

## Communications Group Minutes 30<sup>th</sup> March 2021 – 7.00PM Virtual meeting

Present:

Jose Castro (Chair)  
Peter Spearink  
David George  
Bradley Gartan

**1. Apologies**

Paddy Riordan

**2. Approval of minutes of previous meeting 11<sup>th</sup> February 2020 – 7.00PM Virtual meeting**

Approved

**4 The Annual Report**

**4.1 Quotations**

**FOR PARISH COUNCIL DECISION**

JC mentioned that quotations from three different printers have been received. Quotations include both the design and the printing (separate quotes). The CG decided in an unanimous decision to pass the following items for the PC decision:

1. For the Village Update: The CG would like to propose the second quotation from Paxman for both design and print for a total of £359. This will enable the possibility of 4 colour printing rather than the 2 colour at present (Pantone and black only). But would like to request Paxman for a possible increase of the paper quality.
2. For the Annual Report: The CG would like to propose the second quotation from Paxman for both design and print for a total of £715. Same paper quality and colour scheme as the Annual Report we have been issuing in the past years. We request 12 pages, as it would allow for more content. Alternatively, 8 pages for a total price of £545. A reduction from the previous year but possibly enough to fit the content.

Village Update	Typeset/artwork	Print	
Paxman	£70	£269	Stock : Min - 100gsm Uncoated paper stock Desc : Outer front & back cover- printed Pantone Rubine Red or alternative pantone : & Pantone Black. Remaining pages - Pantone Black only : Fold, stitch & trim. Qty : x 3,000
Paxman	£70	£289	Stock : Min - 100gsm Uncoated paper stock Desc : Printed 4 colour (CMYK) throughout : Fold, stitch & trim. Qty : x 3,000 <b>Note re option:</b> Printing in CMYK format will not give you the depth of colour in relation to your existing Rubine Red logo, but will give you more versatility overall for colour images etc. (Might be worth the change to utilise the benefit of printing in CMYK?)
Blackwell Print (Norfolk)	£192	£194	3000, 4pp A4 Portrait Leaflets "Village Updates" Materials: 100gsm Uncoated. 1 colour process (black only) on the face, 2 colour process (black & magenta only) on the reverse. Finishing: Trim to size and fold. Finished Size: A4.
Real Print & Media (Maidstone)	£35 pe page (£140)	£246	3000 A4 4pp MORE TO FOLLOW

Annual Report	Typeset/artwork	Print	
Paxman	£15 per page (£120)	£425	Size: A4 8pp Stock : 150gsm Silk stock. Desc : Printed 4 col (CMYK) throughout : Fold, stitch & trim. Qty : x 3,000
Paxman	£15 per page (£120)	£595	Size: A4 12pp Stock : 150gsm Silk stock. Desc : Printed 4 col (CMYK) throughout : Fold, stitch & trim. Qty : x 3,000
Blackwell Print (Norfolk)	£192	£484	3000, 8pp A4 Portait Brochure "Annual Reports" 4/4 Materials: 150gsm Silk. 4 colour process + Sealer both sides. Finishing: Fold and gather, 2 wire stitched and trim to size. Finished Size: A4.
Blackwell Print (Norfolk)	£192	£672	3000, 12pp A4 Portait Brochure "Annual Reports" 4/4 Materials: 150gsm Silk. 4 colour process + Sealer both sides. Finishing: Fold and gather, 2 wire stitched and trim to size. Finished Size: A4.
Real Print & Media (Maidstone)	£35 per page (£280)	£512	A4 8pp Printed CYMK throughout on 150gsm silk Fold, Stitch & Trim x 3000 copies

#### **4.2 Timings**

JC proposed the new timings for the publication of the Annual Report taking into consideration the request by the Parish Council to delay it by 2 weeks to accommodate the request from the office:

March	<b>ANNUAL REPORT 2020-2021</b> – Chairman’s report. Write-ups from Councillors and Clerk. Summary of news and projects from previous year (April 2020-March 2021). Financial Statements to year end 31/03/21. Parish Council contacts.	Copy: 26 April To typesetter: 4 May To printer: 14 May Collation: 29/30 May Distribution: 31 May
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#### **4.3 Reminders to Councillors and Groups for texts**

JC to remind the Parish Council and request the office to inform the groups to submit their texts for the Annual Reports. Deadline 9<sup>th</sup> April:

Councillors, a personal statement of their activity during the last year (150 to 200 words). We would use the pictures published on the website from each Councillor.

Groups, a statement detailing the activity of the group during the past year (200 to 250 words) and 2 to 4 photographs (good quality, good lighting and, if possible, in good weather).

Request the office to email proformas to be sent to each councillor and group.

#### **5 Village Update: Events section**

JC commented that he had been forwarded an email from the office where they suggest including an event and local news section in the Village Update, in the style of what the Parish Magazine does already.

The CG welcomed the proposal and found it very useful and would like to thank the office and encourage to continue the supply of good ideas. Due to the reduced space in the Village Update (4 pages) and that it is published 3 times a year, it would not be suitable to accommodate it. However, the CG will produce a leaflet that can be laminated and displayed in the different boards across the village, including events, local news and services. We could use the social media to publicise these, as well.

## 6 Strategies for social media

The CG studied and commented on the data submitted by the office, analysing the success of the public engagement with the items published by the PC on social media lately.

We all agreed that Jean Terry is making an excellent use of the knowledge she acquired in the course. Some of the data is impressive.

JC will meet Jean Terry prior to attending a course on developing a communications strategy. We want to thank her for agreeing to meet during her annual leave, as it would help the group have a clear picture of where we are at.

We acknowledged that part of our success was due to the recent opening of the Sainsbury's store. JC shared a list of forthcoming possible high impact news that PR had submitted to the group. We should give maximum publicity to the following events.

- JFMC Car Park
- Village Gateway Signs Planters
- New Village/Annual Update magazine
- Cranbrook Road improvements
- Paint Library
- Southern Water drainage improvements
- the telephone box
- the summer play scheme

## 7 AOB

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### **FOR PARISH COUNCIL DECISION**

The SNPRG is proposing the Parish Council a photographic competition. The proposal is to run it from May 2021 to May 2022 using the Annual Parish Meeting. The CG welcomes the idea and finds it very interesting. It can be promoted in our social media and printed publications.

BG proposed to create a calendar with the photos submitted. Maybe by selecting a monthly photograph or possibly by selecting 12 photographs from the annual submissions.

The CG could arrange to publish the calendar, which could be sold, substituting Ken Collins calendars. The money collected could be used to fund the printing and the rest could go for PC donations.

PS proposed the calendar to be A3 with the top half being the photograph and the bottom half the calendar itself.

Calendars sell well as a Christmas present, so the publication should take place along October-November. On the first issue, 2 photographs could be selected from the monthly submissions, or 12 photographs from the total submissions up to October.

- a. The office is requesting that all pages-groups from all platforms must be owned by the PC, with Jean setting them up and being the master admin, as these pages are considered assets for the Council, with some Councillors having “admin access”.

The CG has no objection to this. It would help in situations when a Councillor leaves and has been the administrator or has set up a page on social media on behalf of the Council.

- b. The office requests that wherever possible information should be shared/discussed with Jean, in advance, to gain advice on the best way to maximise both reach and agreement.

The CG opposes this proposal for being impractical: quite often news or events could lose momentum, also some Councillors would feel that they could be censored in the way they want to show things. However, in those events that can be planned in advance due to their nature (bio blitz, Annual Parish meeting, etc), Jean should be consulted and, together with her, come up with the best way to publish items. This will be discussed when creating a communications strategy.

## 8 Next meeting date

22<sup>nd</sup> April

Forthcoming high impact news:

## 7 AOB

**From:** Maggie A <[arger22@hotmail.co.uk](mailto:arger22@hotmail.co.uk)>

**Sent:** 25 March 2021 12:47

**To:** Staplehurst Parish Council - Clerk <[clerk@staplehurst-pc.uk](mailto:clerk@staplehurst-pc.uk)>

**Subject:** SNPRG

Dear Alison,

The SNPRG would like to propose to Staplehurst Parish a photographic competition which would run for 12 months. Possible from the Annual Parish Meeting in May 2021 with the hope for exhibition at the Annual Parish Meeting held in May 2022. (The idea comes from Goudhurst NP.) They had a monthly competition with the winner going through to the final. Each month the best went on to the Parish website and many were used in their NP.

They had 5 categories: Landscape, Buildings, Special Places, Things Unique to the Parish and Community. I think we would want to add Nature as hedgerow, trees, natural habitats are an important part of the NP review.

We would hope to raise awareness of the NP and maybe interest the schools to gain interest from younger members of the community.

Regards,

MA.

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Couple of points from my point of view on social media strategy

- 1) All pages/groups must be 'owned' by the PC, i.e. Jean has to set them up and be the master admin. These pages are considered assets of the Council. We could allow a Councillor to have 'admin access' to, but this should be limited to one or two at most. This applies to all platforms not just FB.
- 2) Wherever possible information should be shared/discussed with Jean, in advance. She can guide on the best way to maximise both reach and engagement. She has picked up lots of tips and hints on how to do this effectively. Particularly if you wish to monitor impact.
- 3) It might be helpful if any SM strategy is considered in the context of a whole communications strategy, so might be worth having a more general conversation rather than making hard decisions, pending your training - just a thought.

Kind regards

**Alison**

Alison Smith

Clerk to Staplehurst Parish Council