

## Communications Group minutes 29<sup>th</sup> July 2021 – 8.00PM Virtual meeting

### Present:

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

### 1. Apologies

JG, BG

### 2. Minutes of previous meeting 1st July 2021 – 8.00PM Virtual meeting

Approved

### 3. Village Update

**FOR NOTING**

#### a. Design

JC paid a visit to Paxman in the morning and had a conversation about adapting the Village Update (which will be in 4 colours as approved in Full Council) to a design in line with the latest Annual Report. Conversation very useful. Paxman informed of the rising cost of paper, which may modify the final cost of our publications.

There is a possibility of doing it on the same paper as the Annual Report for a similar price. If that is the case, the group would support this move.

#### b. Articles written: quality - quantity – photographs - outstanding

Reminder of the expected dates to finalise all articles (6<sup>th</sup> August) and articles to be sent to Paxman (13<sup>th</sup> August). The group went through each article one by one and decided which ones still needed work to be done:

- |   |                               |
|---|-------------------------------|
| ✓ Street Names IV (PS) (Final article of the series)                        | (Photo to be taken by SMP)    |
| ✓ News from the past (JC) (2 <sup>nd</sup> article)                         | Complete                      |
| ▪ Bio-Blitz 11 <sup>th</sup> August   | (Expecting more information)  |
| ✓ Clean-up 18 <sup>th</sup> September (Possibility of opening article) (RS) | (Photo to be requested to JB) |
| ✓ Responsibility for cleaning ditches (JC) – (QR code)                      | (Photo to be taken by JC)     |
| ▪ COVID help – from a resident's perspective (LV – a volunteer)             | In progress                   |
| ✓ KALC Award (PR)   | Complete                      |
| ✓ Skate Park event (PR) – 25 <sup>th</sup> August                           | Complete                      |
| ▪ Road Safety (AS)  | (Awaiting info from AS)       |
| ✓ PC Projects (PR)  | (Photo to be taken by JC)     |
| ▪ Planning News (AS)  | (Awaiting info from AS)       |
| ✓ Neighbourhood Improvement Plan (MA)                                       | Complete                      |
| ▪ Defibrillators: (BH)  | In progress                   |

### 4. KALC Award celebration

**FOR APPROVAL (COUNCIL)**

4<sup>th</sup> September (Saturday) – It could be partially funded by some of the remaining COVID funds  
About 60 volunteers plus partners, councillors and SEHT (around 150 people)

PR to prepare speech

- PR to speak to Hush Heath for celebration
- JC to prepare list of volunteers
- PR and JC to prepare replicas of award

**5. The Compassionate Community Award**

**FOR NOTING**

The requirements for the award suits the work of the SEHT Covid Division and of the Community Hub to perfection. JC to fill the application form (250 words or a video) before 27<sup>th</sup> August

**6. Social Media and Electronic Communications Policy**

**FOR NOTING**

The group discussed and approved various amendments to the existing social media and electronic communications policy. JC and SMP to integrate the changes into the document and submit to full council for approval.

**7. Does the Council need a Communications Strategy?**

**FOR NOTING**

Discussion about the necessity to have a Communications Strategy. It was decided that it would be very valuable. However, due to its complex nature, it would need to be developed over a period of time. The item to remain in the agenda for a number of our meetings to brainstorm for ideas and to develop individual areas one at a time.

**8. Digital Display board**

**FOR NOTING**

The group is exploring proposing the acquisition of a Digital Display Board and thinking of possible locations (outside the library being the one more favoured), funded through CIL money. We will look at different prices, models, ideas and experiences from other councils. We will also liaise with the Finance Strategy Group.

We agreed that the board would be an excellent idea that would provide up to date information about very different items:

- Dates for meetings.
- Dates and information for local events (i.e. Summer play scheme, Bioblitz, Skate Jam, Picnic in the Park, Village Clean-Up, Nature Walks, KALC award celebration.
- Forthcoming improvements
- Road closures
- Display of articles from Village Update, Annual Report
- Play the Chairman's video report
- Tourist information
- Reporting accidents, issues...
- Weather, weather warnings
- Appeal to volunteers, volunteering dates...
- Information from the Health Centre, buses or other services.
- ...

**9. AOB**

None

**10. Next meeting date: Thursday 26<sup>th</sup> August**

## 5. The compassionate Community Award



### PRESS RELEASE

Ref: JM/092/2020

Date: 28 July 2021

### **Compassionate Community Awards launched by MBC with Heart of Kent Hospice**

Maidstone Borough Council (MBC) has launched the Compassionate Community Awards 2021 with Heart of Kent Hospice.

Now open for nominations, the awards recognise and celebrate the work of unsung heroes from across the borough of Maidstone. Introduced last year, they highlight and celebrate the positive and compassionate work that individuals, community groups and organisations have done to support others by going above and beyond - particularly throughout the Covid-19 pandemic, to help their local communities.

Once again, Heart of Kent Hospice and MBC have collaborated with the awards to showcase the important and selfless work that people have done to help improve the lives of people living and working in and around Maidstone.

Commenting on the Compassionate Community Awards, one of the judges - MBC Leader Cllr David Burton said: "There have been some amazing examples of individuals and organisations helping others over the past year. These awards are a fantastic way of acknowledging the work of so many people from across the borough. Last year we heard about some incredibly humbling things people and organisations had done to help others through what had been a very difficult time and I would encourage as many of you to nominate again this year.

"It doesn't matter however big or small you think the contribution has been, if they have gone that extra mile for the benefit of others, please nominate them for one of these Compassionate Community Awards."

There are six categories in the 2021 Awards (full criteria for each can be read in the editorial notes below):

1. Compassionate workplace/business
2. Compassionate Care/Residential Home
3. Compassionate Neighbour/Volunteer
4. Compassionate School / Teacher
5. Compassionate young person (under 18 years)
6. Compassionate Community

The awards are part of the work being carried out to support the work of the Council and the Hospice for the borough to become 'Compassionate Maidstone.'

Compassionate places are communities that publicly encourage, facilitate, support and celebrate care for one another during life's most testing moments and experiences, especially those pertaining to life-threatening and life-limiting illness, chronic disability, frail ageing and dementia, grief and bereavement, and the trials and burdens of long-term care.

Heart of Kent Hospice is also planning to extend the reach of its

Compassionate Neighbours project in Maidstone which will further support the profile of Maidstone as a Compassionate Borough.

Interim Chief Executive of Heart of Kent Hospice Rachel Street added: "We're delighted to be working with Maidstone Borough Council and the Kent Messenger on the 2021 Compassionate Community Awards. Last year we saw such amazing and worthy nominations and winners, we hope this year's awards will further shine a light on those individuals, groups, schools and business that selflessly give so much to others and their local communities.

"The past 16 months have been difficult for everyone and we've all seen and heard the most amazing stories of compassion, kindness and resilience – we'd encourage everyone to submit a nomination so we can publicly say thank you."

The Compassionate Community Awards 2021 are supported by the Kent Messenger. The nominations close on Friday 27 August at 5pm after which they will be shortlisted by judges Rachel Street, Cllr David Burton, MBC Chief Executive and KM editors in September. The winners will be announced on Thursday 21 October. If you would like to nominate an individual or organisation please go to the website: <https://www.kentonline.co.uk/features/compassionate-awards/>

or email: [compassionateawards@maidstone.gov.uk](mailto:compassionateawards@maidstone.gov.uk)

**ENDS**

**Editors notes:**

Compassionate Community Award Nominations can be a written submission of no more than 250 words describing the nominee's work. It can also be submitted as a short video (maximum of 3 minutes) outlining who they are and what they've done, or as a recorded message. Please also include photographs to reflect how they have supported their community.

To request an interview or for further details, please contact the Maidstone Borough Council Communications Team email: [communications@maidstone.gov.uk](mailto:communications@maidstone.gov.uk) or call: 01622 602560

Nominations should be submitted via the online form: <https://www.kentonline.co.uk/features/compassionate-awards/>

Or emailed to: [compassionateawards@maidstone.gov.uk](mailto:compassionateawards@maidstone.gov.uk)

### **Compassionate Community Awards Terms and Conditions:**

Please be aware that by submitting a nomination to the Compassionate Community Awards 2021 you are agreeing to the terms and conditions below:

- All nominations received should meet the criteria of one of the six award categories. The nominees must either be living in the borough of Maidstone, working with residents/organisations/charities associated in the borough or have contributed to voluntary projects, charitable organisations or campaigns supporting the residents, businesses or voluntary groups based in the borough.
- Multiple nominations are permitted for individuals or groups for each category and will be accepted by any age group.
- Nominations will be accepted for individuals associated with the three supporting organisations (Maidstone Borough Council, Heart of Kent Hospice and the Kent Messenger), but not for anyone connected to the Judges or their immediate families.
- The decision of the Judges' will be final.
- We are unable to take responsibility for nominations that are not received or arrive after the deadline of Friday 27 August 2021 at 5pm.
- All text, images, video content and voice recordings submitted as part of the nomination are subject to use within social media, online, marketing material and general press. By submitting these details within the nomination you are agreeing for them to be used.
- Any personal data relating to entries will be held securely in accordance with the GDPR/Data Protection Act 2018 for a period of 12 months from 27 August 2021.
- To withdraw your consent for this data to be used, please email: [compassionateawards@maidstone.gov.uk](mailto:compassionateawards@maidstone.gov.uk)
- Please be aware that the Compassionate Community Awards 2021 may be subject to change in line with any possible government guidance required regarding Covid-19.

**All nominations must be submitted by 5pm Friday 27 August 2021.**

### **The six Compassionate Community Awards criteria:**

#### **1. Compassionate workplace/business:**

In this category we are looking for a workplace or business that is based in the borough of Maidstone that went out of their way to ensure they supported their colleagues and customers. Whether it be helping employees, by allowing them to work differently whilst maintaining a compassionate and valued approach. Perhaps, they invested in training for their colleagues and teams; put measures in place to ensure wellbeing for everyone or encouraged their furloughed employees to participate in community activities and supported them to do that. Or, it may be that they helped their customers by literally delivering the goods when they most needed them.

In no more than 250 words (in writing, video or voice recording), please give us some examples of how local workplace/business has:

- Gone above and beyond to help and support their community during the Covid-19 pandemic
- Extended and adapted their services to meet the needs of the community they are based in
- Helped to support their employees or customers when they needed it most
- Took on the responsibility to help others who needed support

## **2. Compassionate Care/Residential Home:**

In this category we would like to hear about care and residential homes that have gone above and beyond or out of their normal ways of working to maintain the wellbeing of the residents; particularly when they couldn't see their loved ones and have visitors.

In no more than 250 words (in writing, video or voice recording), please give us examples of their work including:

- Demonstrated compassion and commitment to the individuals that they are supporting and caring for
- Maintained contact with an individual's loved ones and kept them updated
- Supported their residents through the isolation
- Invested in the quality of their care through colleagues learning and development

## **3. Compassionate Neighbour/Volunteer:**

In this category we are looking for a neighbour or volunteer who has made a significant impact on their community, to help, support and care for others. Please tell us about that shining light in your local neighbourhood who has really made a difference.

In no more than 250 words (in writing, video or voice recording), please give us examples of how they may have:

- Made a direct difference to someone's life
- Responded to the needs of their neighbourhood and brought people together to build on the community spirit
- Given up their own time to help others
- Supported the local community by finding ways to resolve issues and support those in need

## **4. Compassionate School / Teacher:**

In this category we are looking for a school or teacher who has gone above and beyond their traditional ways of working to meet the needs of the community and who has had a positive impact on tackling inequality and increasing student and community resilience.

In no more than 250 words (in writing, video or voice recording), please give us examples of how they may have:

- Made a direct impact on their community, or on an individual student
- Adapted their ways of working to help students maintain a sense of normality
- Committed to supporting key worker families throughout the pandemic
- Extended their services across holidays, extra hours, and the wider school environment

## **5. Compassionate young person (under 18 years):**

In this category we are looking for a young person who has made a significant impact on their community, to help and support others. Please tell us about that shining young light in your local neighbourhood who has really made a difference.

In no more than 250 words (in writing, video or voice recording), please give us examples of how they may have:

- Made a direct difference to someone's life by giving up their time to help others, work with voluntary groups/charities
- Responded to the needs of their neighbourhood and brought people together to unite and build on the community spirit
- Supported the local community by finding ways to resolve issues and support those in need
- Is a role model - has demonstrated leadership skills, shown creativity, or used innovation to resolve issues and provide support

## **6. Compassionate Community:**

In this category we are looking for a community, parish or large group that have come together to provide a service or project to others, who have tackled issues such as loneliness and social isolation. Or who have created community involvement and cohesion for the benefit of all.

In no more than 250 words (in writing, video or voice recording), please give us examples of how they may have:

- Developed or adapted a significant project or service for the benefit of others
- Innovated, co-ordinated and harnessed the communities mixed skill set and experiences
- Delivered an initiative particularly supporting vulnerable people
- Fostered a strong sense of community spirit to make an outstanding difference to their community

8. Digital Display Board

