

BROOMFIELD PARISH COUNCIL

A meeting of Broomfield Parish Council's Communications Committee was held on Monday 22nd February 2016 at 7.30 p.m. in the Parish Council Office, Broomfield Village Hall, 158 Main Road, Broomfield

Members' Present: Chairman Councillor Daden Vice Chairman Councillor Carter & Councillor Smith & Mrs S Matthews (Editor Broomfield Times)

Also Present: Mrs K Hurrell (Clerk to Broomfield Parish Council)

388. Public Question Time:
No members of public were present.

389. Apologies for absence
Apologies were received from Councillors Barnes and Garwood.

390. Declarations of Interest
No declarations were made.

391. To approve minutes from the last meeting
It was resolved to approve the minutes which were duly signed by the Chairman.

392. To set the schedule for Broomfield Times for 2016
Discussion took place on how the Committee could be more effective in providing assistance to Selina in putting together future issues of Broomfield Times with more help at an earlier stage for each edition. It was agreed that as soon as articles are received - these would immediately be put into drop box and the Committee alerted so that these articles can be proof read well in advance of it going to type-set.

The theming for the Summer edition was discussed and it agreed to include Councillor Tranquada's recent power point presentation of all the activities and responsibilities of Civic Amenities Committee; Wendy Martin's experiences of 25 years working for Broomfield Parish Council; an update on Chelmsford Local Plan and report for the Annual Parish Meeting to be held on 25th May 2016.

The theme for the Autumn edition will be education following Councillor Tranquada's request for senior citizens to come forward with their memories of attending Broomfield Primary School compared to children who are currently attending the School; also memories of attending Broomfield Secondary Modern School compared to present pupils attending Chelmer Valley High School.

ACTION: The Clerk to request TT's PowerPoint presentation for Broomfield Times

393. To review Broomfield Parish Council Website
Thanks were expressed to Councillor Carter for all the time and effort he put into solving the hacking issues with the website and for updating the security.

He reported that the current provider was not offering a secure enough service and he is looking into moving to another server shortly which offers a greater level of support. It was agreed to take the following actions:

ACTION 1: PC look into moving to new provider which is much more secure & provide training for Office staff to be able to add items to the website.

ACTION 2 Staff & Councillors emails will have to be saved & put onto new email server. It was agreed to authorise PC to spend up to £500 to use a new provider for the server.

ACTION 3: Cllrs Hubble & Blake cannot access their BPC email accounts – it was agreed that this would be looked into – PC to investigate

It was also suggested that a link between the Parish Council to provide twitter and facebook in line

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| | <p>with the website.</p> <p>Councillor Smith informed Councillor Carter that Ken Searles' book has been quoted incorrectly on the website and his latest book is not on the current website.</p> <p>Councillor Daden requested that all edits for the website be emailed directly to Councillor Carter away from meetings.</p> <p>ACTION : RS to convert the documents and send to SM's drop box</p> <p>Councillor Carter reported that Broomfield Library is very pleased and happy with their section on the website.</p> |
| 394. | <p>To review internal communication between Clerk and Councillors</p> <p>The issue of response to Clerk's emails was mentioned and it was agreed to include this in the presentation to the whole Parish Council at the March meeting to advise of the workings of the Communications Committee and suggest ways to best communicate.</p> <p>Specifically arranging meetings is difficult without Councillors prompt co-operation – the notice window is often very small. Suggestions included using Doodle.com for arranging meetings; private facebook page for Clerk and Councillors alone; ways of alerting Councillors to emails which require attention.</p> <p>ACTION: Presentation for March PC Meeting to include communicating amongst the Parish Council</p> |
| 395. | <p>Public Communication (see attached 'NALC Getting your message across' toolkit for local councils & ways to collect & use data</p> <p>It was suggested that permanent holes be inserted onto the village greens for metal stakes to be placed in as and when required for banners to be more securely fixed to. The Clerk will ask Village Attendant for his opinion and seek his advice on the best type of permanent fixings would be appropriate.</p> <p>ACTION: Clerk to speak to SJ & report back to next Communications Meeting with costings</p> <p>It was reported that the Save Broomfield Campaign raised the profile of Broomfield Parish Council and many email addresses have been collected to receive the Broomfield Bulletin</p> |
| 396. | <p>To set schedule for Annual Parish Council Meeting (25th May 2016)</p> <p>It was suggested that each Parish Council Committee use a couple of display boards each to host a presentation on their work during the year. The Broomfield Village Hall Charity could use this event to engage parishioners on their views on the proposed adventure cycleway for David Smith Memorial Field – it was suggested that lines be drawn onto the field a couple of weeks in advance to give parishioners an idea where the path might go.</p> <p>It was also suggested that at two set times of 10 minutes each a more formal presentation be given i.e. 7.30 and 8.30pm</p> <p>It was agreed to spend funds from the Communications Budget on banners and posters for the Annual Parish Meeting and also this must be advertised on facebook, website and Broomfield Bulletin</p> <p>ACTION: Cllrs to think of an appropriate title for the APM & report back to next meeting</p> |
| 397. | <p>Raising Parish Council Profile</p> <p>Councillor Daden asked if the 'Towie' litter pick is still going ahead – she will speak to Councillor Hubble.</p> <p>The Annual Parish Meeting is the next opportunity to raise the profile of Broomfield Parish Council.</p> <p>Erick Avenue zebra crossing – it was agreed that the Parish Council acknowledge that there has been a campaign and petition set up by a member of the public to seek a pelican crossing in this location.</p> |

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| 398. | <p>Review of Communications Budget</p> <p>It was agreed that the following expenditure be taken from the Communications Budget:</p> <ul style="list-style-type: none"> • Banners for Annual Parish Meeting • To purchase a new projector (costing up to £400) • To purchase a new Tablet and robust cover to be used at events to collect email addresses, show the website etc – (costing up to £300) <p>ACTION: WD to prepare the banners for APM (when appropriate title has been agreed upon)</p> <p>Clerk to purchase new projector & tablet & case</p> |
| 399. | <p>Youth Bus update & dates for Broomfield Village Hall Car Park</p> <p>Councillor Daden advised that the Youth Bus is coming to the Village Hall car park for a 6 weeks trial period starting April – it was agreed to invite children from outside of Broomfield to attend between the ages of 13 to 17 years of age.</p> <p>ACTION: WD will continue to liaise with Essex Youth Workers & secondary schools for a suitable place to advertise & promote the bus preceding & during the trial period. It was agreed to finance a couple of banners for Angel & Parsonage Green & also advertise in neighbouring Village magazines</p> |
| 400. | <p>Any other business for <u>discussion purposes only</u> & referral to next agenda</p> <p>The advertising campaign for Save Broomfield was very successful with 40 boards being placed along the main route which inspired interest from outside the parish. The following points helped to make it a success:-</p> <ul style="list-style-type: none"> • The setting up of a new dedicated page on Website worked very well • A dedicated email account for parishioners to raise queries & receive response/advice • Broomfield Bulletin was popular with many parishioners signing up • The advertising campaign was very successful with 40 boards being placed along the main routes • Provision of free magnets was very popular - in future a small free gift is a very good idea – car stickers was a suggestion for a future campaign • The actual meeting was very well attended but it was too successful as people could not see what was going on – in future at least two information sessions should also take place. The display boards were critiqued by some – they need to be more simplified yet detailed. • The publicity in Essex Chronicle for the campaign worked well with lots of coverage but needs to be planned at outset – to give parishioners notice to attend • Far more parishioners are now signed up to the database and visit the website <p>It was agreed that the following should be adopted in future:</p> <ul style="list-style-type: none"> • Set up a dedicated facebook page for a campaign • Be more organised before the event so all Councillors knew what was on the display boards & able to help more people at the event |
| | <p>The Chairman closed the meeting at 9.50 pm. The next Communications Committee Meeting is on 25th April 2016.</p> |