

Minutes of a meeting of the Communications and Policies Committee held on Monday 6 July 2015 in The John Heggadon meeting room, Shinfield Parish Hall, commencing 19.30 hrs.

Present: Cllrs J Greenway, C Hughes, P Hughes, C Moore, I Montgomery and D Peer.
Attending: S E Roberts (Clerk)

15/CP/1 **Election of Chair**

Cllr C Hughes was proposed as committee Chair, nominated by Cllr Greenway and seconded by Cllr Montgomery. Cllr C Hughes was duly elected as Chair of the committee for the ensuing year.

15/CP/2 **Public Questions**

There were none

15/CP/3 **Apologies and declarations of members' interests**

- 3.1 There were no apologies.
- 3.2 There were no declarations of interest.

15/CP/4 **Terms of Reference**

- 4.1 Members reviewed the committee's terms of reference for last year (previously circulated) and asked the Clerk to make the following amendments for 2015 as follows:
 - Under "Purpose": add to the third bullet point "ensure that the parish Council communicates with **current and new residents** and businesses...";
 - Under "Delegated powers": add to the tenth bullet point: **maintenance and development** of the Council's Quality Accreditation (**now called Local Council Award Scheme**).Subject to these changes, Cllr Montgomery proposed, and Cllr Peer seconded that the terms of reference for the Committee be adopted.
- 4.2 Cllr Hughes asked members to consider at the next meeting how the committee's terms of reference will be delivered.

15/CP/5 **Minutes**

- 5.1 It was proposed and members **RESOLVED** that the minutes of the meeting of 27 April 2015 were approved as a correct record of the meeting and were signed by the Chair. There were no matters arising.

15/CP/6 **Council Publication Scheme**

- 6.1 The Clerk introduced a draft Publication Scheme for the Council (previously circulated), which is a statutory requirement. Members reviewed the draft and requested a number of changes: addition of apostrophe to **Council's** Standing Orders; addition of the year **2000** after Freedom of Information Act. In addition, members requested further clarification of the current charging arrangements and a re-wording of the "Provision of Information" section.
- 6.2 The Clerk agreed to revise the document and to circulate a second and any subsequent draft of the Scheme to members by email to ensure recommendation to Council for approval in September.

15/CP/7 **Complaints Procedure**

- 7.1 The Clerk introduced a draft Complaints Procedure for the Council, together with supporting guidance from NALC (previously circulated). Members agreed a number of minor amendments, including that in the first instance the Clerk should seek to resolve a complaint about the Council on an informal basis prior to escalating to a formal complaint.
- 7.2 The Clerk agreed to revise the document and to circulate a second and any subsequent draft of the procedure to members by email to ensure recommendation to Council for approval in September.

15/CP/8 **Volunteer Event**

- 8.1 Cllr C Hughes introduced a discussion on the feasibility of organizing a special event during the year to celebrate and thank the role of volunteers across the parish. Members agreed this was an excellent idea and considered a number of possibilities, including a community evening in December, a summer garden party, a local response to a national initiative such as "Volunteers Week", the "Big Lunch" etc.
- 8.2 It was proposed and members agreed to recommend a themed event at the Parish Hall on a Saturday in January 2016, suggested to be 4pm – 7pm, possibly cocktails and canapés. Date and arrangements to be confirmed by Cllr C Hughes in discussion with the Clerk.

15/CP/9 **Marketing and Communications in the Future**

- 9.1 Cllr C Hughes introduced a discussion on the Council's communications strategy and how the Council should market itself in the future. Prior to the meeting Cllr P Hughes had circulated a list of ideas which was then tabled by the Clerk, together with the Council's current vision as set out on the Council's website, and the vision and objectives stated in the draft Neighbourhood Development Plan. The Clerk also highlighted the headlines from the Council's recent Visioning Exercise which was being presented to the July Council meeting. The Committee agreed that given the fast-growing size and changing nature of the parish and its population, community engagement was a very important topic and that all members of the Council should have an input into this discussion. At this stage it was felt that marketing and communications should be kept in-house, although additional budget may be sought.

9.2 It was therefore proposed and members agreed there should be a dedicated “brainstorming” session organized as soon as possible for all members of the Council, the Clerk and Assistant Clerk to attend, plus any other parties/community volunteers who may be interested in taking part. The objective would be to agree short, medium and long-term priorities and actions. The date agreed for this was **Monday 3 August 2015, 7.30 – 9pm**. The Clerk agreed to circulate Cllr P Hughes list in advance of the session, plus anything else which might be relevant, such as proposed costings for specific items.

9.3 Members agreed there should be an additional meeting of the Committee scheduled for **Monday 7 September 2015, 7.30pm** to carry forward the action plan agreed at the brainstorming session.

15/CP/10 **Correspondence**

10.1 There were no items of correspondence.

The meeting ended at 21.05

List of actions

Ref	Action	Action by
4.2	Consider how committee’s terms of reference can be delivered	All members of committee
6.2	Revise draft Council Publication Scheme and circulate to members for approval and recommendation to September Council	Clerk
7.2	Revise draft Council Complaints Procedure and circulate to members for approval and recommendation to September Council	Clerk
8.2	Confirm date, arrangements and invitations for Volunteer Event in January 2016	Clerk Cllr C Hughes
9.2	Arrange Communications Brainstorming Session for all members of Council, Clerk , Assistant Clerk and interested parties for Monday 3 August, 7.30 pm	Clerk, all members of committee
9.3	Arrange additional meeting of Committee for Monday 7 September, 7.30 pm	Clerk, all members of committee