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COMMUNICATIONS COMMITTEE

MINUTES OF MEETING HELD: 6 December 2021 at 7.30pm
VENUE: Ingatestone and Fryerning Parish Council Chambers

Present: Cllrs D Jelley P Jeater M Hart
 1 member of the public R Skepelhorn (Communications Officer)

COM21/063	Apologies for absence There were no apologies for absence received.
COM21/064	Announcements and declarations of interest None
COM21/065	To approve the minutes of the last meeting held on 11 October 2021 The minutes of the meeting held on 11 October 2021 were approved and signed by the Chair of the committee.
COM21/066	Matters arising for report but not for resolution Cllr Jelley notified the committee that works are currently underway in migrating our website provider from Joomla to WordPress and that this work will be invoiced in this financial year. Work has also begun on the design of a new logo which will be used for events/projects that the parish council is supporting but not directly running to establish ownership.
COM21/067	Public participation session There was one member of the public in attendance. The member of the public discussed with the committee about the importance of the Neighbourhood Plan consultation. Further details of what the committee had planned would be discussed in agenda item COM21/70.
COM21/068	To discuss ideas for the January e-newsletter Councillors were presented with the work prepared by the Chair and Communications Officer of current stories in the January edition worksheet. The committee agreed that they would proceed with these stories and if any additions were identified if they could be raised with the Communications Officer as soon as possible.
COM21/069	Communications Officer update The Communications Officer updated the committee on the key social media performance indicators over the past month. He additionally discussed the carbon research project currently being conducted which could lead to a future campaign. Cllr Jeater suggested that the Communications Officer contact Cllr Davey about the app for personal carbon footprint calculation.
COM21/070	To discuss communication plans for 2022 (Q1)

	<p>The committee discussed the upcoming Neighbourhood Plan Regulation 15 process. The committee agreed to design A5 flyer to be released in the second/third to advertise where the plan is available to read. The Communications Officer discussed the desire to create multimedia content for the consultation with Vox Pop interviews to be conducted with councillors. A Google Sheet will be created for committee members to fill with content to cover the weeks from 16 December- 10 February. Other projects discussed were the artisan market in March and the New Year's Eve firework display. If committee members have any further suggestions, they should contact the Chair/Communications Officer.</p>
COM21/071	<p>To receive a report on template negative social media responses (Cllr Farrant) Due to absence this item was referred to the next meeting.</p>
COM21/072	<p>To review the Communications and Social Media policy Cllr Jelley discussed the importance of needing to review the Communications and Social Media policy due to the need to establish the difference between policies and style guides. Each committee member and officer was assigned different areas of the Comms policy to review ahead of the January meeting, the list is included below: Cllr Jelley: Newsletter/Press releases Cllr Hart: Images/ Noticeboards Cllr Jeater: Twitter Cllr Farrant: Negative comments on social media/ Facebook Communications Officer: Website/E-mails/ Good web copy Clerk: Filming</p> <p>These sections will be reviewed before the January meeting.</p>
COM21/073	<p>Items for inclusion in the next agenda (not requiring resolution or action) Cllr Hart raised the topic of the heritage trail and discussing potential ideas for this project</p>
COM21/074	<p>Chair to close the meeting The meeting was closed at 8.21pm. The next Comms Committee meeting is to be held on 18 January 2021 7.30pm at the Ingatestone and Fryerning Parish Council chambers.</p>