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COMMUNICATIONS COMMITTEE

MINUTES OF MEETING HELD: 10 March 2020 at 7.30pm
VENUE: Ingatestone Library

Present: Cllrs D Jelley (Chair) E Benson M Hart P Jeater
Cllrs R Skepelhorn 4 members of the public (Apprentice)

CIT20/016	Apologies for absence There were no apologies for absence received
CIT20/017	Announcements and declarations of interest There were no announcements or declarations of interest
CIT20/018	Public participation session There were four members of the public in attendance from the Neighbourhood Plan group.
CIT20/019	To approve the minutes from the last meeting The minutes of the meeting held on 28 January 2020 were signed and approved.
CIT20/020	Matters arising for report A copy of the latest draft of the Neighbourhood Plan was available for viewing. Cllr Jelley discussed that the first design phase has now been completed and can now start to see what the finished product will look like. Cllr Jelley asked attendees to refrain from any copy edits and wait until we had a final version to enter the first round of feedback. All attendees were happy with the progress and thanked those involved for the work that has been put in so far.
CIT20/021	To update the committee on the new structure Effective immediately the formerly known committee 'Communications and IT' will now be known as 'Communications'. This has been sited to allow any IT decisions to go through a working party that meets as and when needed. The separating of these two areas of work will allow each to be more productive in future projects.
CIT20/022	Newsletter A timeline was decided for the production of the next copy of the newsletter. Articles will be commissioned on 31 March 2020. All writers for articles will have until the 13 April 2020 to finish writing articles and send them into either Cllr Jelley or R Skepelhorn. The committee will look to have the newsletter released at the end of May after the local election period. Additionally, Cllr Hart and Benson volunteered to act as sub-editors once the final copy for articles is received.
CIT20/023	PR Cllr Jelley discussed the new marketing template that will be used for all long-term campaigns. An example has already been created for the Neighbourhood Plan. This will set out guidelines for online and offline promotion six weeks leading up to the unconfirmed vote date for the Neighbourhood Plan document. The

	Neighbourhood Plan committee members were instructed to create short soundbites that could make good content for social media and online. Additionally, the creation of a marketing plan for the museum was delayed until more definitive plans are put into place regarding dates of project milestones being met.
CIT20/024	Website Since the previous meeting a new health and well-being working party has been formed. The Communications Committee has decided at this time to let the newly formed working party lead with this project and will give assistance on a communications front as and when needed. The Neighbourhood Plan Blog will continue to be updated by R Skepelhorn this will be used to create more social media content guiding the public to the website to find out further information.
CIT20/025	Correspondence received at the parish office None received
CIT20/026	Items for inclusion in the Next Agenda (not requiring resolution or action) Committee members were reminded that if they have any ideas as to what items they would like to be included that they should e-mail either R Skepelhorn or Cllr Jelley
CIT20/027	Chair to close the meeting The meeting was closed at 8.26pm. The next Comms & IT Committee meeting is to be held on 6 April 7.30pm at Ingatestone Library, High Street, CM4 9EU