

BROOMFIELD PARISH COUNCIL

A meeting of Broomfield Parish Council's Communications Committee was held on Thursday 12th November 2015 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
Councillors: Barnes; Garwood

Also Present: Councillors Blake & Cole. Also Mrs K Hurrell (Clerk) & Mrs F Marchal

Public Question Time: No questions were raised.

263. Apologies for absence
Apologies were received from Councillor Smith and Mrs S Matthews

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

265. To approve minutes from the last meeting
The Minutes were approved as a true copy and duly signed.

266. To instigate a Campaign to raise awareness in Broomfield of the Chelmsford's Local Development Plan 2021-2036
Councillor Blake updated the Committee on recent meetings which he had attended as Chair of the Planning Committee in regard to Chelmsford's proposed new Local Plan.
The Committee agreed that they need to organise a campaign to bring awareness to all Broomfield's residents and the need for them to respond to the consultation questionnaire which should be available on the 19th November. Councillor Blake stated historically consultation questionnaires have a poor return rate of approx. 1.5%, these forms are the only information CCC are obliged to take notice of and therefore where our energy should be focused.
It was agreed to the following:

- A middle page spread covering four A5 pages of Broomfield Times providing brief information on how to respond to the consultation – the middle page being an A4 poster for residents to display on their property – Councillor Blake to design
- To communicate to residents, that although the consultation form may be large and complicated, the entire form does not have to be completed for CCC to have to take note.
- A more informative article already drafted by Councillor Blake to be printed on either page 3 or page 5
- ACTION: WD to liaise with SM & Community Ads
- Information to be placed on Website and Facebook
- Two events to be arranged – 9th December (after CCC information evening) & 9th January – where a fourth option will be put forward and information given to residents on encourage them to respond to the consultation
- The possibility of boards being printed if there is sufficient demand
ACTION: WD to investigate
- Banners to be placed on Angel, Church & Parsonage Greens
ACTION: WD to arrange

Councillors Carter, Daden and Blake were given authority to discuss design and wording
Poster campaign – large banners on Green

267. To review costings of launching a Campaign within Budget & to recommend Virement, if necessary
Communications Budget currently stands at £4345. It was approved that the entire budget would be spent on the campaign. £2,000 be set aside for printing of material for the Campaign. Some branded gifts would be distributed to enhance the Keep Calm Campaign during December.

268. Any other business for discussion purposes only & referral to next agenda
There was no further business and the meeting closed at 9 20 pm.

Signed:.....

Dated:.....