

CLAYTON-LE-WOODS PARISH COUNCIL
MINUTES OF THE COMMUNICATIONS COMMITTEE
HELD ON MONDAY 7TH MARCH 2022
AT 7.00PM VIA ZOOM

PRESENT: Councillor C Billouin
Councillor S Lowe
Councillor L Farnworth
Councillor Neville Whitham
Councillor P Gabbott

IN ATTENDANCE: Councillor S Maddock
Mrs TD Morris (Clerk)
Mrs L Gallagher (Admin Assistant)

		ACTION
22.01	ELECTION OF CHAIRMAN	
	It was agreed that Councillor L Farnworth would chair the meeting.	Clerk
22.02	APOLOGIES	
	There were no apologies.	
22.03	DECLARATION OF INTEREST	
	There were no declarations of interest.	
22.04	APPROVAL OF MINUTES DATED 8TH DECEMBER 2021	
	It was RESOLVED to approve the minutes of the meeting held on 8TH DECEMBER 2021 as correct record. The minutes were duly signed by the Chairman.	
22.05	MATTERS ARISING	
	The Clerk went through the minutes of the previous meeting highlighting any salient points.	
22.06	REVIEW/REVAMP OF PARISH NEWSLETTER AND TIMETABLE FOR SPRING/SUMMER EDITION 2022	
	The Clerk highlighted that the new budget for the newsletter is substantially less at £3000. The Clerk provided figures for	

design, printing and distribution of newsletter from the preferred contractor.

The Members were advised that some pages in the newsletter were required by law such as the Chairman's address and information on the Precept and budget.

The Clerk advised office staff don't have the capacity currently to produce the Summer newsletter on Microsoft Publisher but may be able to do this for a Christmas edition.

FPC

The Clerk suggested to keep delivery with the preferred contractor as errors had been made in the past with other firms on a shared delivery basis.

Councillor P Gabbott suggested an 8 page newsletter with shared delivery which totals around £2990 and 1 newsletter per year in the Summer.

It was **RESOLVED** to accept this proposal. This would be tabled at the FPC for approval.

Councillor S Lowe suggested to create a mailing list to distribute newsletter via email where possible to keep costs low. The Clerk will investigate whether this is legally allowed.

Clerk

Councillor N Whitham suggested to increase advertising to help towards the cost. The Admin Assistant will look into getting more advertisers for the next edition.

AA

22.07 WEBSITE/SOCIAL MEDIA/PUBLICITY UPDATE

The Clerk advised that the Social Media Policy was enacted in January 2022. The Clerk and the Admin Assistant were managing the Parish Council Facebook page and website.

The Admin. Assistant updated the Committee that the Facebook page now has over 220 followers. She wished to thank all Councillors for sharing the page and posts and asked them to continue to do so as to lift the profile of the Parish Council going forward.

Councillor P Gabbott suggested the Clerk and the Admin Assistant utilise paid advertising on Facebook to publicise the Summer Fair. The Clerk advised that this would need to go to the Summer Fair Working Group to approve as any cost will come out of the Summer Fair budget.

Summer
Fair
Working
Group
/P&L

Members stated the colours in the newsletter could be changed to include other colours than just green. The Clerk

Clerk/AA

suggested colours that match the crest of the Parish Council including red, green and blue. The Clerk and the Admin Assistant will speak to Green Man Marketing about this when drafting the Summer newsletter.

The Clerk advised that the Admin Assistant will next be looking at launching a Parish Council Twitter page. It was also suggested that a Parish Council Instagram page be set up to engage with a younger audience. It was agreed this would be something the Committee would like to do.

Clerk/AA

The Clerk and the Admin. Assistant would investigate and set up in due course.

22.08 ANNUAL PARISH MEETING 28TH APRIL 2022

The Clerk advised that an Annual Parish Meeting was held in 2021 but not in 2020.

Clerk

The Clerk suggested that as we have not yet received a formal report from Lancashire Wildlife Trust (LWLT) we could ask them to do a presentation to update on Back Lane Woods project.

It was RESOLVED that The Clerk would request LWLT to do this.

Councillor P Gabbott suggested that each Committee Chairperson could present, for 5 minutes each, an update on work done in the last year. It was RESOLVED that this would begin in 2023. Councillor P Gabbott also suggested that updates could be posted on Social Media as the Annual Parish Council meeting is often not well attended.

22.09 DATE OF NEXT MEETING

The date of the next meeting was scheduled for Monday 23rd May 2022.