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## COMMUNICATIONS COMMITTEE MEETING

**MINUTES OF MEETING HELD:**  
**VENUE:**

**9 January 2023, 7.30pm**  
**Council Chambers, Suite 3, 4 The Limes**

<b>Present:</b>	<b>Cllrs</b>	A Farrant (Chair)	J Winter	P Batchelor
		P Jeater	M Marston	L Emmett
<b>Absent</b>	<b>Cllrs</b>	B Bull (present via Zoom)	R Pittman	
<b>Also present</b>		A Zakharyeva (Comms and Projects Clerk)		
<b>COM23/01</b>	<b>Apologies for Absence – for noting but not approval</b>	No apologies were noted.		
<b>COM23/02</b>	<b>Announcements and Declarations of Interest</b>	There were no declarations of interest presented.		
<b>COM23/03</b>	<b>Public Participation</b>	No members of the public wished to speak.		
<b>COM23/04</b>	<b>To approve the minutes of the Communications Committee meeting held on 12 December 2022</b>	The minutes were approved and signed as an accurate record by Cllr Farrant.		
<b>COM23/05</b>	<b>Matters arising for report but not for resolution</b>	There were no matters arising for report.		
<b>COM23/06</b>	<b>To receive a feedback on the Winter issue of the newsletter and discuss the next issue</b>	Positive feedback was received from councillors on the winter issue of the newsletter. Cllr Jeater, Farrant and Marston said they had also been contacted by residents with positive feedback. It was agreed to keep the recycling calendar and the list of local government organisations (ECC, BBC, IFPC etc) and their responsibilities on the last page for each newsletter and also publish information about local clubs and organisations. The clerk reported that some streets in Ingatestone and mainly in Fryerning were not covered as the new distributor had accidentally left them out of her route. It was agreed to keep the new distributing company but give clearer instructions to the distributor next time listing the streets that should and shouldn't be covered. Cllr Marston offered to change the address of the questionnaire slip to that of the library as it's more familiar to residents than the IFPC offices.		

The clerk presented a new draft template for the next newsletter, which was positively received. The number of newsletters during the year will be confirmed at a later time and will be either 3 or 4 (depending on the

budget). The pre-election period has to be taken into account when publishing the newsletter. Cllr Jeater suggested using school term times as something to plan the newsletter against. It was agreed to keep the monthly publishing of the e-newsletter.

**COM23/07 To discuss a new resident/business welcome pack proposed by Brentwood Borough Council**

Cllr Winter reported that she and the clerk had a meeting at the BBC office and discussed the proposal from BBC to include Ingatestone in a new Resident Welcome Pack. The funding is still in question and whether it will be fully covered by the BBC. In a 12 page booklet IFPC would have 4 pages with its local information. BBC have researched the ways to find new residents and found the solution to do it thought the council tax office – the booklet would be included in the envelope with the council tax information. Further details are to be sent to cllrs Winter and the clerk by the BBC representative; IFPC can then put information together to be added on the pack. The pack would also exist in PDF version. Cllr Winter stated the difference in postage might be the only cost to be paid by IFPC so it might be worth adding on the budget. There will potentially be a business welcome pack as well, but that is kept for future consideration.

**COM23/08 To discuss the communications strategy for the three developments**

The clerk reported that she had got in touch with 3 contacts from each of the developments – the feedback she received from one of them is that Cala homes development has been put on hold at least until April; no updates have been received from the other two contacts. It was agreed to keep pursuing the contacts of the developments for clarification to share the updates with residents.

**COM23/09 To discuss potential addition of local businesses on the website and e-newsletter**

Promotion of local businesses was discussed – in a form of a list of businesses to be added on the website and as articles about businesses for the e-newsletter. The issue arose on how it would be kept up to date. It was agreed that the IFPC could act as a local resource for residents to find a business for their needs.

Pieces on hairdressers/hardware/etc could be featured to cover businesses from similar areas. Ultimately, the addition of the list on the website is to be further discussed at the next EDWG meeting.

**COM23/10 To discuss upcoming social media campaigns**

The clerk reported that she had received an email from a person from Rehab Recovery organisation – the website for people who have been affected by addiction and mental health issues, and are currently also being affected by cost of living crisis. The author offered for the Infographic to be shared on the IFPC social media. It was decided that the clerk would investigate this further and decide whether it's an appropriate content for IFPC channels.

Promotion of VitaMinds - NHS talking therapies service - was planned.

The upcoming meeting with the MP on the pylons issue (planned for 27<sup>th</sup> of January) was discussed. The clerk is to check if it's appropriate to share the details of the meeting with the public.

Cllr Jeater has asked to promote the Brentwood food bank and the information about contributions (donations can be made at Budgens and Elim church). Cllr Jeater is to share the details and figures with the clerk for her to share on social media.

**COM23/11 To discuss Farmers Market**

Cllr Farrant expressed interest in being involved in organisation of the Farmers Market on the marketing side. The clerk previously had expressed interest in running it outside of her working hours at IFPC. Potential venues

for the Market were discussed. The budget had been set aside for the Market for the current financial year, but in order to be used the Market would have to be held in the current financial year. The budget would need to be approved again for the next financial year, as well as the level of involvement of the IFPC.

The promotion of the market is to start once/if the market has been approved at the Full Council.

**COM23/12**

**Items for inclusion in the next agenda**

Update on the three developments.

**COM23/13**

**Chair to close the meeting**

The meeting closed at 9 pm.

The next Communications Committee is on 6 February 2023 at 7.30 pm.

The meeting will be held at the Council Chambers, Suite 3, 4 The Limes.