

BROOMFIELD PARISH COUNCIL

A meeting of Broomfield Parish Council's Communications Committee was held on Monday 24th June 2015 at 7.30 p.m. in the Parish Council Office, Broomfield Village Hall, 158 Main Road, Broomfield

Members' Present: Chairman Cllr Daden Vice Chairman Cllr Carter
Councillors: Barnes, Garwood & Smith
Mrs S Matthews (Editor Broomfield Times)

Also Present: Mrs K Hurrell Clerk

Public Question Time

No members of public were present at the meeting.

60. Apologies for absence
No apologies were received.

61. Declarations of Interest
No declarations of interest were made.

62. To approve minutes from the last meeting
It was resolved that the minutes were correct and signed by the Chairman.

63 Report from Annual Parish Meeting 22nd April 2015:

Post-match analysis of the APM:

- how effective was the promotion of the event?

It was agreed that the use of banners on the Village Greens, posters on lamp posts, delivery of leaflets to schools, library, scouts and pre-schools was a success but it was suggested advertising should start at an earlier stage next year and more use of social media may help to attract a larger number of parishioner.

- suggestions received re future facilities

It was agreed it was very important to move forward on suggestions which could be easily installed i.e. picnic benches on Angel Meadow. This action has been given to Civic Amenities Committee to produce a plan which will be looked at by full Parish Council in July.

Councillor Daden suggested a short grass maze be planned for next Spring/Summer.

ACTION – Civic A to report recommendations to July PC Meeting

The installation of an outdoor table tennis table was a very popular suggestion – it was reported that one was being borrowed for the Village Fun Day on 19th July and it was agreed to see what feedback could be obtained from that event.

- any other observations from the general public – perusal of completed Communications Forms

Very positive feedback had been received to Members regarding the event and the two sessions split into afternoon and evening was very popular.

- reporting to parishioners results from consultation

It was agreed that it was of utmost important to report results and actions from this consultation to parishioners in the next edition of Broomfield Times.

ACTION: WD & SM to compose report for perusal & comment by Committee Members

- lessons to be learned for next year's event

- The need for effective advertising
- The need for a very good reason for parishioners to come to voice their opinions

Signed:..... 

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	<ul style="list-style-type: none"> • Effective means of capturing opinions • Possibility of providing complimentary entertainment • Good interaction between Councillors and parishioners – provide briefing before event • Councillor Carter to look at setting up a blog on the website to report on the forthcoming event and to report results from the event <p>ACTION: Clerk to peruse Suggestions & Comments Summary and divert suggestions to relevant Committees for report</p>
64.	<p>Parish Council Website:</p> <p>- Observations/Comments from Councillors/members of public Members agreed that the new website was very effective and discussed many ways to take the website forward. Councillor Carter reported that he was not receiving any information from Councillors to put onto the website – Councillors agreed that they would pass on more information. Selina Matthews advised that she would pass on information that she was unable to include in Broomfield Times due to time restrictions.</p> <p>It was agreed that each Committee Chairman send updates from their Committees to Councillor Carter on a regular basis to update parishioners via the website.</p> <p>ACTION: Planning, Civic Amenities & Broomfield Village Hall Charity to summarise their activities for submission on the website on a regular basis</p> <p>The communication forms completed by many parishioners at the APM were passed to Councillor Carter to set up a newsletter feed.</p> <p>ACTION: Content of Newsletter to be discussed & finalised at next Communications Committee meeting</p> <p>- cost of flippy book Councillor Carter advised he would look into this and report back to next meeting</p> <p>ACTION: PC to investigate costs of installing flippy book onto website</p>
65.	<p>Broomfield Times:</p> <p>Councillor Daden thanked Selina Matthews for all her hard work in editing the Broomfield Times which had recently been awarded fourth place at the Essex Life Magazine Awards – she presented the certificate to Selina.</p> <p>- content More help was required with obtaining articles from organisations in the Village and consideration was given to recruiting more help.</p> <p>- proof reading Councillor Garwood advised he would take more time to proof read the draft copy and Councillor Daden advised that Samantha Belacqua who proof reads the City Times may also be able to help.</p> <p>- anything to discuss for next issue Members were very disappointed that houses/roads had been again missed by Community Ads delivery team including Church Green, School Lane and Shalford Lodge</p> <p>ACTION: Clerk to put request on Facebook to ask if any other locations had been missed</p> <p>Clerk to email Kelly Stacey to say how disappointed the Parish Council were on the delivery of BT – request that the distributor attend the Parish Office with Kelly to explain why there were so many omissions again – the Parish Office had</p>

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	<p>supplied a very detailed map of all roads to be covered. Consideration will have to be given to looking at using our own volunteers in future. ACTION: Delivery problems to be discussed at the next Communications Meeting.</p>
66.	<p>To discuss inauguration & costs of Broomfield Youth Council Councillors Daden and Garwood will meet with Mike Hector, Youth & Community Commissioner/Driver (ECC) and will report back to the next meeting. ACTION: WD & GG to report to next meeting</p>
67.	<p>Communication Budget Expenditure:</p> <p>- Report of any expenditure Councillor Carter had incurred a small expenditure for the engraving of the Centenary Cup which was presented to a student at Broomfield Primary School recently.</p> <p>- Requests for approval of expenditure No requests were forthcoming</p>
68.	<p>Social Media:</p> <p>- how best to communicate with teenagers – - any further thoughts This item will be addressed at the next meeting.</p>
69.	<p>How to raise the profile of the Parish Council:</p> <p>- To launch a campaign for 6 months i.e. speeding; future facilities; litter problems; reporting of potholes/path defects etc to Essex Highways:7 http://www.essexhighways.org/Report-a-problem.aspx Councillor Barnes will look into a speeding campaign and report costs back to next meeting. ACTION: JB to report on costs of a speeding campaign</p> <p>- Future Scavenger Hunt – This event will be looked at by Councillor Daden for next year.</p> <p>- electronic signs – Councillor Daden was looking into electronic advertising around the Village to ease the Clerk's time and promote effective notices around Broomfield, with the possibility of introducing these via bus shelters – the boards are used primarily for advertisements but allow two pages out of six to be used by the Parish Council to communicate to parishioners. The boards should be self-funding, ultimately creating a revenue for the Village. ACTION: WD to report to next meeting costings/locations/etc</p>
70.	<p>Broomfield Village Hall Noticeboard - use by Communications Committee? A request will be made to the Broomfield Village Hall Committee to use a part of their new noticeboard for events on occasions.</p>
71.	<p>Any other business for <u>discussion purposes only</u> & referral to next agenda It was agreed that the Committee would meet regularly on the last Monday of the month – the next meeting is scheduled for 27th July at 7.30 p.m.</p>
	<p>There being no further business the meeting was closed at 9.20 p.m.</p>

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