

Communications Group Agenda 28th April 2022 – 8.00PM

AGENDA ITEMS

- 1) **Present:** Councillor Jose Castro (JC), Councillor Paddy Riordan (PR), Councillor Matt Clifton (MC), Resident David George
Apologies: (DG), Councillor Stuart McPhee (SM), Councillor Peter Spearink (PS)
- 2) **Minutes of previous meeting 31st March 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**
Grants and sponsorship: this remains an ongoing point. We are aware that there are many grants available and have to find suitable ones for our projects.
KALC Award celebration: PR and JC to visit Hush Heath to set up a possible date for the event. Once we have a date, preparations can commence.
- 4) **The Village Update** **ACTIONS NEEDED**
Proofreading, timing, sorting, posting: JC updated about the progress being made (the document is now with Paxman for designing). The group made a big effort to put the document together and proofread it as quick as we could in order to send it to Paxman two days before the due time. This was due to the fact that Paxman had informed JC that they might not meet the deadline.
JC informed Paxman that it is vital that we meet the deadline as we have a commitment with SCEG as they need the publicity for their event out in time.
JC mentioned that we will need the work of all the group again for a quick proofreading of the designed version. On the weekend of the 21st/22nd May, collation and posting rural will take place. Bob Ham and a team of volunteers from SCEG will assist and the Communications Group will assist, as well. The office has all the labels for posting rural ready but JC to check with the office.
Delivery should commence on the 23rd May.
- 5) **The Logo** **ACTIONS NEEDED**
Public consultation: the front article of the Village Update will be a public consultation trying to get the sentiment of the residents about Staplehurst. This will help the group to gather ideas towards a logo. The group is very conscious of the importance of this logo as it may be something that could stay for many years. The group is hopeful that we might be able to produce a logo ready to present it for the publication of the Annual Report but will not push the timings if it means a worse outcome.
MC suggested that the next step should be finding a motto that represent the village.
Examples for Update: JC to send a link to MC to select the sample logos (from other villages for the Village Update).
- 6) **Text for the Youth Club Facebook Page (Description)** **ACTIONS NEEDED**
The group felt that it was better for SM to write the text and the group to approve.
Also discussed the convenience to have a Facebook Page for something dedicated to the youth, knowing that they are not so active in this social media platform. Maybe more convenient to start a Tik-Tok account by youngsters once the club is working. If the Fb page is to recruit volunteers, the PC should support this from their social media channels, as well.
- 7) **Poster: Vacancy – Clerk** **FOR NOTING**
A poster advertising a vacancy for a Clerk is not necessary as this has been dealt with already.
- 8) **Discussion: Instagram / committee / Plan for the future** **FOR NOTING**
The Communications Group decided that the best way to present this item to the Parish Council is by designing a plan for the future, with a clear vision/mission and a strategy. This could be linked to the annual review for our Social Media Policy in September.
The group read and discussed the Social Media Policy and feel that for September we should be adding content regulating the interaction with the community and adding sentiment and values to a communications strategy.

9) **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

10) **AOB**

11) **Next meeting date:** Thursday, 26th May

March	ANNUAL REPORT 2020-2021 – 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 planning.	<u>Copy: 18 April</u> <u>To typesetter: 26 April</u> To printer: 7 May* Collation: 21/22 May* Distribution: 23 May*
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