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COMMUNICATIONS COMMITTEE

MINUTES OF MEETING HELD: 29 March 2021 at 7.30pm
VENUE: Zoom (Online Meeting)

Present: Cllrs D Jelley (Chair) P Jeater M Hart
Cllrs E Benson

COM21/013	Apologies for absence There were no apologies for absence received
COM21/014	Announcements and Declarations of interest There were no announcements or declarations of interest
COM21/015	To approve the minutes of the last meeting held on 8 December 2020 The minutes of the meeting held on 1 February 2021 were approved. The minutes will be signed by the Chair when social distancing requirements allow.
COM21/016	Matters arising for report but not for resolution There were no matters arising for report but not for resolution
COM21/017	Public participation session There were no members of the public in attendance.
COM21/018	Communications Policy All approved policy presented by Cllr Jelley. Comms Policy with a small change to Section 11 about recording on Zoom suggested by Martyn. Dawn to make change to policy for full council. Martyn pointed out that the engagement strategy that we link to in the document is out of date. The committee discussed recording meetings when we are meeting in person again. Add 'recording meetings' to next agenda.
COM21/019	E-Newsletter Cllr Jelley presented e-newsletter quote and mock-up from Sue Lees. Was approved by all present. Martyn Hart suggested unique information should be at the top. Paul Jeater said the immediacy of PC news very important. Emma Benson - suggested contacting Chelmsford City Life as they have just done their last printed paper and are switching to e-news. Emma suggested a shorter version with fewer stories and EB and MH suggested testing to avoid spam filters. Martyn suggested a printed newsletter with static information twice a year. Paul - suggested a printed annual review in May

	All agreed on Sue Lees' proposal, quote to present to FC.
COM21/020	<p>Newsletter To be ready to go out after May 6.</p> <p>DJ updated committee on newsletter progress.</p> <p>Rory to add best dressed window competition in newsletter.</p>
COM21/021	<p>Lanyards Emma explained the need for Lanyards/ID badges saying 'talk to me about... I'm a parish councillor'. It was agreed that cllrs should all have a Photo ID.</p> <p>DJ said we need to get professional photos taken for newer cllrs.</p> <p>Abi to investigate designs/costs of lanyards.</p>
COM21/022	<p>Office signposting It was agreed that there isn't much in the way of signposting to our new office and the facade of the Limes building can be uninviting. EB suggested an office sign is made in metal and signs on wooden door when we are open to the public. To refer to Abi to research.</p>
COM21/023	<p>Social Social media - defer item to next agenda - roll over Emma's ideas.</p> <p>Emma - We could be a lot more creative, reels, personalise the brand.</p> <p>Dawn to work with Rory on developing Instagram.</p> <p>Discussion of website improvement - we are updating to WordPress in April.</p>
COM21/024	<p>Items to include in the next agenda Add 'recording/online broadcasting live meetings' to next agenda. Add Emma's social media ideas to the next agenda.</p>
COM21/025	<p>Chair to close the meeting The meeting was closed at 8.29pm. The next Comms Committee meeting is to be held on 4 May 2021 7.30pm over Zoom.</p>