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| Minutes approved on: | |
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DRAFT

Minutes of a meeting of the Communications and Policies Committee held on Thursday 17 November 2016 in The John Heggadon meeting room, Shinfield Parish Hall, commencing 19.30 hrs.

Present: Cllrs J English, G Hewett, C Hughes (Ch), P Hughes, A Masood and D Peer.
Attending: Sue Roberts (Clerk), Katy Hughes (Deputy Clerk).

16/CP/20 **Public Questions**
There were none.

16/CP/21 **Apologies and declarations of members' interests**
21.1 There were no apologies as all members were present.
21.2 There were no declarations of interest.

16/CP/22 **Minutes of the Previous Meeting**
22.1 It was proposed and **RESOLVED** that the minutes of the meeting of 01 August 2016 were a correct record of the meeting, and these were signed by the Chair.
22.2 Matters arising:
The following matters arising were discussed. All other action items were noted as being on the agenda for further discussion.
22.2.1 Gazebo
Members noted that this has been completed.
22.2.2 Spencers Wood Carnival
Cllr C Hughes reported a breakdown of the core costs for 2016 has been received.
22.2.3 Councillor Surgeries
Following discussion, the Deputy Clerk was asked to invite Borough Councillors to attend the next session, and to promote the session on social media. The Deputy Clerk was also asked to investigate some signage to use with the sandwich board.
22.2.4 Photographs for the new website and new residents' pack
Members noted that there are disks with photographs taken for the community plan, which may be of some use.
22.2.5 Social Media Guidance
Members noted that the document was adopted as guidance at the previous meeting and copies were circulated.
22.2.6 Website
Cllr C Hughes reported that this was still work in progress, and that a lot of work has gone into updating the site to make it compatible with tablets and smart phones. She reported that the work being carried out by Carrera to update the site is being carried out within the existing costs, and no additional

expenditure has been occurred, though it was noted that there may be an additional cost to provide training for staff before the new site goes live. Cllr C Hughes asked members to review items on the existing site, and consider whether they are in a logical place, whether important information is present and easy to find, and give feedback to the Clerk or Deputy Clerk.

22.2.7 Newsletter distribution

Cllr C Hughes noted that a new distribution company has been used for the newsletter and referendum fact sheet. Cllr P Hughes reported that he had spoken to Rev. Paul Willis about a joint distribution with the Loddon Reach magazine, but it was felt that this was not a realistic option.

22.2.8 Chairman's regalia

Members reviewed the design proposal from Fattorini and Son's. Following discussion, Cllr Peer proposed, Cllr Masood seconded and members agreed to proceed with ordering a Chairman's Chain of Office with an enamel etched badge at a cost of £500. Cllr P Hughes thanked the Clerk for all the work involved.

16/CP/23 **Draft Community Engagement Policy**

Members reviewed the draft policy, Cllr Masood proposed, Cllr Peer seconded and members APPROVED the adoption of the policy, subject to a request that Shinfield United Charities be added to the list of organisations that the council can nominate a representative to and that the entry for Borough Parish Liaison Forum be updated to read 'Wokingham Borough Parish Liaison Forum'.

16/CP/24 **Spencers Wood Carnival 2016**

Cllr C Hughes reported on the council's involvement in the event, held on Saturday 17 September. Members felt that the event had been a great success, and that the event committee had gone out of their way to involve the council in all aspects of the event, including drawing the raffle and distributing the previous year's money to charities. Members noted a desire to support the 2017 event at a similar financial level, and if possible, the committee would like to offer longer term financial reassurance to the event.

16/CP/25 **Volunteer event**

Cllr C Hughes noted that the planning for the event, scheduled to run on Friday 18th November is well in hand. Cllrs English, Hewett, C Hughes, P Hughes and Peer will attend the event, and the Clerk, Deputy Clerk and Angela will be on hand to assist on the evening. The event will begin at 19:30 with an introduction from Cllr Peter Hughes, a brief talk from Mrs Stevie Horton from the Volunteer Car Service followed by food from 19:45 and coffee served at 21:00, to finish at 21:30.

16/CP/26 **New Residents' Pack**

The Deputy Clerk circulated an initial copy of the revised pack. Following discussion, members requested that the pack be laid out as A5, and discussed options for including a map of the parish inside the publication. Members were asked to review the content and give feedback, plus any suggestions for further content.

16/CP/27 **Newsletter**

Following discussion around existing work commitments, members approved to aim to publish the council's next newsletter in January / February 2017.

16/CP/28 **Councillor surgeries**

28.1 Members noted the dates of the next councillor surgeries as:

- Thursday 24 November 2016 19:30 until 20:30 at Shinfield Parish Hall, to be attended by Cllrs English and Peer.
- Saturday 10 December 2016 10:30 until 11:30 at Caf' Active in Spencers Wood, to be attended by Cllr English and one other member.

- 28.2 The Deputy Clerk confirmed that the Borough Councillors and local PCSO will also be invited to attend.
- 28.3 Members discussed the arrangement of the room to facilitate multiple discussions.
- 28.4 Members asked the Deputy Clerk to arrange for a banner to advertise the events.
- 28.5 Members discussed the concept of a parish council 'roadshow' where people can raise parish issues. The Clerk and Deputy Clerk were asked to consider how this type of event would look, and to schedule bi-monthly sessions for 2017 on Saturday mornings, at the parish hall and at Caf' Active.

16/CP/29 **Arts Trail**

Cllr C Hughes reported that the Deputy Clerk has made some initial progress with planning an arts trail for May 2017. The Deputy Clerk reported that a meeting will be scheduled later in November, to add some details to the proposals. Members noted the need to consider this in the budget.

16/CP/30 **Communications**

The Clerk reported on a need for the committee to consider a strategy for communications for the new community centre. Members agreed that Cllrs P Hughes and D Peer would represent the committee on the Development Board, and regularly report back to the committee on communications related matters. The Clerk was asked to add this report as a standing item for the committee.

16/CP/31 **Budget**

The following items were proposed for the 2017/18 budget:

| Item | Code | Proposed budget figure |
|--|-------|------------------------|
| Advertising | 4083 | £1,200 |
| Website | 4085 | £6,000 |
| Newsletter | 4086 | £6,000 |
| Hospitality | 4170 | £500 |
| Promotional material (including a further gazebo and display boards, plus new residents' pack) | 4084 | £2,400 |
| Community events | 4087 | £4,500 |
| Neighbourhood Plan | 4530 | £0 |
| Replacement noticeboards | *NEW* | £6,000 |
| TOTAL | | £26,600 |

16/CP/32 **Date of next meeting**

32.1 Members confirmed the date of the next meeting as Thursday 19 January 2016

The meeting ended at 21.40.

List of actions

| Ref | Action | Action by |
|--------|---|--------------|
| 22.2.3 | Invite Borough Councillors to attend the next session of the councillor surgeries | Deputy Clerk |
| 22.2.3 | Investigate signage to promote councillor surgeries | Deputy Clerk |
| 22.2.6 | Review existing website and consider whether information is easy to locate and in a logical place | All members |
| 22.2.8 | Order Chairman's regalia | Clerk |

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| 26.1 | Review the initial draft of the New Residents' Pack and give feedback / suggest additional content | All members |
| 28.5 | Consider options for a parish roadshow type event, to be run bi-monthly and consider possible dates | Clerk & Deputy Clerk |
| 30 | Add a report from the Development Board on communication matters for the new Community Centre | Clerk |