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COMMUNICATIONS COMMITTEE

MINUTES OF MEETING HELD: 7 February 2022 at 7.30pm
VENUE: Ingatestone and Fryerning Parish Council Chambers

Present: Cllrs D Jelley A Farrant M Hart
R Pittman R Skepelhorn
(Communications Officer)

COM22/01	Apologies for absence Apologies were received from Cllr Jeater
COM22/02	Announcements and declarations of interest None
COM22/03	To approve the minutes of the last meeting held on 6 December 2021 The minutes were approved as a true and accurate record and signed by the chair
COM22/04	Matters arising for report but not for resolution None
COM22/05	Public participation session None
COM22/06	To discuss developing a village app It was agreed that the village app should be taken to the councillor away day agenda. The committee would like to arrange some focus groups, along with social media polls to gain public demand for an app. An e-newsletter story will also be created for the next edition.
COM22/07	To receive the Communications Officer update The Communications Officer updated the committee on the release of details for the jubilee event which had gained good traction and response on social media. It was suggested that the e-newsletter should get a push in the annual hard copy version of the newsletter in May. Cllr Pittman suggested that the Communications Officer should contact the local estate agents to put a e-news flyer in their local information packs for perspective buyers.
COM22/08	To discuss the creation of a YouTube channel The committee discussed a range of ideas that could be used as content on social media including covering meetings and advertising events. A further discussion was suggested for the away day, in the meantime Cllr Jelley will look to see the costings of setting up a basic YouTube page.
COM22/09	To approve the communications policy and style guide

	Cllr Hart had some suggestions that he would like to make to the communications policy and style guide so therefore this item will be postponed until the next meeting.
COM22/10	To receive an update on the e-newsletter and QR posters The Communications Officer updated the committee that subscribers had moved up to 150 for the e-newsletter. QR posters are now also available throughout the villages. The committee hope this will see a rise in subscribers.
COM22/11	To receive an update on the migration from Joomla to WordPress Cllr Jelley informed the committee that the migration from Joomla to WordPress was currently taking place and the design work for the new website interface has just been complete
COM22/12	Items for inclusion in the next agenda (not requiring resolution or action) <ul style="list-style-type: none"> To discuss an elevator pitch for what makes Ingatestone and Fryerning a great place to live
COM22/13	Chair to close the meeting The meeting was closed at 8.19pm. The next Comms Committee meeting is to be held on 4 April 2022 7.30pm at the Ingatestone and Fryerning Parish Council chambers.

DRAFT