

Communications Group Agenda 20th January 2022 – 8.00PM

AGENDA ITEMS

Present:

Jose Castro (Chair)
Stuart McPhee
Paddy Riordan
David George
Peter Spearink

1. Apologies

n/a

2. Minutes of previous meeting 2nd December 2021 – 8.00PM Virtual meeting **APPROVED**

3. Meeting dates for the rest of the year **ACTIONS NEEDED**

The last Thursday of every month at 8pm. JC to let the office know.

4. Approved budget **FOR NOTING**

The budget was approved on last Full Council meeting only to realise later that there was a misunderstanding with the quantities, as the group had requested an increase of £5000 but instead it was allocated a budget of £5000.

With the increase of the size of the update, we are falling too short to fund the project to equip the village with a Digital Display Screen. The group will look for alternative ways to fund this once the project is more advanced.

5. Using our content **FOR NOTING**

The office has been contacted by the Parish Magazine to request permission to reuse articles from the Village Update, and to send a copy to the Downs Mail in order to make the village more relevant as there is little from Staplehurst. The group is happy with this and grants permission.

6. The Downs Mail **ACTIONS NEEDED**

Cllr John Perry forwarded to the group an email from the Downs Mail offering to send a journalist to our Full Council meetings and publish a page about it, which could be adapted to requests that the Council may have. It would not be a free service. JC to contact the Downs Mail editor and ask for more information before making any decision to bring to Full Council.

7. Village Update **ACTIONS NEEDED**

- The group is happy with the approval of 8 pages for the Village Update which allows to publish more content. Due to the style of the Update, we need to focus on illustrating the articles with good quality, positive photos.
- All articles need to be with the group on the 28th for proofreading. Reminders to be sent.
- The group need to try to minimise corrections once the article is sent to the printer in order not to incur in extra costs.
- Proposed articles for next issue:
 1. Our past (MA) – Front article ✓✓
 2. Christmas (PR) ✓✓
 3. Corrections (SMP)
 4. Memorials 2 (PS)

- 5. News from the past (4th article) (JC) ✓✓
- 6. Council Awards (PR) ✓
- 7. Greener Staplehurst (SMP), (+recycling?)
- 8. Volunteering Update (+Lions +deliver Update) (JC),
- 9. Road Safety (AS),
- 10. Update PC Projects (PR), ✓
- 11. Planning News (AS), (maybe JB)
- 12. Village Centre (AS),
- 13. Neighbourhood Improvement Plan (MA),
- 14. Hollie Guard Personal Safety App (JC)
- 15. Jobs for Payback Team (SMP)
- 16. Surgeries (JC)
- 17. Community Fridge + Café report. (JC)
- 18. Youth Centre (SMP)
- 19. Jubilee floodlights and all-weather pitch (PR) ✓✓
- 20. Police response update (PR) ✓
- 21. Transport improvement (Sainsbury's shuttle bus) (PR) ✓
- 22. Donate for defibrillator
- 23. Skate park painting
- 24. Health Centre – Have your say (AW)
- 25. Speed Watch (MB)
- 26. New Councillors (JC)
- 27. End block (JC)
- Leaflets
 - Community Fridge + Cafe

8. **KALC Award celebration**

To remain in agenda until it can be addressed

9. **Digital display board**

To remain in agenda until it can be addressed

10. **Communications Strategy**

To remain in agenda until it can be addressed:

Members of the group have to read, for next meeting, two documents shared by JC titled: "Communications Strategy First Steps" and "Building a Communications Strategy". In particular the bullet points with different suggestions for a good *communications strategy* and see how we SPC compares against those bullet points. During the next meeting we will discuss the results, decide if a strategy is needed and on what aspects in particular.

11. **AOB**

12. **Next meeting date:** 25th February