

## SHAVINGTON-CUM-GRESTY PARISH COUNCIL

### MINUTES OF A MEETING OF THE COMMUNICATIONS COMMITTEE HELD ON 24 JULY 2018 IN SHAVINGTON VILLAGE HALL, SHAVINGTON

<b>PRESENT:</b>	Councillor B Gibbs Councillor M Ferguson Councillor K Gibbs	Chairman
<b>IN ATTENDANCE:</b>	Councillor V Adams Councillor W McIntyre  Judith McIntyre	Village Hall Management Committee Village Hall Management Committee  Woodnoth-cum-Shavington WI
<b>APOLOGIES:</b>	Councillor M Andrews Councillor W Cooper	

#### 28 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.

#### 29 MINUTES OF THE MEETING HELD ON 26 JUNE 2018

**RESOLVED:** That the Minutes of the meeting held on 26 June 2018 be approved as a correct record.

#### 30 MINUTES OF THE MEETING HELD ON 9 JULY 2018

The Minutes of the meeting held on 9 July 2018 were not available and would be submitted to the next meeting.

#### 31 MATTERS ARISING FROM THE MINUTES OF 26 JUNE 2018

Councillor Ferguson reported on his discussion with Nicola Cooper in respect of charges for online photographs.

- Ms Cooper had stated that the copyright to the photographs was jointly owned by herself and the Parish Council. This was not the case, and she would be advised of this. Copyright was wholly owned by the Parish Council.
- Ms Cooper advised that where a business requested images to use on a social media account or website they should be asked the purpose of their use.
- Only digital files should be sold; paper prints would result in an additional pricing process.
- Requesting a donation was not advisable as it would require a follow-up, creating additional work.
- Images sold must not be sold on by the business. If this was found to be the case, then no further images should be sold to the business and a further fee per image should become payable.
- Ms Cooper recommended a charge of £2.00 per image which could be sent via e-mail for the business to download. Images should not be supplied until the Parish Council had received full payment and she recommended that the business be asked to acknowledge that the image had been provided by the Parish Council by adding '*Image provided by Shavington-cum-Gresty Parish Council and Nicola Cooper Photography*'.

No decision was taken on Ms Cooper's recommendations; this could be discussed further at a future meeting.

## 32 VILLAGE HALL PROMOTION

It was noted that at its meeting held on 4 July 2018, the Parish Council had given the Communications Committee authority to promote the Village Hall for a 12-month period (this would end on 3 July 2019).

The purpose of the promotion was to increase the footfall, income and viability so that the hall rivalled other halls in neighbouring parishes. To assist Members, the current hire charges and conditions of hire were submitted.

At present, clients were able to hire the hall on an hourly basis at £10 per hour for casual use for a minimum two-hour booking. Regular clients were charged £9.50 per hour with no minimum hire period.

Members wished to reduce the prices to such an extent that they would be low enough to attract both new clients and encourage long-standing clients back to the hall.

Reference was made to two specific clients both of whom had now ceased using the hall.

The following were agreed:

- Each weekday to be divided into the following three booking sessions –  
 8.00 am – 12 noon  
 1.00 pm – 5.00 pm  
 6.00 pm – 10.00 pm  
 This allowed a one-hour buffer between each session.
- Weekends would have the following three booking sessions -  
 9.00 am – 1.00 pm  
 2.00 pm – 6.00 pm  
 7.00 pm – 11.00 pm
- The fee for each session to be set at £15.00.
- Sunday bookings. There had formerly been an arrangement with the two churches that children's parties would finish at 4.00 pm to avoid any adverse effect on the church services; however, Members agreed that, on balance, the noise from inside the hall would not carry sufficiently to cause disruption to the services.
- Where clients wished to book a whole day, this would be the aggregate of the three sessions and would attract a charge of £45.00.
- For clients who wished to make a booking which crossed over into another session; for example, 8.00 am – 2.00 pm, the first slot (8.00 am – 12 noon) would be £15.00 and the next two hours would also be charged at the rate for the whole of the next session (£15.00) making the total fee £30.00.
- As the bookings were expected to increase, new arrangements for opening and closing the hall for non-regular clients would need to be addressed. This could be by means of a key safe (or several key safes – one for each day of the week) on the outside wall of the Village Hall, which could be accessed by a code. For security, the code would be changed once a month. An alternative would be by prior arrangement with the client who could collect a key from a nominated key-holder and return it after the event.
- The separate charge for crockery to be removed.

- All clients booking the hall would have access to the main hall, the kitchen, the lounge and the bar area.
- The upstairs meeting room would be provided as a separate hire at £5.00 per session, to be marketed as a meeting space for up to 12 persons.
- Regular clients to be offered a 16-week continuous booking, paying for only 12 weeks, payment to be made in advance. This would ensure that if they did not use the hall for a period of time, income for the Parish Council would not be lost.

Clients would not be permitted to disaggregate the booking into smaller slots; for example, clients could not book for, say, 8 weeks, then have a break of a few weeks, and recommence for a further 8 weeks.

- Clients to be provided with a list of various service providers for use when arranging events, eg, caterers and children's party organisers.
- The Clerk to revise the booking form at the earliest opportunity, for uploading onto the Parish Council's website.
- All revised charges to take effect from 1 October 2018.
- Marketing assets to be in place by 1 September 2018.
- Review the effectiveness of the promotional pricing, after twelve months, or earlier if appropriate.

**RESOLVED:** That actions as detailed above, be approved.

### 33 **NEWSLETTER – FOR ISSUE PRIOR TO 1 SEPTEMBER 2018**

**33.1** The Committee finalised the contents for the newsletter as follows:

Standard items:

- Parish Council 'snippets' for June, July, August
- Planning applications – Parish Council observations
- WWI Centenary update.
- Shavington Clean Team.
- Photograph of Linda Buchanan.

Additional articles:

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| • Report on village festival.  | Councillor Hancock to be asked to prepare a brief article. |
| • The Committee's promotion of the Village hall – Full page spread highlighting –  | Clerk  |
| ○ New framework for bookings   |  |
| ○ Children's/tots clubs  |  |
| ○ One-off party events -   | £15.00   |
| ○ Club meetings (upstairs room)  | £5.00  |
| • Reference to the data breach   | Clerk  |
| • New Recreation Committee – half-page on its role and emphasising that there will be no significant changes noticeable in the play areas until early next year. | Clerk  |

- New piece of equipment for Wessex Play Area – Clerk  
Early summer 2019.
- WI representative joining the Communications Judith McIntyre  
Committee.
- New cleaner for Village Hall – to be employed from Clerk  
late December 2018/early January 2019.
- Vacancy for administrative trustee on Wybunbury Clerk  
United Charities.

Arising out of discussion, it was agreed that an item be placed on the agenda for the Parish Council meeting on 1 August 2018, to consider holding an official opening event for the Village Hall, with catering provided, and to which local groups would be invited.

### **33.2 Schedule of Distribution Dates**

The Clerk undertook to prepare a calendar and submit to the next meeting.

### **33.3 Non-Delivery of Newsletter**

It was reported that there were some residents who had not received a copy of the newsletter. The company had been informed of this. Members were invited to consider if the address lists should be updated or make alternative arrangements for distribution.

**RESOLVED:** That the Clerk research other companies which provided a distribution service.

## **34 NEXT MEETING**

**Date:** 12 September 2018  
**Agenda items:** Marketing assets to be discussed, for display in the foyer of the Village Hall.  
Social media costs for the year.