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COMMUNICATIONS COMMITTEE

MINUTES OF MEETING HELD: 7 June 2021 at 7.30pm
VENUE: Seymour Pavilion

Present: Cllrs D Jelley P Jeater M Hart
R Skepelhorn
(Communications Officer)

COM21/036	<p>To elect a Chair and Vice-Chair Chair: Cllr Jelley Vice Chair: Cllr Hart Proposed: Cllr Jeater Proposed: Cllr Jelley Secunder: Cllr Hart Secunder: Cllr Jeater</p>
COM21/037	<p>Apologies for absence There were no apologies for absence received</p>
COM21/038	<p>Announcements and declarations of interest There were no announcements or declarations of interest</p>
COM21/039	<p>To approve the minutes of the last meeting held on 3 May 2021 The minutes were approved and accepted as an accurate record of the previous meeting</p>
COM21/040	<p>Matters arising for report but not for resolution Cllr Jeater raised the importance of keeping the public in the loop regarding the Fairfield Under 12 playground developments. A letter will be drafted out to the residents of Star Lane and Fairfield regarding the starting date of works and the estimated time of completion. R Skepelhorn will create a Comms plan across the platforms keeping residents up to date on developments. The committee had previously discussed the possibility of using Facebook Live to stream parish council meetings. However, since those discussions the parish council are now looking into audio/visual works being completed on Suite 3 at the parish offices.</p>
COM21/041	<p>Public participation session There were no members of the public in attendance</p>
COM21/042	<p>E-Newsletter Cllr Jelley has been working on the MailChimp version of the newsletter with Sue Lees and R Skepelhorn to present to the committee. The committee agreed that this proposed design will be submitted to the July Full Council for their approval. R Skepelhorn encouraged those councilors continue to report items that can be promoted to the public that occur as a result of committee and working group meetings.</p>
COM21/043	<p>July E-newsletter stories</p>

	<p>The committee agreed that a report from the Litter pick should be included in the next edition of the e-newsletter. Other items for inclusion were listed as</p> <ul style="list-style-type: none"> - Horticultural show- report (17 July) - Hearing Help Essex advertisement - Playground start date?- (As and when it is confirmed) <p>Other stories will be collated throughout the month of June. The final version will be published at the end of July.</p>
COM21/044	<p>Instagram</p> <p>R Skepelhorn reported that the growth on Instagram in the last month has been promising, growing from 280 to 320 followers. The committee discussed that the playground would be the next big Instagram campaign documenting the progress throughout the project.</p>
COM21/045	<p>Comms Officer update</p> <p>R Skepelhorn raised with committee the possibility of creating an A5 flyer to support the Wednesday morning coffee morning. The committee raised the importance of if we are going to produce a flyer it should be promoting both the Wednesday morning coffee morning as well as the new Blue Flower café. R Skepelhorn will discuss with Home Comfort Catering what they would like to promote about themselves. R Skepelhorn will also find out from M Marston start dates for the Blue Flower Café so we can organise a well-timed leaflet drop to the surrounding roads. Cllr Jelley also mentioned that the Wi-Fi usage should be promoted as a change of scenery for those working from home as well as the self-employed.</p> <p>R Skepelhorn also raised the level of support the parish council should give to the promotion of the Horticultural Show on July 17. The committee agreed that the Comms Officer will contact the representative from the Horticultural Show to see if there is anything that would be pertinent to promote as well as follow the social media pages.</p>
COM21/046	<p>Social Media Ideas</p> <p>Due to Cllr Benson's absence this item will be rolled over to the next meeting.</p>
COM21/047	<p>Items for inclusion in the next agenda</p> <p>R Skepelhorn raised the Horticultural Show parish council noticeboards as an item for inclusion. The material will start to be designed in June but would like the committee to think of some ideas of projects that IFPC can promote at this event</p>
COM21/048	<p>Chair to close the meeting</p> <p>The meeting was closed at 8.12pm. The next Comms Committee meeting is to be held on 5 July 2021 7.30pm at Seymour Pavilion.</p>