

Communications Group minutes 1ST July 2021 – 8.00PM Virtual meeting

Present:

Jose Castro (Chair)
 Paddy Riordan
 Peter Spearink
 Stuart McPhee

1. Apologies

JG, BG, DG

2. Minutes of previous meeting 20th May 2021 – 8.00PM Virtual meeting

Approved

3. New members and election of chair

Jose Castro proposed by PR to continue as Chair and approved by all.

4. The Annual Report – Feedback and the rural area

FOR NOTING

Feedback: The office has posted on social media, after a conversation with JC, a request for feedback about the Annual Report. PR to give it more visibility, as the group is very interested on any feedback.

Rural area: the group agreed that dividing the rural area into 6 sectors for delivery of the Annual Report is the most feasible option. Feedback from JC and SMP suggests that the rural area should be organised in pairs, with a driver and a delivery person.

5. Village Update

July	<p>AUTUMN UPDATE – If they take place: Report from the Annual Parish Meeting. Report of March Village Clean-Up and promote the next Clean-Up. Report on May Bio-Blitz. Greener Staplehurst Group’s report. Road Safety Group’s report. Planning News. Remaining 2021 meeting dates. Parish Council contacts.</p>	<p>Copy: 06 August To typesetter: 13 August To printer: 20 August Collation: 28/29 August Distribution: 30 August</p>
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a. Design

ACTION NEEDED

JC had a conversation with Paxman about redesigning the Village Update to match the Annual Report style, as we are available to print in 4 colours now. The group agrees and JC to contact Paxman to explore designs in time for the next issue in August/September.

b. Article distribution

ACTIONS NEEDED

- Street Names IV (PS) (Final article of the series)
- News from the past (JC) (2nd article)
- Greener Staplehurst (DG to delegate) –
 - Bio-Blitz 11th August
 - Clean-up 18th September (Possibility of opening article) (RS)
- Responsibility for cleaning ditches (JC) – short information article linking to leaflet (QR code)
- COVID help – from a resident’s perspective (LV – a volunteer)
- KALC Award (PR)
- Skate Park event (PR) – 25th August (also to be widely promoted on social media)

- JC to contact all other groups for interest in publicising an article (Road Safety (AS), PC Projects (PR), Planning News (AS), Neighbourhood Improvement Plan (MA), and more

- **Defibrillators:**

1. **FOR NOTING**

Conversations are ongoing between JC and Bob H about publicising a leaflet about defibrillators in the village, which will be included in the next Village Update. The Communications Group favours the leaflet over an article in the Village Update as it can be easily kept or displayed in a prominent place at home. JC to collaborate with BH to edit an article that has already been written by the group in order to supply the correct information.

6. **KALC Award celebration** **ACTIONS NEEDED**

The celebration of the Award, and of the help of all volunteers is pending and depends on COVID-19 measures. The idea is to approach a local business to explore the possibility of holding it within their premises. (PR)

As we cannot predict when the situation will be favourable, we agreed on going ahead with as much preparation as we can and await news.

A Staplehurst certificate, in the style of the one awarded by KCC, needs to be prepared. (PR)

A contact list of Volunteers involved and the email announcing the event to be drafted. (JC)

7. **Parish Magazine** **FOR NOTING**

Deferred and awaiting ideas. For the moment, the section is good as it is with the information provided regularly by the office.

8. **Use of Social Media** **FOR DISCUSSION AT FULL COUNCIL MEETING**

On occasions, comments posted by councillors on social media, that could be in line with the interest of a group they belong to, may have implications for other groups. Consideration must be given to the consequences of comments posted and the sphere of influence.

Next meeting JC and SMP will bring a review of the Communications Strategy, including code of conduct. However, a discussion at Full Council about these circumstances will help to inform what strategy to follow.

9. **AOB** **ACTION NEEDED**

JC spoke, following a conversation with the office, about the need to send detailed feedback to the office about the work of the Payback Team every Saturday. This should be sent via email and a scan of the receipt for the lunch provided could be added to the email or handed in in person. The latter is recommended, as it favours conversations with staff at the office. However, the feedback for the Payback Team should be via email, regardless.

10. **Next meeting date** **FOR NOTING**

The group decided to regularise the meetings to the last Thursday of every month. Consequently, the next meeting set for 29th July. Open possibility for face to face or zoom meeting.