

Communications Group Agenda 24th February 2022 – 8.00PM

AGENDA ITEMS

- 1) Apologies PS / DG
- 2) Minutes of previous meeting 20th December 2021 – 8.00PM **APPROVED**

- 3) Village Update
 - a) **Current Update:** The current Village Update is delayed by a week.
 - i) **Posting rural:** The Free Church is kindly offering their facilities to organise posting to rural addresses. JB and volunteers have kindly offered to assist with this.
 - ii) **Routes:** JT has organised all routes and everything is in place.
 - iii) **The addition:** **ACTIONS NEEDED**
Despite increasing the size of the Village Update, we did not find space for all the articles. We will be publishing an additional PDF version alongside to the usual hardcopy. This is for this edition only. JC to pass the hardcopy to the office for publication in various social media, including our website. JC to contact residents who were expecting an article on the hardcopy with a correction to the last article on Monuments in Staplehurst.
 - b) **Future Updates**
 - i) **Proofreading:** **FOR NOTING**
RO has communicated to the group that he cannot continue helping with the proofreading of the Update. The Communications Group, with the assistance of the Office will cover for this. The CG wants to thank Robin for all the work and the time he has put during many years helping the Update, not only proofreading but also collating the various inserts.
 - ii) **Collating:** **ACTIONS NEEDED**
RO will not be able to assist with collating either. Two of the regular inserts will no be happening anymore. JC to ask the reminder about the possibility of inserting the leaflet or fund the insertion by the printer (if this is possible).
 - iii) **Schedule:** **FOR FULL COUNCIL APPROVAL**
The Communications Group discussed and decided to propose a new schedule for the rest of the year that allows one more week for Paxman to design and the CG and office to review the different version before going to printer. This additional time is needed due to the bigger size of the Village Update.
 - iv) **Posting rural** **ACTIONS NEEDED**
JC to ask the Free Church if we can continue using their facilities and possibly volunteers should we need help to post rural again. This will be for the three Updates only, as the Annual Report is not posted by mail.

- 4) The Annual Report
 - a) **Timings:** **ACTIONS NEEDED**
Bob Ham has requested that if we could publish the Annual Report a week or two earlier so that their Insert is distributed before their event takes place. JC to speak to the Office about how the earliest the financial data can be prepared. JC to ask BH for assistance with collating the insert or to fund the cost if we request the publisher to do this (if possible).
 - b) **Revision of last one: what to keep what to improve.** **FOR NOTING**
Discussion about our last Annual Report, what to stay, what to include. The general consensus is to reduce the space provided for councillors and increase the space given to groups. In its place we will introduce a tree of who is who in the Parish Council. Other content will be around the evolution of the village, including a map with details of new housing, graphs with population growth, new crossings, PC assets, etc. The content is still to be confirmed.

c) Instructions to groups and Councillors

ACTIONS NEEDED

JC to contact Paxman and calculate the space available for the articles of the different groups.
JC to email councillors and groups, and to speak at full PC, about the deadline for texts and the extension required.

5) The Downs Mail

FOR FULL COUNCIL APPROVAL

The Downs Mail has approached the Parish Council with the possibility of publishing a regular article at a cost. If they get enough interest from different parish councils, their idea is to provide a section in the middle of the newspaper for this.

(See emails attached) The cost is £200 for half a page and £400 for a full page. The frequency is entirely up to the parish council that requires the service. A journalist would visit the Full Parish Council (or an event of our choice) and prepare an article. This will be sent back for proofreading/approval before publication. This can be actioned very quickly. It can be published within days.

The Communications Group, after a thorough discussion, see the big benefits that such publicity could provide to Staplehurst and recommends the Parish Council to approve two half pages a year, at a total cost of £400. Articles and times to be planned and proposed in due course. However, there is no CG budget to provide for this. (See email attached)

6) Year targets:

FOR NOTING

The following items are aspirations for the coming year. The Communications Group will start dealing with them in coming meetings when the agenda allows it.

a) KALC Award celebration

There are funds available and the CG considers that the time for a gathering and celebrations of the efforts of the community during the COVID-19 pandemic are to be celebrated soon. PR to explore the various possibilities and the group will discuss them during our next meeting.

b) Digital display board

Even though the community would benefit from a digital display board, the group is temporarily postponing this item until we have the opportunity to approach it with the due time.

c) Communications Strategy

Following our previous discussions and research about a communications strategy, the CG has identified the need of a Parish Council logo. During the coming year, we will research and discuss how to provide the Staplehurst PC with a suitable logo.

d) A Welcome Pack

The CG will produce a Welcome Pack for new residents. Neighbouring villages have a similar pack. This can be a digital version or could be printed if there is a need.

e) Additional information in website:

The group will produce the following information about the village to be included in our website.

- i) Village information (maps and groups)**
- ii) Consultations (available and past)**
- iii) Contacts (improve the available leaflet)**
- iv) Who's who tree**

7) AOB None

8) Next meeting date: Thursday, 31st March

3).b).iii). Schedule

Communications Group Meetings	Suggested Content	Copy & Distribution Deadlines
January	SPRING UPDATE – Any items held over from Winter. Memorials 2. Our Past. News from the Past. Christmas in Staplehurst. Council Awards. Greener Staplehurst Group’s report. Road Safety Group’s report. 2022 meeting dates. Volunteering update. Neighbourhood Improvement Plan. Village Centre. Planning news. Parish Council contacts.	Copy: 28 January To typesetter: 04 February To printer: 11 February Collation: 19/20 February Distribution: 21 February
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: 13 May* Collation: 28/29 May* Distribution: 30 May*
July	AUTUMN UPDATE – Queen’s Jubilee, If they take place: Report from the Annual Parish Meeting. News from the Past. Memorials 3. PC Projects. Report of March Village Clean-Up and promote the next Clean-Up. Report on May Bio-Blitz. Greener Staplehurst Group’s report. WI article. Road Safety Group’s report. Planning News. Volunteering update. Neighbourhood Improvement Plan. Village Centre. Remaining 2022 meeting dates. Parish Council contacts.	<u>Copy: 29 July</u> <u>To typesetter: 5 August</u> To printer: 19 August Collation: 27/28 August Distribution: 29 August
Early October	WINTER UPDATE – If they take place: Report on Playscheme, September Village Clean-Up. News from the past. PC projects. Community Payback work. Greener Staplehurst Group’s report. Road Safety Group’s report. Consultation on 2022-23 budget/precept. Planning News. Volunteering update. Neighbourhood Improvement Plan. Village Centre. Remaining 2022 meeting dates. Parish Council contacts.	<u>Copy: 14 October</u> <u>To typesetter: 21 October</u> To printer: 04 November Collation: 12/13 November Distribution: 14 November

Notes

Copy co-ordination by Communications Group. Typesetting and Printing www.paxmanprinting.co.uk. Collation by volunteers of the Communications Group. Distribution packs made up in Parish Office. **Annual Report distribution also includes Play Scheme leaflet and fete programme.**

*CEG have requested earlier publication by 1 or 2 weeks

5) The Downs Mail

Dear Cllr Castro,

Thank you for getting back to me.

The rough cost is: £400 per page and £200 per half page. Frequency is up to you. The bigger parishes tend go for a full page monthly and the smaller ones like Thurnham (see December enclosed) will take a half every other month. For instance, I am talking to one PC about one full page per quarter. Lenham PC (mock-up enclosed) and West Malling are both in, starting shortly. We are hopeful a good number of the ones we have approached will agree to join and support us.

I have been struck (and impressed) by how seriously the parishes take the spending of public money. So we aim to give the best service we can but over and above the page itself, is the goodwill and closeness to your community it creates. If enough parishes come in, then I hope in time to create a special section in the middle of the paper.

I am happy to meet with you on Thursday to answer specific questions, particularly around the nuts and bolts of how it works.

Many thanks,
Simon

Simon Finlay
Editor
Downs Mail & Mid Kent Living
01622 734735
Mobile 07977 514863

Cheers. I appreciate that. We had quite an informal chat with Lenham PC before they decided to come in. But, yes, we're available to come talk through the detail. The thing that seems to crop up time and again is how much will the PC have to do towards producing it and the answer is 'not very much'. For example, I covered last night's Thurnham PC and afterwards had a chat with the chair and vice chair about what they wanted written up from the meeting or other issues arising in the community. I wrote it up first thing and the chair and vice chair had their minor corrections back before lunch. The page will be designed and sub-edited by this evening here and the process will be complete. The page is sent to the PC should they wish to see it. If not, I will probably send a copy to the chair before we go to press, just to be sure. Sometimes the copy takes a bit longer as more research/checking might be required on one section.
Hope that helps.

Thanks again.
Simon

Simon Finlay
Editor
Downs Mail & Mid Kent Living

Thurnham Parish News



Meetings normally held on the third Monday of each month at the Marriott Tudor Park Hotel. Public welcome.

CHAIRMAN: Daniel Skinner
CLERK: Sherrie Babington
01634 867173

Notice board

DEVELOPERS of the Sycamores in Bearsted, Dandara, will be asked for a site to place a noticeboard, funded by the parish council at a cost of between £750 and £1,200.

Homes plan

PARISH councillors are to oppose a plan for two homes at Glenrowan House at Roundwell, Bearsted, as it is outside the urban boundary.

Award for 'heroic' trio

COMMUNITY stalwarts from Otham Parish Council have been recognised for their efforts in opposing the controversial housing plans at Otham.

Parish councillors Cllr Gordon Newton and Cllr Rachel Gray and Chapman Avenue Area Residents' Association's David Hatcher received the Heritage Award from Thurnham Parish Council on December 13.

The plaque was fashioned from trees in the grounds of Thurnham Castle. The honour marked their ultimately failed opposition to a plan for 440 homes near the ancient St Nicholas' church. Developer Bellway overturned elected borough councillors' repeated rejection of the Church Road scheme at appeal.

Invoking the words of Alfred, Lord Tennyson, Cllr John Horne spoke of the trio's "heroic hearts".

He said the award recognises "groups, parishes, associations... who had stood out against the flow and made efforts to mark an important part of our identity".

In response, Cllr Newton again accused Maidstone Borough Council of being officer-led. Unelected officers pressed for the Bellway scheme to go



through, despite united local opposition. Mr Hatcher said: "For me, it was a demonstration of planning officers going against democracy."

He warned the borough is about "to see another travesty on top of Boxley Hill", referring to a scheme for 2,000 homes at Lidsing. MP Helen Whately will be asked to pass on a detailed report to the housing secretary Michael Gove, laying out the borough council's alleged failures in the Otham housing case.

COUNCILLORS were reminded about the carol service at Thurnham Church at 10.30am on Sunday, December 19.

Sign change

A CHANGE to a village sign at Roundwell was not opposed by members as long as it is visible and does not restrict the width of the pavement or obstruct motorists' eyeline.

Tax bill frozen

COUNCILLORS agreed not to raise its portion of the council tax bill residents must pay. However, the parish will receive an increased income because of the extra properties in the Sycamores.

Sponsored page



Contact us at:
1A High St, Lenham, Maidstone
ME17 2QD
Phone: 01622 829034
Clerk: Lisa Westcott
clerk@lenhamparishcouncil.org.uk
www.lenhamparish.org.uk

Main heading here

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Dear Jose,

The allocated budget for the Village Update and Website for 2022-2023 is £5,000.

The estimated proposed expenditure of £4,899.38 is as follows:

Printing & Distribution £4,414.50 (apart from Update, 2021-22 prices quoted)

Updates = £809 x 3 = £2,427 (printing & artwork) (price quoted Feb 2022)

Annual Report = £625 +10% = £687.50

Distribution stamps £325x4 = £1300

Computer Support & Website £484.88 (2021-22 prices)

Hugo Fox Annual Website Support = £50

Hugo Fox Silver Support £19.99 p.m. = £239.88

123 reg Website Domain £20

Arron Norton Security £35x 5 = £175

Kind regards,
Deborah Jenkins