenda items	<ul style="list-style-type: none"> None 	Not applicable	n/a	n/a
	Date of next meeting	Tuesday 28 th July 2015 7.30pm Parish Council Office			

Meeting Closed

9.42 pm

Andrew Richardson
Chairman-Communications Committee

____/____/____

Date