

SHAVINGTON-CUM-GRESTY PARISH COUNCIL

MINUTES OF A MEETING OF THE COMMUNICATIONS COMMITTEE HELD ON 17 JULY 2019 IN SHAVINGTON VILLAGE HALL, SHAVINGTON

PRESENT:	Councillor B Gibbs	Chairman
	Councillor M Ferguson	
	Councillor K Gibbs	
	Councillor R Moore	
	Mrs Judith McIntyre	Non-Parish Council Member
IN ATTENDANCE:	Chris Mead	Managing Director (Brave Little Tank)

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 29 May 2019 be approved as a correct record.

3 REVIEW OF DESIGN CONTRACT

3.1 Chris Mead, Managing Director of Brave Little Tank, was in attendance to discuss the Parish Council's aspirations for the forthcoming year.

This represented the first face-to-face meeting which formed part of the new contract between the Parish Council and Brave Little Tank.

Members had a wide-ranging discussion with Mr Mead during which the following topics were discussed.

3.2 Publicity for Parish Council Activities

Each of the Committees had been asked to identify any projects which they wished to be publicised during the year, some of which had not identified any specific events.

The following events and activities were to be held during each municipal year.

- Scarecrow Competition (completed during April 2019 and to be repeated each year)
- Best-Dressed House at Christmas (December 2019)
- Halloween event (format yet to be decided)
- Carols at Christmas (22 December 2019)

Judging for the Best-Dressed House at Christmas was currently carried out by two nominated councillors driving around the parish and deciding which would be the winner and runner-up. There were no criteria; it was a matter of personal judgement for the councillors.

It was suggested that for the December 2019 event (and for other Parish Council-organised competitions) these should be judged by parish residents using a similar procedure to that employed for the Scarecrow Competition.

It was estimated that each event would take approximately four weeks to arrange and complete and this would comprise (a) publicising the event; (b) identifying dates for application to participate in the competition; (c) design work for the application forms, judging forms and posters; (d) preparation of a map for those who wished to act as judges; (e) printing of all documents; and (f) decide on opening and closing dates for each competition.

- Teddy Bears Picnic

The Recreation Committee had proposed holding a Teddy Bears Picnic in August in the Vine Tree Play Area. Members of that Committee had expected that this could be achieved with minimal organisation and could be publicised through social media, 'word of mouth' and the noticeboards.

As Councillors Matt Ferguson and Nicola Cooper were key to the organisation of this event and were due to be in holiday for most of August, it was **AGREED** that this event be cancelled.

- VE Day Anniversary – 8 May 2020

This would feature as a key event in the Parish Council's calendar and would be jointly organised with the Festival Committee.

- Village Hall

During the year, the Parish Council would be considering ways in which the Village Hall could be managed differently, and Cheshire Community Action would be attending a special meeting to discuss this.

Once a decision had been made on the future management of the hall, it would need to be marketed to encourage greater occupancy. There had been no evaluation of the effect of the promotional pricing which had been introduced in 2018 and this may or may not influence whether the hall would be attractive to clients.

Summary of agreement:

- Chris Mead to prepare a scheduling timetable for the various events.
- Each event to be organised using the same method as for the Scarecrow competition.
- A four-week period was considered appropriate for arranging and completing each competition which allowed for (a) publicising the event; (b) identifying dates for application to participate in the competition; (c) design work for the application forms, judging forms and posters; (d) preparation of a map for those who wished to act as judges; (e) printing of all documents; and (f) decide on opening and closing dates for each competition.

4 EXCLUSION OF PRESS AND PUBLIC

(Reason for exclusion: Likely to reveal the name of an individual.)

RESOLVED: That in accordance with Paragraph 1 (2) of The Public Bodies (Admission to Meetings) Act 1960, the press and public be excluded from the meeting during consideration of the following items owing to the confidential nature of the business to transacted and the public interest would not be served in disclosing that information.

5 REVIEW OF THE WEBSITE SUPPORT SERVICE

The website, which operated through the Medium publishing platform, was inadequate and the Parish Council required advice on what types of information should be uploaded to ensure that the Council not only complied with its legal duties but would also improve communication with residents.

There was currently no analysis of website usage and it was difficult to understand what drove visitors to the website.

Mr Mead was asked if this was something which could be operated by Brave Little Tank. As an interim measure, Mr Mead could be granted access to the Parish Council's Medium platform to enable him to reach a view on what might be required to improve it.

One of the main functions of the website was the social media side where residents could post on the Facebook page. There was a suggestion that an Admin. post could be created for someone to take on the responsibility for the social media aspects.

The Clerk was asked to draw up a draft job specification for an Admin. Support Officer for the meeting to be held on 21 August 2019.

6 RE-ADMITTANCE OF PRESS AND PUBLIC

RESOLVED: That the press and public be re-admitted to the meeting.

7 NEWSLETTER FOR ISSUE 1 SEPTEMBER 2019

7.1 At its meeting held on 29 May 2019, the Committee agreed items for inclusion in the next newsletter and were invited to review that list.

The following were the items to be included, some of which had been agreed at the previous meeting.

- Best Dressed House at Christmas. There had been doubt about this event being held again in 2019 and had been deferred pending the co-option of additional councillors; however, no further co-options had been made, but it was agreed that it should be advertised again.
The timetable was expected to be –
 - Advertise from 30 November 2019
 - Forms for registration 14 December 2019
 - Maps of houses participating to be ready by 16/17 December 2019
 - Judging to be between 21 and 28 December 2019.
- The Carols at Christmas event would be a joint event with the local WI (22 December 2019).
- Halloween event – 31 October 2019. No decision was made as to the type of competition it would be, eg best pumpkin.
- It was expected that new councillors would be co-opted at the August meeting and the biographies and photographs should also feature in the newsletter.
- Ward Councillors David Marren, Steven Hogben and Dorothy Flude to be asked to write half a page for the newsletter. As this was Borough-Council related the Parish Council's branding colours should not be used.
- Allotment Plots. In view of the proposed changes to the site at Gresty Lane, an article would be prepared, even though no changes were likely to come to fruition until later in the year, or early in 2020.

7.2 The Clerk reported that she would be adopting a different approach to the way in which the Parish Council 'snippets' were prepared. The current arrangement was for a summary of each of the three monthly meetings (between each newsletter) to be included. This could be misleading to the reader who could read a report on an item in month 1, and then the situation had changed in either month 2 or month 3. It would be more effective to provide a summary for the three months as a totality, so that any items on which a decision had not been taken in months 1 or 2 might have been decided in month 3 and could be reported.

8 'BANNER' FOR PERMANENT LOCATION OUTSIDE VILLAGE HALL

The Committee was asked to review the position in respect of a permanent banner/sign to be affixed to the outside wall of the Village Hall.

RESOLVED: That a banner be designed for display at the front of the Village Hall, with the invitation 'to book the Village Hall, please phone 01270 262636 or e-mail villagehall@shavingtononline.co.uk.

9 DATE OF NEXT MEETING

21 August 2019

The meeting commenced at 7.15 pm and concluded at 9.15 pm