

SHAVINGTON-CUM-GRESTY PARISH COUNCIL

**MINUTES OF A MEETING OF THE COMMUNICATIONS COMMITTEE
HELD ON 17 MAY 2017 IN THE VILLAGE HALL, SHAVINGTON**

PRESENT: Councillor B Gibbs Chairman
Councillor M Ferguson
Councillor K Gibbs

APOLOGIES: Councillor W Cooper

53 ELECTION OF CHAIRMAN

RESOLVED: That Councillor B Gibbs be elected Chairman to serve until the next Annual Meeting of the Parish Council.

54 DECLARATIONS OF INTEREST

Members were invited to make any declarations of interest. The Clerk could offer advice but the decision to declare, or not, was for the parish councillor to decide based on the circumstances.

No declarations were made.

55 MINUTES – 12 APRIL 2017

RESOLVED: That the Minutes of the meeting held on 12 April 2017 be approved as a correct record.

56 TERMS OF REFERENCE FOR THE COMMITTEE

The revised Terms of Reference for the Committee had been approved by the Parish Council on 3 May 2017 and were now submitted for information.

57 CO-OPTION OF NON-PARISH COUNCIL MEMBER

The Committee was invited to co-opt Craig Willetts as a non-Parish Council member of the Committee. As he was not in attendance, this item was deferred to the next meeting.

58 WEBSITE CONTENT/MIGRATION PROCESS AND 'GO LIVE' STRATEGY

The link to the new website had not yet been received, but would be resolved in the next two weeks.

Members discussed tagging of items to ensure that they were uploaded into the correct section of the website.

A 'village' tab would be created with 'Village Hall' being given prominence. This would give details of the facilities available and the fees. The Village Hall Management Committee could be asked if it wished to provide information for the website, or would it prefer the Communications Committee to do this on its behalf.

Parish Council Information to include:

- Current agendas/minutes/financial information
- Archive minutes folder

The Parish Council tab would be for agendas, minutes, and financial information. To complement this, the formal documents would also be typed-up by the Clerk using Medium, which was an on-line consumer-friendly publishing platform. This would ensure that the documents would reach a wider audience.

'SLACK' (an off-line messaging tool) would be set up to enable Committee Members to discuss matters with each other without the need to use e-mails.

The new website needed to be publicised at the earliest opportunity to encourage the wider community to provide photographs and write articles for the website. Any photographs must be accompanied with confirmation that they were not subject to copyright. Each article would be reviewed and, if necessary, edited, before it was uploaded onto the website.

The Clerk would write to all community organisations informing them of the new website details and inviting contributions for uploading.

SUMMARY OF ACTION AGREED:

- The Clerk to write to all community organisations informing them of the new website details and inviting contributions for uploading.
- Advise all groups that articles would be subject to review and/or editing prior to uploading.
- Ensure that any photographs provided were not subject to copyright restrictions.
- In addition to preparing agendas and minutes for the main website, the Clerk to prepare the same documents using 'Medium' (an on-line consumer-friendly publishing platform which would reach more people).
- Set up SLACK for use by Committee Members.
- Invite the Village Hall Management Committee to provide information about the hall for the website.

59 MEETING WITH COMMUNITY ORGANISATIONS

It was agreed that it was important to meet with representatives of local groups to apprise them of the details of the new website and the way in which they would be able to contribute.

A suggestion was made that a meeting could be held at Wychwood Park Conference Centre in July, at which time a visual aids presentation would be made to representatives of the identified key organisations.

It was **AGREED** that in view of the specialised nature of the content of the letter, the Chairman provide the technical information to the Clerk, following which she would write to all local groups in the village. The invitation to a specially-arranged meeting, would follow as a separate letter.

60 ISSUE 2 OF THE VILLAGE NEWSLETTER

Members discussed arrangements for content and issue of the next newsletter which would be distributed to households by 1 September.

At the informal meeting of the Parish Council earlier in the evening, Members had agreed that residents should be consulted on the new arrangements and options for the future provision of PCSO cover in the parish. This questionnaire could be included as part of the newsletter.

After each PC meeting, key decisions would be encapsulated as a half-page item for inclusion in the newsletter. The Clerk would prepare these based on the minutes and forward them to Members of the Committee who could edit into user-friendly items which would be more appropriate for a website rather than using the formal structure of minutes.

Village organisations and groups could be asked for details of forthcoming events, but the Committee would need to be mindful of the role of the Village Voice to avoid impinging on its role as a source of community information.

It was suggested that Nicola Cooper, a local photographer, could be asked to submit a quotation for a variety of photographs which could be used in the newsletters in general, to reflect village life during seasonal changes.

AGREED: That the following be included in the next issue of the newsletter:

- Front cover photograph (subject to approval of quotation from Nicola Cooper).
- Questionnaire to establish residents' views on the future provision of PCSO cover in the village.
- Key decisions from the preceding three months of Parish Council meetings.
- Future planned activities for the Parish Council.
- Details of forthcoming village events (to be provided by local organisations).
- What's on? Section (avoiding impinging on the role of the Village Voice).

RESOLVED: (a) That the Clerk seek a quotation for photography work from Nicola Cooper; and

(b) That items be included in Issue 2 of the newsletter, as indicated above.

61 'WELCOME TO SHAVINGTON' PACKS

Members agreed that 'SLACK' could be used as a means of informal discussion amongst Members to explore suggestions for inclusion in a Welcome Pack. Those suggestions would then be submitted to the next meeting of the Committee.

The Welcome Pack could be a glossy A4 folder into which the Parish Council would insert its own documentation. The 'guesstimate' was that there could be about 25-50 new houses per month which could receive a pack.

RESOLVED: (a) That Brave Little Tank be asked to provide a quotation for a folder with branding and logo which would be appropriate for use as a Welcome Pack;

(b) That a form be designed for issue to local estate agents who would be asked to give these to purchasers who were new to the parish; and

(c) That house builders be provided with Welcome packs at a later date.

62 MEETING SUMMARY/VIDEO/FACEBOOK ADVERTS

During a phone conversation between the Chairman of the Committee and a representative from the Facebook Marketing Team, it had been suggested that the optimum way to reach the community in the month following a meeting, would be to film a 2-3 minute video and 'push sponsor' it onto the platform for two weeks. There would then be a 'cooling off' period and the process would be repeated with the next month's video.

Members were invited to discuss the potential and to consider how to proceed.

It was **AGREED** that this could be trialled after the next Parish Council meeting.

63 FACEBOOK LIVE STREAMING OF MEETINGS

Members briefly discussed the possible live streaming Council meetings via Facebook live/ShavingtonOnline. This would require a Wi-Fi facility but did not require specialised equipment, other than a smart phone, a stand/tripod and extension for power.

It was suggested that this could be trialled at a Communications Committee meeting first, to be held at Wychwood Park Conferenced Centre (which had Wi-Fi facility) to establish the technical quality of recordings.

64 FREE FACEBOOK ADVERTISING

It was reported that Facebook had sponsored one of the Facebook posts, free of charge, owing to the significant level of engagement with it.

65 WI-FI – VILLAGE HALL

The Clerk reported that only one quotation had been received for the provision of Wi-Fi in the village hall. Two other companies which had been invited to quote had yet to arrange a site visit to enable them to submit a quotation.

During discussion, Members considered other possible options for the provision of Wi-Fi including using Cloud technology which would avoid the need for extensive wiring.

This matter would be discussed at the next meeting.

66 DATE OF NEXT MEETING

21 JUNE 2017

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