

Communications Group Minutes 26th May 2022 – 8.00PM

AGENDA ITEMS

- 1) **Present:** Councillor Jose Castro (JC), Councillor Paddy Riordan (PR), Councillor Stuart McPhee (SM)
Apologies: Councillor Matt Clifton (MC), Resident David George, Councillor Peter Spearink (PS)
- 2) **Minutes of previous meeting 28th April 2022 – 8.00PM**
The group went through the actions that had been implemented and focused on what was left outstanding.
- 3) **Outstanding actions from previous minutes** **ACTIONS NEEDED**
Text for the Facebook Page for the Youth Club: We examined some examples of texts used to describe a Facebook group. SM to write the text and share with the group.
Grants: JC to request CIL money for a digital display board.
- 4) **KALC Celebration** **ACTIONS NEEDED**
Date: JC and PR to agree a date with Hush Heath. Preferably mid-July / early-September
Initial ideas for a possible program:
 1. Explain what the group did: Ppt presentation: SEHT>Adopt a resident>Community Hub
 2. Speakers: 1 or 2 coordinators / 1 or 2 volunteers
 3. Presentation of Prizes
 4. Certificates of appreciation**Organisation:**
 1. JC, PR, SM to Hush Heath
 2. JC to contact volunteers and coordinators
 3. JC to design certificates and contact Paxman
 4. JC to contact the Downs Mail for possible article
- 5) **The Village Update** **FOR NOTING**
Update by JC on how last publication.
One single complaint, unhappy with “the good, the bad and the ugly” logos at the cover. Explained by the office and JC via emails. All clear. Resident accepted the explanations.
The Communications Group is thankful to the office, volunteers (also from SCEG) and Free Church for their help. A great effort to produce a publication in short time, due to change of plans as we did not have the data to produce an Annual Report at the time, and to timing requirements due to SCEG organising and publicizing the Jubilee festival.
- 6) **The Logo** **ACTIONS NEEDED**
Update: JC reported that residents were beginning to contribute to the online consultation with feedback. Some responses were shared.
Next steps:
 1. Date: finish collecting responses around the 24th of June so that we can study them in our next Communications Group meeting.
 2. MC or JC to organise a Word Cloud or similar for publication with ideas supplied.
 3. The group agreed to not rushing into a design. Quality before quantity. Possibility of contacting a designer for better results. Bob Ham has kindly emailed us the contact details of the designer that helped them to design the SCEG logo.
- 7) **The Downs Mail article** **FOR FULL COUNCIL APPROVAL**
Cllr Eric Hotson suggested the project to improve the Community Centre as the first article to publish in the Downs Mail. The group discussed and liked the proposal.
JC to email the Community Centre trustees with the offer to publicise their project on the Downs Mail.
Possibility of replicating the article in the Annual Report.
It needs to be agreed at Full Council.

8) The Annual Report

ACTIONS NEEDED

Viability: It is now possible to gather information. JC to contact the office team, councillors and groups with instructions.

Articles and Timings: These will be included in the email.

July	ANNUAL REPORT 2021-2022 – Chairman’s report. Clerk report. Groups summary. Councillors writing. Summary of news and projects from previous year (April 2021-March 2022). Financial Statements to year end 31/03/22. Parish Council contacts. Queen’s Jubilee. Report from the Annual Parish Meeting	Copy: 29 July* To typesetter: 5 August* To printer: 19 August Collation: 27/28 August Distribution: 29 August
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Sorting: speak to the office team to prepare this beforehand. If an insert is to be included, it will be requested that the particular group provides volunteers for sorting on Saturday 27th August.

Rural: it will need to be arranged beforehand to prevent surprises as it will take part at a different time of the year.

9) Social media

To be discussed at our following meeting.

10) Year targets:

- a) **KALC Award celebration**
- b) **Digital display board**
- c) **Communications Strategy**
- d) **A Welcome Pack**
- e) **Additional information in website:**
 - i) **Village information (maps and groups)**
 - ii) **Consultations (available and past)**
 - iii) **Contacts (improve the available leaflet)**
 - iv) **Who’s who tree**

11) AOB

12) Next meeting date: Thursday, 30th June

Annual Report: Instructions for Groups and Councillors

Dear all,

We are beginning to plan this year's Annual Report. We decided to change the content a bit. Instead of having biographies of the councillors, we want to give more space to the groups:

- activities carried out during the year as well as
- projects or expectations for the new year

The maximum number of words this time is 300. Please, be strict with that. It is also necessary to receive two photos to illustrate the text. Nice, positive photos. If in the outside, on a sunny day, etc.

There is no template for it. Replies by mail to me.

If you get anyone to send photos to you, the best way to preserve the quality of the photo is to send it as an attachment via email. Please, send them to me this way, too.

The Chairman's report must be around 500 words. No pictures needed.

Financial section around 300-350 words + graphs.

Clerk's report 350-400

Please, contact all groups to submit texts to me by the 18th of April. Earlier if possible. In the previous Annual Report this is the list of groups that we had. It could be that you want to invite other groups that could be dormant during COVID:

Community Enhancement Group
Communications Group
Planning Committee
Community Speed Watch
Employment Group
Finance and Strategy
Staplehurst Youth Club
Greener Staplehurst Group
Jubilee Field Management Committee
Churchyard Liaison Group
Road Safety Group
The Men's Shed
The Payback Team
The Staplehurst Neighbourhood Plan Review Group
Village Centre
Staplehurst Emergency Help Team

I think we should host also the Women's Institute and the SLUG but please suggest others.

These are the timings:

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