

Communications Group Agenda 26th August 2021 – 8.00PM Virtual meeting

AGENDA ITEMS

Present:

Jose Castro (Chair)
Peter Spearink
Stuart McPhee
David George

1. Apologies

PR, BG

2. Minutes of previous meeting 29th July 2021 – 8.00PM Virtual meeting

Approved

3. Village Update

FOR NOTING

a. **New design**

The group is happy with the new design, in line with the Annual Report. JC commented that it will be in glossy paper for the same reason, although we are conscious that it would make it a bit more difficult to manipulate by office and distributors.

b. **Leaflet(s)**

Bob Ham requested to add a leaflet to the Village Update aside of the regular leaflet for the Safety Group. This is to advertise for members and volunteers. The group approves this in principle but requests to see a copy of this leaflet.

c. **Distribution**

Paxman expects the Village Update to be printed by tomorrow, Friday 27th August. It will be delivered to Robyn Oakley to sort out leaflets, etc. Distribution will commence during the weekend, if that is the case. Otherwise, after the bank holiday: On Tuesday to RO and afterwards to volunteers. Normal distribution routes for volunteers. The rural addresses will be submitted by post, as it falls within the budget. For next year's budget, we have the intention to request continue posting the rural addresses for the Village Update but deliver by hand the Annual Report as it is dearer.

d. **Next issue**

ACTIONS NEEDED

All groups are welcome to submit articles for next issue. Not more than 150 words and accompanied by 1 or 2 (positive) photographs. Deadline to submit to JC is 22nd October. Proposed articles for next issue so far: Memorials (PS), News from the past (3rd article) (JC), Skate Jam (JC), Women Institute & The Men's Shed (DG), Greener Staplehurst – Wimpey Field Walks (SMP), Volunteering (SEHT, GSG, Road safety, Cleanup) (PR), Road Safety (AS), Update PC Projects (PR), Planning News (AS), Neighbourhood Improvement Plan (MA), Consultation Budget/Precept (Office)

4. KALC Award celebration

ACTIONS NEEDED

PR to update the group about the dates and preparation for this celebration.

5. The Compassionate Community Award

FOR NOTING

JC informed the group that he has submitted a nomination for the SEHT and the Community Hub for this award.

6. Social Media and Electronic Communication Policy

FOR APPROVAL (COUNCIL)

The group thanks the office for their work to improve this document. We approved the vast majority of changes suggested by them but request that the different principles and regulations mentioned in the document are attached as appendixes (or with a hyperlink if they are very wordy).

We want to request the Full Council to approve the updated document.

7. Communications Strategy

ACTIONS NEEDED

The group agreed that we need a separate meeting to begin to shape this strategy. In preparation for this, for our next meeting JC will share a sample of a Communications Strategy for a Parish Council and SMP will share a sample from a business.

8. Digital Display board

ACTIONS NEEDED

JC shared communications with KCC asking for advice, a list of contacts with companies that have taken place and an example of a typical quotation.

The group decided to wait for more quotes to see if the price can be reduced. JC, PS and SMP are going to request a meeting with Sainsbury's to seek advice and explore the possibilities of sponsoring these boards, as it could be an expensive expenditure for the Council.

9. AOB

FOR NOTING

GSG are requesting approval of a leaflet to be distributed during the nature walks (starting Sept. 5th) seeking volunteers. The group approves the leaflet, as well as the map that is going to accompany it.

10. Next meeting date: Thursday 30th September