

Minutes of a meeting of the Communications and Policies Committee held on Monday 27 April 2015 in The John Heggadon meeting room, Shinfield Parish Hall, commencing 19.30 hrs.

Present: Cllrs J Greenway, N Gould, C Hughes, S Madigan (Ch) and I Montgomery.
Attending: S Roberts (Clerk).

14/CP/30 **Public Questions**
There were none

14/CP/31 **Apologies and declarations of members' interests**
31.1 There were no apologies.
31.2 There were no declarations of interest.

14/CP/32 **Minutes**

32.1 it was proposed and members RESOLVED that the minutes of the meeting of 12 February 2015 were approved as a correct record of the meeting and were signed by the Chair, subject to the addition of a full-stop on item 24.2.5

32.2 Matters arising

24.2.5 Review of draft Fol policy

This was reported to be work in progress and would be brought to the next meeting.

24.2.7 Spring newsletter distribution figures.

The Clerk reported these were as follows:

Shinfield Village: 1, 591 drops

Shinfield North: 1,079 drops

Spencers Wood: 1,818 drops

Great Lea Common: 112 drops

Total: **4,600 copies**

In addition, copies were given to the Co-op and Grazeley Village Hall, and would also be distributed to the new homes site offices when open.

The Clerk highlighted there was at least half a box of spare copies in the Parish Office.

Members agreed that once appointed for the next municipal year the new Committee should review numbers of copies printed and spot-check distribution points.

27.2 Phil Creighton had confirmed he would speak at the Annual Parish Meeting

27.4 Volunteer award nominators

The Clerk reported she had discussed with Liz Slocombe from Girlguiding Shinfield District the most appropriate form of the award, who confirmed that both she and two leaders would be attending on the evening to receive the award and that another occasion would be arranged later in the year with all the leaders present. Members agreed that in the circumstances the Parish Council would present a framed certificate at the Annual Parish Meeting and a cheque for the balance of £100 towards a celebratory cake or barbeque to thank the leaders. The Girlguiding Association would be invited to participate in the Volunteer Event planned for later in the year.

- 14/CP/33 **2015 Annual Parish Meeting**
- 33.1 The Clerk introduced the draft agenda for the meeting (previously circulated). The Clerk highlighted an additional item to be included, the launch of the Neighbourhood Plan and public consultation plan. Following a discussion, members agreed various changes with timings, and a revised agenda was prepared for final comments prior to publication at least 7 clear days before the meeting (attached).
- 33.2 It was confirmed that in addition to the voluntary and community groups, the local sports clubs and schools would also be invited. The Remembrance Day banners would also be displayed. Minutes of the meeting would be taken and refreshments served at the end of the meeting.
- 14/CP/34 **Annual Report 2014/15**
- 34.1 The Clerk introduced the draft 2014/15 Annual Report (previously circulated). It was noted this had not been presented to the April Council meeting, however the Clerk highlighted this was still only a first draft and further revisions were required, including to the budget summary. Members also felt that on this occasion, in view of the re-scheduling of the meeting and that a new Council and Chairman/Vice-Chairman would have been appointed on the previous Monday, 18th May, at the Council's Annual Meeting, there should be no photographs of any councillors in this year's annual report, as this could be misleading to the electorate. Members suggested various other amendments and it was agreed the final version would be presented to the May Council meeting.
- 14/CP/35 **Policy Review**
- 35.1 The Clerk introduced a summary list of the council's policy documents highlighting committee responsibility and current status (previously circulated). It was noted that the council's HR policies were being incorporated into a new employment handbook due for publication in the summer. Members agreed the immediate priorities for the committee were Freedom of Information and Complaints, which would be covered at the next meeting. The guidance notes for new councillors would be incorporated into councillor induction packs to be produced in May. New policies would be developed to cover marketing and communications, social media and community engagement. Training for councillors and continuous professional development should also be added. The Clerk agreed to draft a work programme for the new committee to be considered at its first meeting.
- 14/CP/36 **Local Council Award Scheme**
- 36/1 The Clerk introduced a summary of the Local Council Award Scheme and a summary of the council's current status. Members noted the report and also that meeting the criteria for both "Foundation" and "Quality" status must be evidence-based.
- 36/2 Members agreed that the award criteria should be incorporated into the committee's work programme for next year, which would also include making recommendations to full Council as appropriate.
- 14/CP/37 **Marketing and Communications in the Future**
- 37.1 Members discussed the council's marketing and communications strategy in the future, including how to maximise resources to properly define and deliver the council's key messages to stakeholders. Cllr Hughes felt there was scope to consider more innovative and creative ways of raising the council's profile, for example through councillor surgeries. Cllr Gould commented that the growing size, nature and location of the parish and its proximity to Reading were also important factors.
- 37.2 Members concluded these matters should be addressed by the new committee at its first meeting by reviewing its terms of reference.
- 14/CP/38 **Correspondence**
- 38.8 There were no items of correspondence.

The meeting ended at 21.25

List of actions

Ref	Action	Action by
33.1, 33.2	Complete preparations for Annual Parish Meeting	Clerk
34.1	Present final version of 2014/15 Annual Report to May Council	Clerk
35.1	Draft work programme for first meeting of new committee	Clerk
36.1	Ensure eligibility criteria for Local Council Award scheme included in committee's work programme	Clerk
37.2	Include review of committee's terms of reference at first meeting of new committee	Clerk