

BROOMFIELD PARISH COUNCIL

**Minutes of a Meeting of the Communications Committee of Broomfield Parish Council held on
Wednesday 16th June, 2021 at 7.30 pm in Broomfield Village Hall.**

COM21/1	Members attending Chairman Cllr Bleet Councillors Hance and Mercer, Apologies for absence were received from Cllrs Blake, Barnes Need and Scott.
CPM21/2	To receive any Declarations of Interest from Councillors. None were received.
COM21/3	Upgrade of the Council's Facebook page and Instagram account. Karen Hurrell is now working with the Social Optimisation Company to achieve this.
COM21/4	The new website. The current website is in HTML and not compatible with phones or tablets. It is also hard to use, meaning that it is rarely up to date. The new one needs to be staff friendly, user friendly, modern and fresh and to tell people what we do. It was agreed that a specification will be written by the committee and sent to three web designers for estimates. The cost is expected to be in the region of £1,000 for which there is currently no budget. We will bring this to Full Council and request to vire funding. We noted that the Council currently pays a monthly hosting fee for the website and need to ask if that would be an ongoing cost.
COM21/5	Branding and a new logo The committee agreed that we need to take a wider look at branding, including the new website. We felt that we need a relaunch and want to consider changing the name of the Council to Broomfield Village Council. We agreed to use the Saxon Jewel as a logo, we will approach Chelmsford Valley High School and Chelmsford College for graphic designs to depict the Saxon Jewel. We propose that the new logo will be used on letterheads, the Van, badges, signs on land, and all social media. We also noted that the village sign on Angel Green is well loved and that there is another in the Barn which was expected to be put on Church Green. We will research and develop the logo and then make proposals to Full Council in July before consulting with the public. We agreed not to use a branding company as this was a minimum of £900.
COM21/6	Consider the matter of employing an apprentice. We agree this in principle and would like to start this process in July for the apprentice to start in September providing that the Clerk and office staff agree that they will then have time to train an apprentice.

COM21/7

Items for the next meeting

-New emails from gov.uk and possible new name.

- There are currently several plans for communication and social media, we will review them in the light of changes decided today. We will emphasise that all communication and social media must go through the Clerk.

The next Communications Committee will be held on 7th July 2021 at 7.30 pm. Sadly this will clash with Planning but this is the only slot that we could have before the next Full Council as the Village Hall is booked up.

The meeting ended at 9.15 pm