

## Communications Group Minutes 2<sup>nd</sup> December 2021 – 8.00PM Virtual meeting

### AGENDA ITEMS

#### Present:

Jose Castro (Chair)  
Stuart McPhee  
Paddy Riordan

#### 1. Apologies

PS, DG

#### 2. Minutes of previous meeting 30th September 2021 – 8.00PM Virtual meeting      **APPROVED**

#### 3. Village Update plan for next year

Approved. See document attached. Discussion was given to HM The Queen's Jubilee and also to the summer bank holiday.

#### 4. Village Update

#### **ACTIONS NEEDED**

- Feedback: positive feedback from different residents and some councillors. The group felt that we had to put a lot of information into a reduced space and that affected a bit the design. There were two articles added during the last days (the community meeting and the Christmas lights articles), which made us work hard to reduce the wording in all the other articles, reduce the size of photos and cut off an article informing about recent improvements made at the Parade.
- Sharing our articles: the Parish Magazine has approached the office to request permission to share our articles with the Downs Mail as they feel the village is not well represented, so they wanted to forward to them some of their articles as well as some of our articles. JC granted permission and the group confirmed this permission.
- Corrections: we had some residents contacting the office highlighting two errors in our latest Village update. One being that the MBC Mayor had been cut off the front photograph and the other a correction to the article about the memorials. The group has decided to publish a correction to the errors in our next issue, thanking the public for their input and encouraging them to continue reading the update and communicating with us. The group also wants to thank the office for correcting the errors in the digital version and for their correspondence with the residents.
- Next issue: timing and length of articles  
The groups discussed at length the difficulties to fit all the content within the space that we have. The village is growing and there are continuous news being generated as more things are happening. The group decided to request in Full Council to extend the village update from 4 to 8 pages (from 1 A3 to 2 A3 pages). The alternative would be to half the length of the articles although SMP warned that it would not necessarily save space as headings take more than normal text. JC to contact Paxman to obtain a quote and request the office to obtain two further quotes. The quotes should be for the issue remaining withing this financial year and for the 3 issues of the next year. The Annual Report would stay as it is.
- Proposed articles for next issue:
  1. Our past (MA) – Front article
  2. Christmas (PR)
  3. Corrections (SMP)
  4. Memorials 2 (PS)
  5. News from the past (4<sup>th</sup> article)\* (JC)
  6. Council Awards (PR)

7. Greener Staplehurst (SMP), (+recycling)
8. Volunteering Update\* (JC),
9. Road Safety (AS),
10. Update PC Projects (PR),
11. Planning News (AS),
12. Village Centre (AS),
13. Neighbourhood Improvement Plan (MA),
14. Hollie Guard Personal Safety App (JC)
15. Jobs for Payback Team (SMP)
16. Surgeries (JC)
17. Youth Centre (SMP)
18. Jubilee floodlights and all-weather pitch. (PR)
19. Police response update (PR)
20. Transport improvement (Sainsbury's shuttle bus) (PR)
21. End block \* (JC)

\*Permanent sections or with several parts

**5. Digital Display Board at the King's Head**

**FOR NOTING**

The group welcome the invitation from the King's Head to use their display board for PC announcements and events. It would allow us to experience creating content for such a screen. PR had a conversation with the King's Head landlord on Saturday about this and found out that it was in fact a normal display board.

**6. Competitions**

**ACTIONS NEEDED**

The group deferred the item of a Parish photo competition for another meeting, in order to give it appropriate thinking and research further. The item will remain in the agenda for further discussion and ideas.

SMP to contact the Greener Staplehurst Group proposing to create a Front Garden competition or Photo competition coinciding with the Platinum Jubilee.

**7. SEHT Awards celebration**

**FOR NOTING**

The group wants to keep this item in the Agenda until the conditions are such that allow for a celebration of the awards received by the SEHT.

**8. Communications Strategy**

**DEFERRED**

Members of the group have to read, for next meeting, two documents shared by JC titled: "Communications Strategy First Steps" and "Building a Communications Strategy". In particular the bullet points with different suggestions for a good *communications strategy* and see how we SPC compares against those bullet points. During the next meeting we will discuss the results, decide if a strategy is needed and on what aspects in particular.

**9. Budget**

**FOR NOTING**

The group commented on and thanked the F&S group for the initial approval of our budget request for the next financial year. We discussed the following actions with respect to the digital display screen, seeing if the increased size of the Village Update would fall within budget and researching on the competitions.

**10. AOB**

None

**11. Next meeting date:**

30<sup>th</sup> December