



A meeting of the **Communications Committee** will be held on
Wednesday, 23 May 2018
in Shavington Youth Club, Shavington at 7.30 pm

To: Members of the Committee
Parish Council Members: Councillors B Gibbs, W Cooper,
M Ferguson and K Gibbs
Non-Parish Council Member: Craig Willetts

Date of issue: 16 May 2018

A G E N D A

1 CHAIRMAN

To elect a Chairman to serve until the first meeting of the Committee in the new Municipal Year commencing May 2019.

2 APOLOGIES

3 CO-OPTION OF NON-PARISH COUNCIL MEMBERS

3.1 To co-opt Craig Willetts as a non-Parish Council member of the Committee.

3.2 Co-option to the Remaining Vacancy

Although Shavington Primary School was invited to nominate a representative, no nomination was forthcoming. The Committee is asked to consider potential members from other parish organisations which might wish to contribute by joining the Committee.

4 DECLARATIONS OF INTEREST

Members are invited to make any declarations of interest. The Clerk can advise but the decision to declare, or not, but it is for the parish councillor to decide based on the circumstances.

Non-Parish Council Members are invited to declare any conflict of interest they might have in any item on the agenda.

5 MINUTES

To approve as a correct record, the Minutes of the meeting held on 17 January 2018.

6 DEDICATED GENERAL PHONE LINE

The Committee is invited to consider the use of a VOIP (Voice Over Internet Protocol) phone number as the single point of contact for the Council.

This could be re-directed to the Clerk and in the Clerk's prolonged absence could be re-directed elsewhere. This general phone number could then be added on-line, in the newsletter and for all advertising. This means that, irrespective of staff changes, it can be used in the long term.

Councillor B Gibbs has researched this and recommends that the Council purchases a phone from a company called Gradwell. The phone would be plugged into the Clerk's Broadband router and this would be a dedicated phone for the Parish Council. Gradwell can offer this service for £75-100 for the hardware/phone and £10 a month for use.

Although the cost is low enough to enable the Committee to authorise the expenditure, this proposal represents a policy change and the Clerk recommends that the Parish Council be asked to approve this; however, it is a matter for the Committee to decide.

7 SHAVINGTON VILLAGE FESTIVAL

The Committee is asked to consider holding a stall at Shavington Village Festival on 7 July 2018. It has been confirmed that there would be no charge for this.

The following expenditure is suggested to ensure high visibility:

- Blue-branded T-shirts with Parish Council logo. Workwear Express can provide and print 25 for £109.00. These could then be used for other events
- Vinyl banner with large logo – this could be re-used at other events. The price will be reported to the meeting.
- Business cards advertising Shavingtononline and web links on one side and on the reverse, contact details for the Parish Council. The cost of printing 2,500 is £41 and Councillor B Gibbs would prepare the artwork.

8 WEBSITE - SHAVINGTONONLINE

8.1 Transition to New Website

To review progress on transition to www.shavingtononline.co.uk and to consider a date for fully de-commissioning www.scgpc.org.uk.

8.2 Moderation of the Website

8.2.1 Moderation guidelines are required to ensure that moderators are able to edit or remove posts, demonstrating that an objective protocol has been observed. The following are suggested as moderation guidelines to cover all Parish Council or Shavingtononline presence on the Shavingtononline Medium website, Facebook, Twitter, Instagram.

- The Moderators' decisions are final.
- Moderators should be politically-neutral when making a decision.
- No personal attacks or abusive language permitted.
- There shall be no advertising on any of the Parish Council platforms without the Council's consent. (This will avoid SPAM posts.)
- The Web team reserves the right to edit posts on the site to exclude anything which may be potentially defamatory, objectionable or offensive to many readers. Attempts to flood the site with posts to spam or advertise will also be excluded, as will irrelevant URLs.
- The Web team also has the right to remove any contribution, in whole or in part, or to refuse to post anything which the team deems to be in breach of these terms.
- If you have a complaint about anything connected with the website, please contact **(###)**

8.2.2 The Committee is asked to appoint Members of the Committee as moderators of the website and associated social media groups.

8.2.3 Community Group on Facebook

Councillor Matt Ferguson has suggested that the following post be displayed prominently on the Facebook page of shavingtononline to discourage some of the recent abuses which have been experienced.

Welcome to the Shavington Online Community Group. This group exists to promote Shavington-cum-Gresty parish, the events that are planned, to welcome new residents to the parish, and to encourage healthy dialogue between residents. The group is promoted by the Shavington-Cum-Gresty Parish Council which is located at Shavington Parish Hall. The Parish Council Clerk is Carol Jones [Tel: 01270 812065: e-mail: carol.jones57@outlook.com], and the Chairman of the Communications Committee is Benjamin Gibbs [Tel: 07498 290 192: e-mail: benjamin.gibbs@outlook.com].

You are welcome to post discussion points, questions, observations, pictures, practically anything about Shavington life that takes your fancy. We ask that posters refrain from using bad, defamatory or intimidating language, name-calling, and avoid starting or fuelling hostile exchanges between posters. We accept healthy debate but will not accept bad behaviour during debates. The moderators reserve the right to delete any posts that fail to conform to these posting guidelines, block, mute or remove users that breach these rules, and take whatever action it deems necessary to maintain order and provide a safe environment for all users.'

8.3 Advertising for Contributors to Shavingtononline

The Committee is invited to consider encouraging volunteers in the parish to start writing stories for publication online. It is suggested that a letter or e-mail be sent to all parish organisations/businesses, of which the Council is aware, to ask if they would be willing to contribute to the website by writing articles. The potential contributors would be asked to include details of their the activities within the parish.

A brief article could be included in the newsletter inviting applications, although this would probably be too late for the current newsletter.

9 COMMUNICATIONS PROTOCOL

The Committee is asked to review the Communications Protocol. The Clerk has made some minor changes for consideration (highlighted in yellow). One of these changes is to require non-Parish Council members of committees to be bound by the Protocol.

10 GDPR (GENERAL DATA PROTECTION REGULATION)

10.1 A Data Protection Policy is enclosed for recommendation to the Parish Council at its meeting in June.

Although the detailed action plan and the suite of documents required to comply with GDPR are not yet finalised, there is no reason why a policy intention should not be submitted to the Parish Council for adoption.

10.2 E-mail Accounts

The Committee is asked to consider the impact of GDPR on parish councillors' e-mail accounts.

11 NEWSLETTER COSTS – TEN & BOURNE (BRAVE LITTLE TANK)

Ten & Bourne has advised that owing to the increasing size of the newsletters and the number of amendments made each time, there has been a consequent increase in costs.

Details are provided on the enclosed note and the Committee is asked to consider how to proceed.

The Clerk will provide a schedule of costs incurred during 2017-2018.

A copy of Brave Little Tank's Creative Retainer service is also enclosed.

12 SIGNAGE IN THE PARISH

The Committee is invited to arrange for the provision of new correx signs for the Vine Tree Play Area and for other areas in the parish.

Costs would be as follows:

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| Design | via Brave Little Tank | £90-£180 approx for one hour design time |
| Printing | Solopress | £40-60 for each sign dependent on size and number |

The signs would be in blue (Parish Council colours) with log in white, together with text.

Signs suggested are:

- 'No dogs permitted'.
- Vine Tree Play Area (Contact Details and Rules for Use)
- Inside the Village Hall (WiFi Log-in Details)
- Inside the Village Hall (Parish Council Contact details)

13 PHOTOGRAPHY CONTRACT

Councillor Ferguson to report on discussions with Nicola Cooper in respect of the contract for photographic work.

14 ADDITIONAL MEMBER FOR THE COMMITTEE

Councillor Martin Andrews has expressed an interest in being appointed to the remaining seat on the Communications Committee. Members are invited to consider this request with a view to making a recommendation to the Parish Council.

15 DATE OF NEXT MEETING

To agree a date for the next meeting.