

**CLAYTON-LE-WOODS PARISH COUNCIL**  
**MINUTES OF THE COMMUNICATIONS COMMITTEE**  
**HELD ON WEDNESDAY 8<sup>th</sup> DECEMBER 2021**  
**AT 7.00PM VIA ZOOM**

**PRESENT:** Councillor P Gabbott  
Councillor C Billouin  
Councillor S Lowe

**IN ATTENDANCE:** Councillor S Maddock  
Councillor N Whitham  
Mrs TD Morris (Clerk)

|              |   | <b>ACTION</b> |
|--------------|---|---------------|
| <b>21.01</b> | <b>ELECTION OF CHAIRMAN</b><br><br>It was agreed that Councillor P Gabbott would chair the meeting and that a Chair would be elected at the next Committee meeting.   | Clerk         |
| <b>21.02</b> | <b>APOLOGIES</b><br><br>There no apologies.   |               |
| <b>21.03</b> | <b>DECLARATION OF INTEREST</b><br><br>There were no declarations of interest.   |               |
| <b>21.04</b> | <b>APPROVAL OF MINUTES DATED 4<sup>th</sup> MARCH 2020</b><br><br>It was <b>RESOLVED</b> to approve the minutes of the meeting held on 4 <sup>th</sup> March 2020 as correct record. The minutes were duly signed by the Chairman.    |               |
| <b>21.05</b> | <b>MATTERS ARISING</b><br><br>The Clerk went through the minutes of the previous meeting highlighting any salient points.   |               |
| <b>21.06</b> | <b>REVIEW OF TERMS OF REFERENCE</b><br><br>It was agreed that the Terms of Reference would be amended to include the Review of the Social Media Policy. The Terms of Reference will be presented to the next FPC meeting for approval | FPC           |

**21.07 BUDGET REVIEW 2022/23**

The Clerk indicated that the cost of the newsletter would probably rise and was already above the £6,000 allocation.

It was agreed to lower the publicity budget from £500 to £100 and to up the Newsletter budget from £6000 to £6400.

Finance

**21.08 REVIEW/REVAMP OF NEWSLETTER AND TIMETABLE FOR SPRING/SUMMER 2022**

It was noted that the Newsletter was looking a little dated. Social media was a powerful tool which the parish Council is making more use of however the Council was obliged to issue a newsletter to each household at least once per year.

The Clerk advised the Members that some pages were included by law such as the Members page Chairman's address and information on the Precept/Budget. The rest of the Newsletter was open for change.

A number of suggestions were tabled including asking each Councillor to submit an article and for each Chairman of the Committees to also submit an article. There should be more promotion of schools and community groups.

The Clerk thanked all those who have submitted articles such as Mrs Alison Whitham and other Councillors who have submitted articles on a regular basis.

The deadline for the publication of the Summer edition was agreed on the understanding that the Newsletter would be the main promotional tool for the Summer Fair on Saturday 25<sup>th</sup> June 2022.

**The proposed timeline dates were as follows:**

- Deadline for submission of articles to Clerk – Fri 6<sup>th</sup> May 2022
- Newsletter Content agreed – Mon 9<sup>th</sup> May – 13<sup>th</sup> May 2022 (5 working days)
- Newsletter Design – 16<sup>th</sup> May - 20<sup>th</sup> May 2022 (5 working days)
- Newsletter proofing – 23<sup>rd</sup> May – 27<sup>th</sup> May 2022 (5 working days)
- Newsletter Printing – 30<sup>th</sup> May - 9<sup>th</sup> June 2022 (7 working days)
- Newsletter Distribution - 13<sup>th</sup> June - 22<sup>nd</sup> June 2022 (10 working days)

Bank Holidays (Thursday 2<sup>nd</sup> June and Friday 3<sup>rd</sup> June 2022)

**21.09 WEBSITE UPDATE/SOCIAL MEDIA/PUBLICITY UPDATE**

1.The Members were supplied with the adopted Social Media Policy for their scrutiny.

The Clerk reported that she was unhappy with the current arrangements as a number of issues had occurred over which she had no control. Even though the items were taken down from the Facebook page it had been seen by residents and there had been a complaint regarding one of the posts.

It was agreed that the social media policy would be clarified and the amended copy would be tabled in the New Year for agreement at the FPC meeting.

**Clerk/FPC**

2. There was a discussion regarding the community meeting room and office and the publicity that should be planned and posted. It was agreed that if any Councillor wishes to draft a post that they can write it and submit it for scrutiny by the Clerk and/or the Management Committee.

**21.10 DATE OF NEXT MEETING**

The date of the next meeting will be scheduled in February 2022.