

# Communications Group Agenda 24<sup>th</sup> September 2020 – 7.00PM Virtual meeting

## AGENDA ITEMS

Attendees Cllrs Jose Castro (Chair), Paddy Riordan, Zara Rawlinson, David George, Peter Spearink.

1. Apologies n/a (all present)
2. Approval of minutes of previous meeting 13<sup>th</sup> August 2020 – 4.00PM Virtual meeting

APPROVED

- 3.1 Councillor Declarations NONE
- 3.2 Declarations of interest NONE
- 3.3 Granting of dispensation NONE

### 4. Village Update

#### 4.1 Feedback.

*Very positive feedback regarding delivery. For the first time ever no complains about not having been delivered to any resident. Many volunteers contributed. Also, residents complimented the quality of the information offered.*

#### 4.2 Next issue

*26<sup>th</sup> October will be the time for next issue. 23<sup>rd</sup> October for articles collection. JC to contact RO and Health Centre in relation to next issue, confirming dates* **ACTION NEEDED**

#### 4.3 Looking ahead: proposed changes

*JC is proposing to double the number of pages of subsequent Village Updates. Also, the group needs to consider advertising. The office raised awareness of possibility of affecting VAT status. PC advised that it needs to go to Full Council for approval with costs and further details.*

*The additional articles would be written by relevant groups or people in the village, divided into various categories: **Sports** (Running club, Brownies / Guides / Rainbows, Beavers / Cubs / Scouts, The Monarchs, Cricket and Tennis Club, Dance (Saturday in Village Hall) / Primary School, Karate club, Cycling club), **Cultural** (Women's Institute, Horticultural Society, Musical School (School - Saturday morning, Kent Music School), Made by Kent, Photographic society, Languages (fun train), Mother and baby groups, Wine Making (Hush Heath), Writing competition), **Services** (Payback team, Health Centre, Library, Community Warden, PCSO), **Councillors** (Get to know your councillor).*

*PC liked the idea as it gets more people in the village involve. PS thought that it would inspire other groups to contribute, too. ZR added that we could also implicate local businesses, too. Section of "get to know your councillor" more to do with a personal interview more than from the position point of view.*

*It was decided to propose to Full Council option 3 with the silk finished, as it would still fall within the budget. However, it needs to be confirmed that PAXMAN have not mixed the options as there seem to be no correlation between quality and prices. **ACTION NEEDED** DG proposed to ask people for feedback on the issue itself, as we will be including a Survey Monkey questionnaire. PS proposed considering following the example of Cranbrook, where a company fills the issue with their own publicity. PS would send an email to Cranbrook asking for details. **ACTION NEEDED***

*This possibility was decided to be left for consideration once we see how the changes are working. PR proposed that businesses could give details about themselves and we could*

*suggest a contribution. We should also check on taxing issues regarding advertising with the office.*

**ACTION NEEDED**

*Considerations towards extra weight for volunteers: more could be recruited. Also, for extra price for posting to rural addresses. JC to check with Post Office.*

**ACTION NEEDED**

### **Articles to be written:**

DG	GSG
PS	Street names II War memorials Correction of the Tavern information
PR	Extra information to be passed to PS about the Tavern Chairman's report (Fixed section) Extension to Clerks job. Contact a local business for an article
JC	Defibrillators Survey Monkey Introducing new councillor Contacting residents/groups in preparations for their articles

### **5. PC budget**

#### 5.1 Spending proposals

*Finance and strategy group to prepare the questions for the questionnaire. They will be meeting on October 25<sup>th</sup>. Suggestions were made to include a question about the Village Improvement and possible impact on the budget, although most comes from funds raised by our own initiative. By October 25<sup>th</sup>, the main body of next issue can be already with Origination Studio but JC would word the questionnaire as soon as the questions are submitted.*

*PD to bring matter to Finance and Strategy group agenda*

**ACTION NEEDED**

*JC to format the questionnaire*

**ACTION NEEDED**

#### 5.2 Asking residents

#### 5.3 Survey monkey

*Discussion took place and a decision was made to use a Survey Monkey form, publicize it using a link and a QR code in social media and in the Village Update. DG brought to our attention that we should keep the traditional ways of being contacted (letter or email) as otherwise some residents would feel disenfranchised.*

### **6 Wikipedia article on Staplehurst**

*This item was deferred for a future meeting due to heavy agenda.*

### **7 Social Media**

#### 7.1 Chairman's Video Report

*PR to record video. JC to upload to Youtube.*

**ACTION NEEDED**

*Agreement that Chairman's video report should be recorded when there is a need for it and enough items rather than following a tight schedule.*

#### 7.2 PC Website

Accessibility statement: the group approved the statement and agreed with all the content.

Progress: Jean is working on the changes. The group supports all the changes she is making, the schedule she has marked for herself and thank her for all the work. We acknowledge that she is the most indicated and fully aware of what needs to be done.

7.3 News for posting: closures, etc. (eg skate park)

*Agreement to make an effort to publicise more closures and other important news, through all our social media.*

## 8 Telephone box

*Ideas for what to dedicate the Telephone Box to deferred for a further meeting.*

*PR to contact a resident for improvement of the Telephone Box. **ACTION NEEDED***

*PS suggesting researching the cost of moving the TB to the centre of the village.*

*PR to ask CEG first to enquire KCC about possibility of moving the Box. **ACTION NEEDED***

## 9 Photographs

*JC to ask Jean if photographs are needed for the website*

**ACTION NEEDED**

*Also, there is a renowned photographer in the village and maybe we could make use of her work.*

## 10 Pickture Productions

*Discussion about availability of company to advertise certain events, services...*

*JC to ask company how much their cost is for consideration in the future **ACTION NEEDED***

## 11 “Youth Matters, We care”

*PR. Before 14<sup>th</sup> October to apply for the scheme with views to the Youth Club and possibly the Monarchs (PR to let them know, too, if the Clerk thinks that they can apply, or we can place both bids ). **ACTION NEEDED***

*PR (and possible ZR) could attend the meeting in November.*

## 12 AOB

*No further business.*

## 13 Next meeting date

*Thursday 22<sup>nd</sup> October, 7PM*

*(Finance and Strategy meeting on Monday 26<sup>th</sup> for article on Survey Monkey)*