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COMMUNICATIONS COMMITTEE MEETING

MINUTES OF MEETING HELD: 12 December 2022, 7.30pm
VENUE: Council Chambers, Suite 3, 4 The Limes

Present:	Cllrs	A Farrant (Chair)	J Winter	P Batchelor
		P Jeater	M Marston	
Absent	Cllrs	L Emmett	R Pittman	
Also present		A Zakharyeva (Comms and Projects Clerk)		
COM22/097	Apologies for Absence – for noting but not approval	Apologies were noted from Cllr Emmett.		
COM22/098	Announcements and Declarations of Interest	There were no declarations of interest presented.		
COM22/099	Public Participation	No members of the public wished to speak.		
COM22/100	To approve the minutes of the Communications Committee meeting held on 15 November 2022	The minutes were approved and signed as an accurate record by Cllr Farrant.		
COM22/101	Matters arising for report but not for resolution	Cllr Winter suggested that a Communications strategy for three developments be produced; it was agreed that Cllr Farrant, Cllr Winter and the Comms Clerk will meet before the next Comms Committee meeting to discuss the said strategy. Cllr Winter also suggested an open meeting be organised in January, involving a representative from National Highways (Cllr Lee Scott) and Cllr Lesley Wagland from Essex County Council; if they can't make it Cllr Winter will ask the leader of Essex County to nominate somebody to come to this meeting. Cllr Jeater asked that Cllr Farrant add the Comms and Projects Clerk to the Comms Committee Whatsapp group.		
COM22/102	To discuss and resolve the future format, frequency and design of the newsletter (hard and electronic copy)	The Comms Clerk presented a draft hard copy of the newsletter designed by the Sue Lees Consultancy. It was decided to aim to distribute the newsletter by early January. It was resolved that the next issue will be created and designed on Canva by the Comms Clerk without the participation of Sue Lees; the future production of the newsletter will then be reviewed again. The aim is to have the next issue published in early March before the purdah preceding the May elections. Cllr Winter suggested trying to use local printing companies if possible.		

- COM22/103 **To receive an update on the website and discuss potential changes**
It was resolved that the e-newsletter will be produced on a monthly basis.
It was decided that the Comms Clerk will ask Sue Lees Consultancy for full admin rights for the website in order to be able to make more changes.
Cllr Winter suggested the latest 2021 Census data can be used for additional content and also to analyse the information about local population and adapt the comms style accordingly.
Cllr Batchelor suggested minor changes to the Local Information tab on the website.
- COM22/104 **To receive an update on social media activity and discuss upcoming social media campaigns**
It was noted that the reach and engagement of IFPC's social media pages have increased significantly in the last month.
Cllr Farrant suggested that some social media posts have links or references that will lead users to the PC website.
Comms Clerk suggested setting aside some budget for advertising on social media to be used for promotion of events run by the IFPC, such as Summer Show.
Comms Clerk proposed an idea to include local businesses in the IFPC's social media plan and possibly e-newsletter in a form of a story about how a particular business developed; it could be announced on the website and social media that this initiative is going to take place so that all businesses are equally aware and can contact IFPC proactively to express interest in being included. It was agreed that Cllr Batchelor will raise this at the next EDWG meeting.
- COM22/105 **To discuss IFPC's current brand and logo**
The Clerk suggested that the Councillors consider changing the IFPC logo to something that reflects the historical background of the village more; she passed around a few sketches to show possible logo options. It was agreed the current logo has become very familiar and it might not be convenient to change it. Cllr Winter suggested running the idea by the Historical Society who might organise a discussion about what people associate Ingatestone with; the outcome could potentially be used for website/social media content.
- COM22/106 **To plan resident engagement in 2023**
A door-to-door questionnaire was discussed.
Cllr Farrant suggested a small questionnaire be added on the last page of the newsletter asking residents to provide their feedback about the work of the IFPC and return the sheet to the office. It was also agreed to add the information about IFPC meetings on the newsletter and encourage residents to attend meetings either in person or via Zoom.
- COM22/107 **Items for inclusion in the next agenda**
There were no items to be included in the next agenda.
- COM22/108 **Chair to close the meeting**
The meeting closed at 9.00pm.
The next Communications Committee is on 9 January 2022, 7.30pm. The meeting will be held at the Council Chambers, Suite 3, 4 The Limes.