

## SHAVINGTON-CUM-GRESTY PARISH COUNCIL

### MINUTES OF A MEETING OF THE COMMUNICATIONS COMMITTEE HELD ON 21 AUGUST 2019 IN SHAVINGTON VILLAGE HALL, SHAVINGTON

<b>PRESENT:</b>	Councillor B Gibbs	Chairman
	Councillor K Gibbs	
	Councillor R Moore	
	Mrs Judith McIntyre	Non-Parish Council Member
<b>APOLOGIES:</b>	Councillor M Ferguson	

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#### 1 DECLARATION OF INTERESTS

Members were invited to declare any disclosable pecuniary interest or non-pecuniary interest which they had in any item of business on the agenda, the nature of that interest, and in respect of disclosable interests, to leave the meeting prior to the discussion of that item.

No declarations were made.

#### 2 MINUTES

**RESOLVED:** That the Minutes of the meeting held on 17 July 2019 be approved subject to the following. There were significant corrections made and part of Minute No. 3.2 was revised as follows:

ADD:

Halloween event

Competition open from 5 October 2019.

Registration by 19 October

Map and judging forms available from 26 October.

Voting closes 5 pm on 2 November.

Best-Dressed House at Christmas

Registration by 30 November with a closing date of 14 December 2019.

Map and judging forms available from 21 December.

Judging between 22 and 28 December.

Voting closes at 5 pm on 28 December.

Remembrance Sunday – 10 November 2019

AMEND: In the Summary of Agreement, delete (a) '*publicising the event*'.

#### 3 CO-OPTION

There was one seat remaining on the committee for a non-Parish Councillor; however, not only had no nominations been received, but as the Council would be reviewing the Committee structure at its September meeting there was no requirement at this stage to make appointments.

#### 4 NEWSLETTER

**4.1** Articles for the newsletter had now been provided to Hazel Dockery for compilation. The first draft was issued to the Clerk and Chairman and some amendments had been made. The following articles which were intended to be included have been omitted for various reasons:

- Update on Village Hall bookings.
- Maps of play areas.

**4.2** The Committee reviewed future arrangements for processing the newsletter.

For the September newsletter, the Clerk would inform Hazel Dockery (newsletter compiler) of the articles to be included. A new timeline of events had been prepared to ensure that the newsletter was printed and delivered in a timely manner. An item would appear at the end of each future Parish Council agenda giving the deadline dates for articles to be provided to the Clerk.

## **5 EVENTS ORGANISATION**

The Committee was invited to set up an Events Task Group which would be responsible for delivering all the main events organised throughout the municipal year (i.e. May to May).

Terms of Reference for the Group were submitted.

**RESOLVED:** That a decision be deferred until the Parish Council had concluded its review of the Committee structure.

## **6 BUDGET MONITORING – 2019-2020**

The Parish Council had considered a budget-monitoring statement at its meeting on 7 August 2019.

A statement showing expenditure incurred in respect of the Communications budget only was submitted. Also enclosed was a copy of the Brave Little Tank Creative Services Proposal.

Under the new arrangement a monthly retainer fee was paid by direct debit, but the details of expenditure were unknown. It was agreed that Brave Little Tank be asked to provide a breakdown of funding spent against each head of expenditure.

The Clerk was asked to move lines 19-24 from the Communications Budget to Neighbourhood Plan on the main budget schedule for the September Parish Council meeting.

## **7 ADMIN SUPPORT OFFICER**

At the previous meeting, the Clerk was asked to draw up a job specification for an Admin. Support Officer who could carry out such duties as posting on social media.

Before a job specification could be drawn up, Members would need to decide the specific roles which the post-holder would be expected to carry out.

Members **AGREED** that the following would form part of the job role.

- Write and post articles on the website.
- Post and run social media campaigns.
- Input on major events in the parish.
- Manage a diary of parish events ensuring that all aims were achieved.

Skills required would include:

- Possibly hold a marketing degree.
- Familiarity with social media.
- Running campaigns.
- Awareness of how to attract visitors.
- Marketing/targeting ability.
- Able to engage with local groups; for example, the WI and Scouts.
- To attend Parish Council meetings periodically to update Members on social media statistics and other relevant information.

Members were of the opinion that this would be a 16-hours a week role.<sup>1</sup> The post-holder would probably be an employee rather than an independent contractor and could be employed on a 6-month trial basis.

No decision was taken.

## **8 VILLAGE HALL BANNER**

Members were asked to confirm arrangements for the banner to be displayed outside the Village Hall.

The Clerk had contacted Cheshire East Council (Planning) to enquire into the maximum size permitted without the need to apply for planning permission. No response had yet been received.

The banner/sign was required by mid-September in Dibond, landscape orientation, size A2 to be affixed on two wooden posts. In due course, a new board could be ordered and fixed in the grass at the front of the Village Hall.

## **9 DATE OF NEXT MEETING**

The next scheduled meeting was 18 September 2019, but this would be subject to the Parish Council's review of the Committee structure at its meeting on 4 September 2019.

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<sup>1</sup> The budget proposals for 2020-2021 make provision for 7 hours only.