

Communications Group Minutes 30th June 2022 – 8.00PM

AGENDA ITEMS

- 1) **Present:** Councillor Jose Castro (JC), Councillor Paddy Riordan (PR), Resident David George
Apologies: Councillor Stuart McPhee (SM), Councillor Matt Clifton (MC), Councillor Peter Spearink (PS)
- 2) **Minutes of previous meeting 26th May 2022 – 8.00PM**
The group went through the actions that had been implemented and focused on what was left outstanding
- 3) **Outstanding actions from previous minutes** **ACTIONS NEEDED**
Text for the Facebook Page SM: **This will be carried out by PR** who has already started adding interested residents to the group.
Grants JC to request CIL money for a digital display board: JC applied for a grant. An update quote will be forwarded to MBC when it arrives.
- 4) **KALC Celebration** **ACTIONS NEEDED**
Update:
 - It will take place on 4th September (Sunday), pending final confirmation (**PR to get confirmation**)
 - Venue: Hush Heath
 - Most involved volunteers and councillors invited (**Invitations by JC once date and time confirmed**)
 - Plan:
 - Welcome PR and JC
 - Presentation to volunteers and councillor of the two awards obtained (PR).
 - Certificates handed to volunteers by JC (**JC to design certificates**)
 - Tasters by Hush Heath
 - Buffet of £10 per head (Total around £600, **PR to deal with financial side**)
 - **Ppt by JC**
 - Short speeches by some volunteers and sponsors
- 5) **The Logo** **ACTIONS NEEDED**
Update by JC: We finished collecting responses. 68 in total. It is not a huge number but most coincide in the same ideas, so they provide plenty of food for thought to start thinking of a design. Very few included suggestions not directly related to the Logo, like complete reform of the Parade, etc.
Next steps:
 - **JC to create word clouds and PR to share with residents via Facebook Page in separate weeks**, one per each of the three questions asked.
 - Next meeting the group will start brainstorming ideas for logos
- 6) **The Downs Mail-** **ACTIONS NEEDED**
Sad to learn that the Downs Mail has closed. **JC to contact Kent Online and Kent Express** to search a similar opportunity.
- 7) **The Annual Report** **FOR FULL COUNCIL APPROVAL**
 - Timings: The Office Team warned us that the proposed weekend for collation and shorting coincides with a bank holiday so **we are proposing postponing doing this till Wednesday 31st August at 6:30pm in the Youth Club (for approval)**

July	ANNUAL REPORT 2021-2022 – Chairman’s report. Clerk report. Groups summary. Councillors writing. Summary of news and projects from previous year (April 2021-March 2022). Financial Statements to year end 31/03/22. Parish Council contacts. Queen’s Jubilee. Report from the Annual Parish Meeting	Copy: 29 July* To typesetter: 5 August* To printer: 19 August Collation: 31 August Distribution: 1 September
------	--	--

- The group is working ahead with the preparation of some sections of the Annual Report:
 - Council Tree: JC has prepared a Council Tree, shared with the group. **JC to ask** the office team if they wish to have their photos.
 - Graphs Attendance: for space reasons, only Full Council and Planning although the group thanks the Office, in particular Jean, for the arduous work of keeping the records of attendance for all groups.
 - Graphs Finance: waiting for information from the office. **JC to prepare this**

8) Publicising:

ACTIONS NEEDED

- Flood warning: in line with comments shared by Councillors during our last Full Council meeting, the group would like to request the **office to publicise of the flood warning will be done in social media** but not in the Annual Report.
- New councillors: the group wants to thank the office team for the new poster to recruit more councillors. **JC to look into creating various other posters**

9) Year targets:

- KALC Award celebration
- Digital display board
- Communications Strategy
- A Welcome Pack
- Additional information in website:
 - Village information (maps and groups)
 - Consultations (available and past)
 - Contacts (improve the available leaflet)
 - Who's who tree

10) AOB:

ACTIONS NEEDED

- The Communications Group considers that the Council would benefit of using Office 365, or a similar package, as a means to improve the way the council works. JC to liaise with the Office and research the benefits and costs. JC and Jean have had conversations already around this matter and the initial conclusions are the following:
 - Many councils have moved to similar systems.
 - The office and JC have experience of using Office 365 and their different products.
 - Our current service provider does not offer this or a similar package.
 - **Next moves:**
 - **Jean and JC to explore** different possibilities but having in mind that Office 365 is the preferred one, as they could possibly provide training.
 - **Jean to explore** different provider and costs.
 - **Jean and JC to speak to our new** clerk to get his opinion, experience and point of view.
 - **Jean to check** when our current contract expires.
 - **JC to propose** the best option to the Communications Group.
- PR commented on **asking all community groups if they wish to be acknowledged** in our publications and being given the opportunity to publish texts subject to space. We would be grateful if the **office** could assist us with this.
- The Communications Group wants to request **the office team to share all comments and feedback** that members of the public may make in relation to our publications or interactions in social media so that we can build on it and respond to any issues.

11) **Next meeting date:** Thursday, 28th July. It will need to be via Zoom as JC will be in Spain at the time.

5. LOGO: RESPONSES FROM THE PUBLIC TO THE QUESTIONNAIRE

QUESTION 1 We would like to capture single words and short phrases that represent how you feel about Staplehurst now and/or hope for the future. Please leave as many as you like.	QUESTION 2 When you think of Staplehurst and the surrounding areas, which colours come to mind? Please be as descriptive as you like!	QUESTION 3 Staplehurst is rich with history. What people, places and things do you feel are of cultural, social or historical significance to the area?
Community, Hope, Creativity, Support, Vineyard, Historic	Forest green, pink blossom, lilac	Church Door
A place to put down roots.	All the colours of the rainbow.	The anchorite cell.
Community Care history environmental care working together	Black and white of medieval / Tudor buildings, red brown of kent tiles , green of hops recent past history & apple orchards and countryside generally	The churches - old and new - star on the church at the top of the hill (sure we started the trend) as well as the Saxon door (we should do more with that), The buildings from the medieval (Tudor) age and growth of wool trade, the past and current agricultural heritage - hops, orchards, current orchards and wine trade, small businesses doing well if not thriving. Inclusivity - young people skatepark, football, dance groups, Guides and Scouting, all the clubs and societies (WI, Horti Mens Shed etc) to U3A activities, Sobell Lodge and Care homes
Nostalgic, vintage, evolving, friendly	Green, brown	War memorial
Village, community, rural, beautiful countryside, historical church, welcoming, family friendly, local produce, vineyards, Spitfires.	Lush green fields and golden in late summer, blue skies.	Weaving history, All Saints church, local farming history.
Community / countryside / village / friendly / clean and tidy / environment / independent businesses / well serviced / amenities provision / horses / farming /	Colours of nature... Green / brown / yellow - rapeseed / blue skys / apple red /	Garden of England / Kentish / hops / oast houses / vineyard / orchards / farming
Friendly, Safe and Clean. Community spirit	LeafGreen. Sky Blue Rapeseed Yellow	Parish Church. Airfield. The bell inn. The Free Church. The village Centre. Local Walks

Community Country side	Bright vibrant colours that represent friendship and community such as bright blue, green, yellow. Maybe a soft pink. The colours should represent how we feel about staplehurst.	The church Fields Pubs
Bright Family Farms Fields	Green	Churches The old cottages
Fields,	Red (kent red and colour of the football team)	Church, ww2 airfield, old buildings on high street,
Rural, farming.	Green and red.	The parish church, the Marian Martors memorial and the airfield memorial.
Halfway Community Growing	50 shades of green	Oast houses, orchards Farming
Country walks community spirit	Green	Dickens hops romans
Garden of England. Green in every way. Old and Young. Progressive and Sympathetic.	Green (surrounding landscape & modern ideals) Yellow (bright as in sunshine & vibrant community)	The Church. Oast Houses & Farming. The Railway.
Community Countryside Heritage	Green Black and white	Church Old houses in central village Many historic manor houses (Maplehurst, Exhurst, Spilsill, Staplehurst, Surenden, Loddenden, Iden...) Village Centre Martyrs monument Kings Head pub Cricket & tennis club

Serendipitous Unity Friendly Community Full of nature Full of colour Full of soft gentle sounds - birds, insects	Grass green Sky Blue Rapeseed Yellow	Staplehurst Community Events Group Greener Staplehurst Stamp Coffee House Balfour Winery Wimpy Fields Surrenden Field Skate Park
Needs evolving with leisure facilities that are accessible to all who live here. Regeneration for all ages.	Nothing specific but bright colour's are needed to bring vibrance and attract interest. When I was younger seeing the Carnival logo with the clown always made me feel happy knowing Carnival weekend was coming up.	The church spire is significant, as is the school bell and the history that has but the community is changed now and area's of significance are no longer cherished.
The inferstructure has been unable to keep up with the ever increasing population.	Greens, blue, red, black, white.	The monuments (Marden Road, Chickenden Lane & others dotted around the village) the older buildings, the connection to Charles Dickens, the station, the Community Centre, the churches, the sports facilities.
Friendly, growth , welcoming, family, inclusive and diverse (aspirational!)	Yellow, green, white, orange, pink	The churches, the old buildings on the high street, the farms and the orchards
Clean and safe. The perfect place to grow a family.	Orange like the Sainsburys symbol	Dickens. Harry Hill. Old airfield.
Rural , community,	Green , Orange	Church , village centre , high street
richard swain	red	The High Street from All Saints to the United Reformed Church
Community	Oak leaf green	
Historic, rural (but now urban sprawl) train service, vineyards and orchards	Green and pink (blossom) and blue (bluebells)	Romans, wealden farmers (where name comes from)
Still a village, heart of the Kentish countryside, real community, timber framed villages and church., fields with sheep, cricket and tennis club, oast houses, cottages	Shades of green, earthy colours, white from the cowls of the oasts, bluebells	Church, historic buildings in high street, Hush Heath, Chickenden ALG memorial, woodlands, views over surrounding countryside
Proud, enthusiastic, lovely, scenic, big,	Green, yellow, grey, orange,browns,	All saints church, rememorial at crossroads,
Fields/rural/family	Green, glaucous, lime	The church

Rural, nature, friendly, safe	Green and mustard yellow. Field colours	Church
Community, friendly, safe	Green - fields, yellow and red - house bricks colours.	The house architecture on the main street
Where I grew up. The church fields. The timber-framed houses on the High Street. Kent (apple orchards, hops, oak trees)	Green (leaves, apples, hops, acorns) and black/white (the timber-framed houses)	Not really sure...often the 'big' names are simply those who had a lot of money and could build nice things etc. But my abiding memories of growing up in Staplehurst in the 60s are of Mr Maxted and his little hardware shop, watching the smithy working at the forge and of Dixons on the High Street, where I'd be sent to get 'greenback streaky bacon' for my mother.
	Navy and gold like school, green and brown horse chestnuts. Orangy & grey from the parade/library	Library, surrenden fields, the high street scene (but so much more missed)
Friendly, vibrant, helpful, diverse, lovely!	Very much green! Also perhaps red oast brick and tile.	World War memorials Martyr memorial Churches
Caring community	Bluebells shimmering in green shady woods. Fields of golden oil seed rape.	Charles Dickens - railway station The Martyrs Memorial
Community Village life	Green grass Bluebell blue	Lots of people have lived here all their life, went to school here, grew up here, so recent history
Leafy, happy, friendly, clean	Green, Blue	Farmers

<p>Today - The smell of manure in the summer, whinging residents on traffic jams, inward looking, flooding, the crossroads, litter from all the brands, fast food outlets and local supermarkets,</p> <p>Future - green and quiet, welcoming, successful , no litter , no more houses , no speeding</p> <p>More importantly- why does Staplehurst need a logo (will it attract visitors, new businesses ?) or is it more about egos!! It's a village, not a city or state. How much will this cost and how will the ROI be calculated and communicated.</p>	<p>Green, blackberry, red and orange (Sainsburys)</p>	<p>The crossroads, the article by the historical society should be “mined” for ideas</p> <p>Another question is why look back, why not look forwards ?</p>
<p>As someone who has lived in Warwickshire, I am disappointed that a parish council would make derogatory remarks about another location as well as the slur on Bury's design as well.</p> <p>If this village does get a logo then how would you feel if it was slated.</p> <p>Focus on things that matter flooding, litter, anti social behaviour and supporting young people.</p>		
<p>Pride Village community history friends together caring generations team</p>	<p>Green brown slate</p>	<p>The martyrs, past significant people, John silkin, Trevor vickery, John maxted, the orchards, hops, the Church, playing fields, the school and italic, the roman Road.</p>
<p>Community Building New Rural</p>	<p>Green</p>	<p>Church King Head pub Tutor buildings</p>

Peaceful, beauty, countryside, lovely walks, stunning views, fresh air, farming, wildlife, local produce, garden of England	Green, yellow	Church Wimpy fields Village Hall
Village, community, history, peaceful, friendly, supportive, active, connected, prosperous	Green, blue, white	Doomsday, tanning, cloth making, smuggling, religion, Charles Dickens, World war, Harry Hill.
The existing village sign simplified would make a good logo		
Expanding community still connected to its farming roots.	Green fields. White weatherboard houses Black Kentish barns. Red brick oasts. Red Kent peg tiles.	All saints church - the amazing 11th century south door. The war memorial. The spitfires that regularly fly overhead and the ww2 airfield in Chickenden Lane. The Tudor houses in the high street.
Countryside, church, hop fields, orchards, community, home, history, River Beult, hope, village life	White (like the blossom and sheep that grace the surrounding countryside) Different shades of green (like the grass of the fields and greenery of the hedgerows)	The old school (village centre building), All Saints church, windmill, Kings Head, Railway, River Beult, The Old Rectory, Brattle Farm, Hop gardens, orchards, countryside Trev the Rev, memorial at crossroads, the manor houses (Surrenden, Iden, Maplehurst etc.) NOT the parade or the new houses spoiling the village/countryside! ps. Thank you for all you and your team/colleagues do for the good of the village and for asking the community for their thoughts. Your time and efforts are very much appreciated :)
Community Countryside Farming	Green	Church Railway- Dickens Some of the houses
Growing community Young and old Look after eachother	Green - nature Yellow - flowers	Railway station Village Hall Library - rare nowadays!
FRIENDLY BUSY Trying to be green	Green, brown, yellow	Charles Ddickens, Hop picking, farming. The village sign by the library encapsulates the village beautifully. The Oast House in particular.

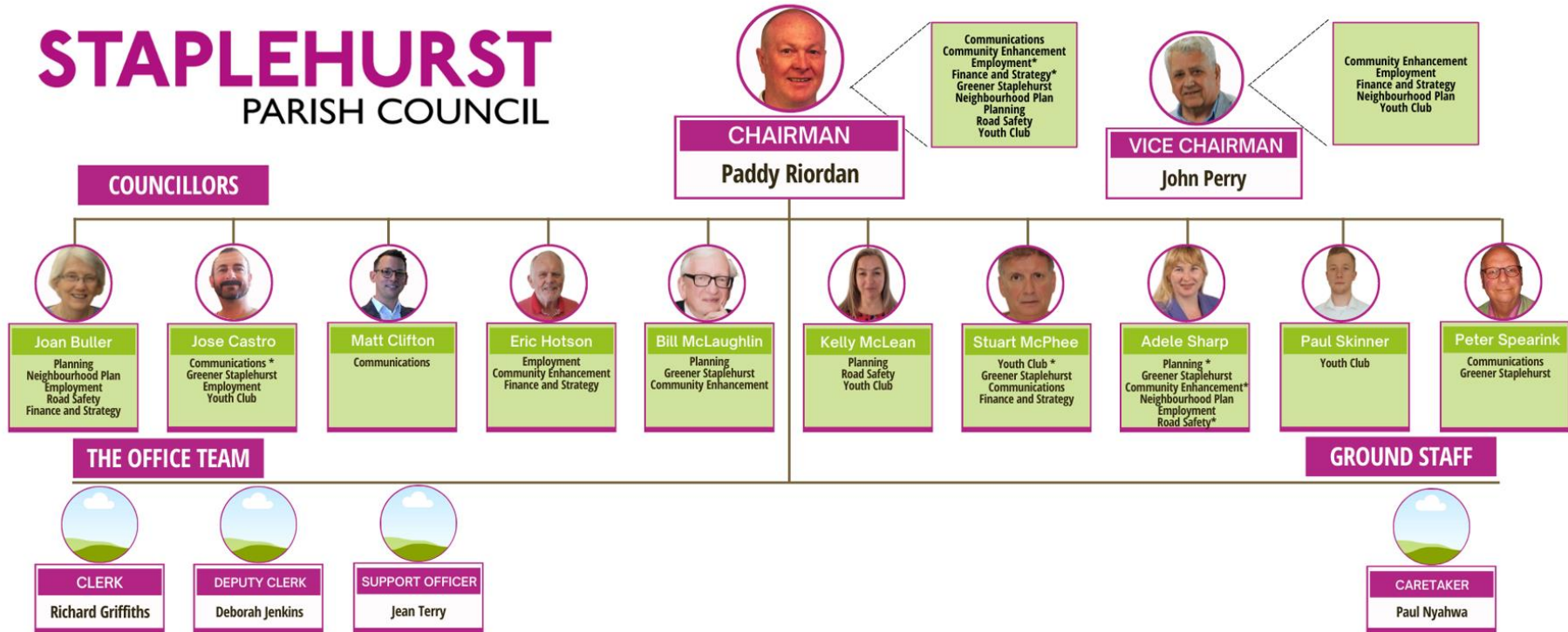
Getting bigger and stronger	Green, brown	
Lack of resource Under represented Sad Too big to be considered a village	Colours that represent the changes to the season	Surprised this is a question, as there is nothing about the village that would suggest this
Weald. Diverse Growing Vibrant	Blue and yellow as in the primary school colours	The parish church. The railway line The Kings Head pub Oast houses The village centre
Staplehurst feels distant to me. I live outside the village (1 mile or so) and therefore not part of Staplehurst. Our lives and concerns 1 mile out of the village are quite different to those in the village.	Yellow. Green.	Tractors to signify current farming landscape and history, and the Brattle Farm Museum. Orchards.
Community Caring Together	Greens - for the trees/hops/vines etc Pinks/white for blossom Yellow for spring flowers	Rich history of agriculture- growing fruit/hops and now vines - proud to be very much a part of the "garden of England". All Saints - Village Centre iconic village buildings. I wouldn't highlight individual people Staplehurst is all of its people.
Pharmacy - rubbish service even when they are open Pikeys - trashing the place Parade - needs seriously reinventing Pubs - what just one with nothing but noisy fighting of a weekend Run out of P's but I have lovely neighbours	Green, love the fields but perhaps a conversation with the farmers to reopen some of the walks plus a promise they won't sell out to the builders....	Not sure I know an answer to this one. Apart from Charles Dickens being found out to be having an affair at the train crash!
Found another P Planning permission - who is lining whose pocket with this one		
The Only Place To Live	Shades of green	The whole community cares

For the future I would like to see the following for Staplehurst: Inclusivity Diversity Welcoming Community Green	Green	Charles Dickens train crash Harry Hill The Anglo Saxon door from the Church Commuter life
I think it's nice but we need smoother pathways	I think of staplehurst as quite old but we need more new	I've loved here for many years so it makes me happy to see this
Village...hope it does not get any bigger..no more houses built...stays as it is...	Green fields...flowers of many colours...orchards bearing fruits..	Charles Dickens?!
Where the people show kindness to one another. All for one and one for all. Taking pride in our beautiful surroundings.	primrose yellow and mellow gold, with swathes of green and blues unfurled	The stories in the churchyard The memorials Timber framed houses
Rural green open friendly	Green	Church Village Hall Primary school
Community	Rapeseed oil yellow Green grass Navy/Gold as in school uniform	The church The oast houses Hops
Community, Friendliness, A village that rises to the occasion when called upon.	Green and the amazing colours of christmas with the lights	Charles Dickens. Loddenden manor, All saints church,
Peace on earth.	Green fields, Blue sky.	Charles Dickens. Crown cottages.
Mainline train station, young and senior community together, caring, neighbours, safe	Autumn colours to represent the historical woods and grounds	The CofE Church building, Vine House, The Community Centre, St Helier, the school,
Home	Green	The hidden high street behind the façade
Friendly, community, village feel, growing! Ideal for families, historical, countryside and it's accessibility for walks	Green both in terms of fields around but also green spaces within the village and gardens White/Cream spikes tinged	Churches! from the Norman door at All Saints Church via the typical non conformist URC building to the modern Free Church building. Also Martyrs Memorial. Crossroads not

	<p>with pink on the Horse Chestnut tree avenue beside the main road at the crossroads in spring.</p>	<p>only signifies 4 directions out of the village but effectively quadrants the village and houses near it showcase a range of styles radiating out from it as the village developed but the main A229 is of itself an historical record of travel routes in previous centuries. Crown cottages and other buildings close to All Saints also illustrate the history of the village. No doubt others will also mention Charles Dickens unintended visit to Staplehurst but I do not believe he should be a focus for Staplehurst as this village has plenty to celebrate without needing to rely on outsiders visiting for its fame.</p>
<p>A friendly community - numerous churches, string community spirit A productive community - producing wines, farming Lots of countryside to be enjoyed A long history and very beautiful old church</p>	<p>Green - hillsides, oaks trees. Lots of green projects around the village, community planting, Wimpey Fields nature reserve Red - the strong community spirit somehow feels best summed up with red for me Golden - fields in summer, golden wine</p>	<p>The Church on the Hill - with the famous South door dating from the 12th century displaying fine early ironwork. I often think of the origin of the place name - the Old English 'stapol' meaning a 'post, pillar' and 'hyrst', as a 'wooded hill' probably at the location if All Saint's. I think it would be apt for the logo to reference that in some way, as well as incorporating the vineyards that also put contemporary Staplehurst on the map.</p>

7 PC TREE FOR ANNUAL REPORT

STAPLEHURST PARISH COUNCIL



NOTE: Chair of a group is marked with *