

## Publicity & Website Group

Notes of the Meeting held on 07 March 2017 from 7.30pm to 9.30pm

**Present:** Parish Councillors Ashby, Buller, Claridge, Lain-Rose, Reardon (Chair) and Whittle

### 1. Apologies for Absence

It was noted that apologies for absence had been received from Parish Councillor Burnham and Resident John Kelly.

Before the meeting, an email was received from John Kelly to advise that he was stepping down from the Group with immediate effect.

### 2. Village Update

JR reported that the production had gone well for his first attempt. After collecting all articles from the authors, they were compiled into a Microsoft Word document, and with a few notes to assist the typesetter emailed to [stuart@origination-studio.co.uk](mailto:stuart@origination-studio.co.uk). After a few days and changes, edition 4 was considered to be the final document and Stuart then sent the document to Paxman Printing, where after a couple more days the print run was completed and 2500 copies delivered to the Parish Office. The process was simple, faultless and in JR's opinion did not need reviewing. It was requested by CC & LW that in keeping with the Parish Council new initiative that we source locally, we would ask Paxman Printing if they could source the typesetting locally rather than sending it to London. It was realised that Paxman Printing own this part of the process and we could not insist but JR said he would ask.

It was agreed that the Group would **RECOMMEND** to the Parish Council to increase the print run from 2500 to 2700 considering there has not been any increase in the last few years though building developments have been completed. In addition, the Group would request further increases when any new housing developments were nearing completion.

JR would request an update from the Parish Clerk as to where we are with quotes for future delivery of the Updates and Annual Report.

Dates for Future Updates would be calculated so distribution would occur from 17<sup>th</sup> July and 23<sup>rd</sup> October 2017.

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## 3. Annual Report

The Annual Report will follow the standard template of recent years. The Parish Office will be requested to compile the report as most of it is their information. Councillors and Groups will be invited to provide the usual reports. In addition, the Parish Council has agreed (in principle) to deliver the Carnival & Fete pamphlet with the Annual Report. The C&F pamphlet will need to be delivered before the Staplehurst 10km race on 11<sup>th</sup> June 2017. So, working backwards, delivery to start 5<sup>th</sup> May 2017. Considering the time to collate all the parts to this delivery run the parish Council would need to be in receipt of the Carnival & Fete publication by 30<sup>th</sup> May 2017.

The cover of the Annual Report would have to be decided. It was suggested that local photographer Sarah Dawson could be contacted to provide a picture of the Village Centre as its future is under some discussion. Possible picture featuring past teachers and pupils might be an option. JR to contact Sarah Dawson.

## 4. Website / Facebook Page

The website continues to be used regularly. Although the site was set up for Google Analytics, the use of the feature has changed in recent years and the Group would need some support to fully understand the information Google would provide. LW to investigate further. The Forum, whilst quite in chat submissions is being read by many as the view counter are increasing. Currently there are 750 activated users on the Forum page.

It was discussed that the future development of Facebook would be delayed until Councillors received Facebook/Social Media training. This is on the Full Council agenda and the Parish Clerk is requesting external companies to submit tenders to deploy a training package. JR will request that fits the PC's requirement. JR to give LW admin on the Facebook Page and access details for Google Analytics.

## 5. Terms of Reference

Both SLR and CC came to the meeting with two options of ToR to submit to the Council for adoption. On reading through the Group identified key information in both that would be beneficial to a final document. CC to work with SLR to produce final draft.

## 6. Any Other Business

Group Name – Publicity & Website Group has been used for around eight years now and with the development of social media seems a little out of date. This Group will oversee communications with the local population over various platforms. It was decided that as of the Parish Council year, the Group would be known as the Communications Group.

Meeting Frequency – the new Communications Group will aim to meet every five weeks (10 per year).

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Welcome Pack – it was discussed and assumed that the Welcome Pack discussed at Full Council would come under the ownership of the Communications Group. SLR has started work on this and will liaise with LW to bring something to the next meeting.

## 7. Date of Next Meeting

The next meeting will be held on 11 April 2017 at 7.30pm.