

Stratfield Mortimer Parish Council

Communications Committee Meeting

Meeting held on Tuesday 29th August 2017 in The Parish Council Office, 27 Victoria Road, Mortimer at 7:30pm

Present:

Councillors: Cllr. A. Richardson, Cllr. J. Earl, Cllr. M. Dennett, Cllr. N. Carter, Cllr.

D. Kilshaw.

Clerk: Haydn Selwyn-Jones (Clerk) & Lynn Hannawin (Admin Assistant)

Public/Press: None

Item		
17/10	To receive any apologies:	
	None	
17/11	To receive any declarations of interest:	
	None	
17/12	Minutes:	
	Matters arising from minutes of meeting held on 30th March 2017 (not covered by specific agenda items)	
	None	
17/13	Parish Newsletter:	
	To receive and discuss statistics and any updates on the Parish Newsletter. Cllr. A. Richardson opened the discussion by asking the question "How effective is what we are doing?"	
	Cllr D. Kilshaw responded by saying that statistics are not an ideal measurement for the Newsletter.	
	The Newsletter is currently published 3 times per year, although the current budget allows for 3 standard Newsletters and 1 Special Edition Newsletter for engaging with the Community on Community Projects. It was felt that, in order to be more effective, the Council should be aiming for 4 Newsletters per year in future.	Clerk
	Cllr. D. Kilshaw commented that the current Newsletter content tended to represent what the Council has done rather than what the Council will be doing, which is what we should be concentrating on doing so that the image of the Council is changed to one of being forward thinking on behalf of the Community.	
	After discussion, it was AGREED that Cllr. D. Kilshaw would compile the October Newsletter using his publishing app., but it needed to be made available in an editable format. Copy needed to be sent in no later than the 17 th September.	DK
	The contents list, that had been compiled, was then gone through and discussed and articles allocated.	
17/14	Facebook:	
	To receive and discuss statistics and any updates on the SMPC Facebook pages.	
	Cllr. D. Kilshaw reported on the statistics that:	

	Library 200	
	Likes: = 303 Reach: = 1892	
	Posts: = Have averaged 10 posts per month for the last couple of	
	months, which were too few.	
	The Clerk responded by advising that there had been connectivity issues, which had now been resolved, and that he needed input from Councillors on community items that should be posted when they were current. There had been no requests/suggestions for posts from Councillors for at least the last 6 months.	
	It was AGREED that suggestions for posts would be forwarded to The Clerk wherever possible in future.	Cllrs.
17/15	Website:	
	To receive and discuss statistics and any update on the SMPC Website and the proposed development of the SMPC website.	
	Mr. D. Kilshaw advised that he didn't have any statistics for the website and neither did the Clerk.	
	The Clerk would investigate.	Clerk
	Work on the new website had not progressed and Cllr. D. Kilshaw advised that	
	this was now a priority task item and would be presenting a draft site at the next Committee meeting.	DK
17/16	2017 Communications Policy:	
	To receive and discuss the necessary update on the 2017 Communications Plan for Councillor SMPC emails.	
	The Clerk advised that SMPC Councillor email addresses were ready to go but needed the SMPC Communications Policy to be amended for their use.	
	Cllr. J. Earl presented his adjustments to the SMPC Communications Policy to cover the use of SMPC Councillor email addresses.	
	This was discussed and AGREED unanimously for presentation to and approval by the Full Council, subject to some minor adjustments being made.	JE
17/17	Budget 2017 – 2018:	
	To discuss plans for budget expenditure for 2017-2018	
	Cllr. D. Kilshaw recommended that:	
	1 The use of a suitable CRM package would help manage and collect data	
	by the Parish Office. 2 Advertising the Parish Newsletter would be advantageous and suggested the Village Eye.	
	The Clerk would investigate both proposals.	Clerk
17/18	Other Matters:	
	 Discuss general communications statistics for the Parish Office The Clerk advised that a Postal Log was maintained but a wider logging or statistics collection was not practical. Meeting held and Councillor Hours spent. The Clerk advised that to try and log Councillor hours spent was not practical. 	
	The fact that only 2 meetings were planned for the Committee for the rest of the year, resulting in a total of 3 meetings for the year was discussed and it was requested that The Clerk should investigate that	

allocation of a further meeting date before the end of the year. 3 Photo Competition. This had been discussed before and was not discussed further at this meeting. 4 Fun Day 2018 presence. After the inability to man a presence at this year's Fun Day, it was felt that such an important opportunity to be seen should not be squandered again and that Full Council involvement should be sought for 2018.	Clerk
The meeting closed at 09:35pm	

Article List for March Parish