



Stratfield Mortimer Parish Council

Communications Committee Meeting

Meeting held on Thursday 22nd October 2015 in The Parish Council Office, 27 Victoria Road, Mortimer at 7:30pm

Present:

Councillors: Cllr. A. Richardson (AR) Chairman
Cllr. N. Carter (NC)
Cllr. M. Dennett (MD)
Cllr. C. Lewis (CL)
Cllr. J. Earl (JE)
Cllr. P. Blagden (PB)

Clerk: Haydn Selwyn-Jones (Acting Clerk)

Public/Press: 1 member of the public

01. **To receive any apologies:** Cllr. A Colaço (AC)
02. **To receive any Declarations of Interest:**
None
03. **Approval of minutes of meeting held on 30th September 2015:**
Approved
04. **Matters arising:**
David Kilshaw joined the meeting as key technical advisor.
David was formally welcomed to the meeting and thanked for his considerable help with setting up the Facebook page for SMPC
05. **Facebook Update:**
 1. A number of people spotted the site early on before it was officially released to the public
 2. First Post was announcement of the meeting – 177 people liked it
 3. At the point where it went live – 160 people liked it
 4. The SMPC Website can be linked into Posts

It was **AGREED** that:

1. The following indicators should be measured per calendar month: AR
 - a. Total Page Likes 176 to-date
 - b. People Engaged 193 to-date
2. These to be monitored monthly with a review after 6 months
3. Ongoing announcements need to be put out, possibly using hot topics from other local websites e.g. MVP MD/
F.B.
Admin
4. Posts can be made in the name of individual Councillors provided that there is a disclaimer added that this is not an official SMPC view All Cllrs.
5. The following future items were to be addressed by 5th November 2015: MD
 - a. Regarding the use and management of Garth Hall
 - b. Prelude report on the Traffic Speeding Situation
 - c. Halloween – No Trick or Treat posters to be downloaded

d. Lighting the Christmas Tree on Sunday 29th November 2015

05. **Parish Newsletter:**

It was **AGREED** that the timeline for the newsletter issue in December would be:

- | | |
|---|---------------|
| 1. Outline of Newsletter - | 23/10/15 |
| 2. Articles produced and sent to AR/MD by - | 06/11/15 |
| 3. Final Draft for editing - | 21/11/15 |
| 4. Notify Deliverers - | 21/11/15 |
| 5. Soft Copy to Editor - | 25/11/15 |
| 6. Return from Printers - | 02/12/15 |
| 7. Collate - | 03/12/15 |
| 8. Deliver to deliverers - | 04/12/15 |
| 9. Delivery of Newsletter - | 05 – 09/12/15 |

It was **AGREED** on the proposed items for inclusion in the Winter Edition as follows:

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|--|----------|-----|
| 1. Speeding Issues – Prime Activity
Produce article approx. 300 words (include graphs) | 06/11/15 | AB |
| 2. Garth Hall and outcome from Charity Commission Discussion
Based on recent minutes (include photo) | 06/11/15 | MD |
| 3. Highlights of PC Activity
Not to be used on this Edition | | |
| 4. Planting of 400 trees on the Fairground
Produce article – link with flailing of gorse (include photo) | 06/11/15 | PB |
| 5. Relief in Need
Produce article | 06/11/15 | AP |
| 6. Update on NDP & reference provision of support given to other PC's about SMPC's NDP
Produce article | 06/11/15 | PW |
| 7. Parish Council Conference at West Berks
Brief update – check WBC website for Agenda | 06/11/15 | JE |
| 8. Resurfacing of Car Park
Produce brief update if works scheduled or completed | 06/11/15 | MD |
| 9. Flailing of Gorse on Fairground (together with tree planting)
Refer to tree planting above | 06/11/15 | PB |
| 10. Clerk has resigned
Produce short Article/Update | 06/11/15 | MD |
| 11. Footpaths Review
Not to be used on this Edition | | |
| 12. Update on Broadband
Produce short Article/Update | 06/11/15 | NC |
| 13. Future Events
Produce short Article/Update | 06/11/15 | All |
| 14. Facebook update
Produce short Article/Update | 06/11/15 | NC |
| 15. West Berks Development Plan
Produce short Article/Update | 06/11/15 | MD |
| 16. Carol Service reminder and lighting the tree
Produce short Article/Update | 06/11/15 | AR |

06. **Website:**

Examples of websites have been circulated.

The following proposals for improvements were made for consideration:

1. Add a Diary
2. Drop down menu's that are accessed by hovering over the headline

subject and clicking on the item on the drop down menu – this leaves the opening page clearer for other information

3. Link to Facebook
4. Provision of historic and current information
5. News Tag

It was **AGREED** that the following should be actioned:

- | | | |
|---|----------|----|
| 1. Determine what can and cannot be changed – can offline version be obtained and 'played with' | 06/11/15 | DK |
| 2. Create desired Design and Architecture specification for the Website | 15/11/15 | NC |

07. **Development of the communications plan:** JE/Clerk
To be a future Agenda item

08. **Date of next meeting:**
7:30pm Tuesday 1st December 2015 – in the Parish Office

The meeting closed at 9:55pm

Signed:
Andrew Richardson – Chairman

Date: