

# NORTH HINKSEY PARISH COUNCIL

## MINUTES OF THE COMMUNICATIONS COMMITTEE, HELD ON MONDAY 3<sup>rd</sup> MARCH 2017, AT 8.00pm, IN THE LOUIE MEMORIAL PAVILION, ARNOLDS WAY, NORTH HINKSEY

**Present:** Councillors: L. Berrett, J. Bolder, C. Church, D. Kay and C. Potter.

**Others:** A. J. Stone (Parish Clerk).

### **1. APOLOGIES FOR ABSENCE**

There were no apologies.

### **2. ELECTION OF CHAIRMAN**

**Councillor C. Potter proposed and Councillor D. Kay seconded the motion that Councillor L. Berrett be elected Chairman of the committee. Councillors voted UNANIMOUSLY in SUPPORT of the motion.**

### **3. ELECTION OF VICE-CHAIRMAN**

**Councillor L. Berrett proposed and Councillor D. Kay seconded the motion that Councillor C. Church be elected Vice Chairman of the committee. Councillors voted UNANIMOUSLY in SUPPORT of the motion.**

### **4. DECLARATIONS OF INTEREST**

There were no declarations of interest.

### **5. REMINDER OF THE REMIT OF THE COUNCIL**

The Chairman, Councillor L. Berrett circulated as a reminder the details of the agreed remit which had been approved by Council at its September 2016 meeting.

### **6. REVIEW OF THE ACTION POINTS OF THE LAST COMMUNICATIONS WORKING GROUP MEETING**

The Chairman, Councillor L. Berrett reminded the meeting of the agreed action points and discussed the latest position in relation to each action point.

### **7. NHPC WEBSITE**

#### **a. Current Use and Update**

The Chairman, Councillor L. Berrett circulated details of usage etc. from Google Analytics and explained that usage might be underestimated for a variety of reasons. Overall sessions were down from last year and the 5 most popular pages were:

- 1). Homepage
- 2). Contact Us
- 3). Seacourt Hall
- 4). Agenda/Minutes
- 5). Events Diary

#### **b. Discussions of Options for Upgrading to a New Version**

The Chairman, Councillor L. Berrett explained that she had spoken with Vision ICT about the possibility of upgrading the existing version of the web-site to their latest version (we are on version 4, latest is version 6) and some concerns/clarifications some councillors had about the upgraded version. They had quoted a figure of £725 to upgrade the existing version and details and their current policy meant that only the latest 2 years of minutes and agendas would be transferred, extra years would incur a cost based on time taken. The annual maintenance, hosting and web-site maintenance charges would not increase beyond the annual inflationary increases.

The upgraded version would include a more modern layout options, more flexibility to change pages and layout ourselves and the site would be “responsive” meaning it would recognise the size of screen a visitor was using (e.g. mobile or tablet) and rearrange the page for optimum readability and usability, rather than simply shrinking the whole site as is the case now. The new version would also make it easier to input certain details.

There followed some discussion in relation to the ease of access and movement within the web-site, points of future interest, linking with other web-sites, reporting of issues and making the Report It link on the NHPC's website more accessible. Further discussions were based around the possibility of archiving material (primarily minutes/agendas more than 5 years old) and photographs under single specialist click on tabs/links.

**It was agreed to recommend to council that minutes and agendas over 5 years old were archived and a note put on the web-site informing users that file copies could be obtained from the Parish Clerk.**

The Chairman, Councillor L. Berrett led a discussion concerning options of going out to tender for a web-site provider and it was agreed that up to 5 quotes should be sought. Councillors were aware of the need to ensure that any future web-site must be a system that current and future councillors and the Parish Clerk would find easy to use and update.

**It was agreed to start work on preparing a tender document and a report to the Council meeting on 20<sup>th</sup> April 2017, in relation to seeking quotes from other web-site suppliers. The report to Council needed to be forwarded to the Parish Clerk by Wednesday 12<sup>th</sup> April 2017.**

***Action: Prepare the tender document and report to Council.***

## **8. FACEBOOK UPDATE**

The Chairman, Councillor L. Berrett reported that the number of users was steadily increasing, currently there were 115 users and the site was being fairly well used with some posts reaching two or three times that number with sharing. The Facebook page allowed for timely information to be communicated e.g. when refuse days changed suddenly.

## **9. SPROUT ARTICLES**

Councillor D. Kay agreed to write an article for the May 2017 Sprout which would include details of the defibrillators being installed within the parish and an update on the proposed re-development of the West Way Shopping Precinct and associated buildings. Following further discussion it was agreed to propose the following update articles be produced to be included on forthcoming Sprout editions, subject to agreement by the relevant councillors below.

June 2017 – Allotments – Cllr MacKeith

July 2017 – Leisure – Cllr Potter

September 2017 – Redevelopment including Seacourt Hall – Cllr Kay / Cllr Berrett

October 2017 – Communications Group - Cllr Berrett

November 2017 – Planning and Neighbourhood Plan – Cllr Pritchard

December 2017 – Remembrance Day Service – Cllr Carr

## **10. NEWSLETTERS**

### **Paper/E-Newsletters and Mailing List**

The Chairman, Councillor L. Berrett reported that last year's e-newsletter did not really take off and councillors discussed the merits of future e-newsletters providing summaries of council work and being prepared on a quarterly basis with a limited supply of printed versions. Details would also be put as links on the NHPC's web-site and Facebook page. A further suggestion was to have the e-newsletters report progress on the council's key objectives.

Councillors agreed that the next e-newsletter would be prepared in September 2017 and an attempt would be made to promote the e-newsletter to generate more subscribers.

***Action: Promote the newsletter in order to obtain subscribers and prepare the next e-newsletter in September 2017.***

## **11. REVIEW OF THE COMMUNICATIONS PLAN**

The Chairman, Councillor L. Berrett updated the meeting in relation to the progress on key objective items identified in the draft Communications Plan. The meeting agreed that a single sentence about each key objective would be reported to the May 2017 Council meeting and Councillors were assigned to objectives: Cllr Potter for 1 & 2, Cllr Kay for 3, 4 and 5.

***Action: Preparation of the report to the May 2017 Council meeting.***

## **12. COMMUNICATIONS PLAN FOR EVENTS**

It was also agreed that a check list of future events would be prepared.

*Action: Preparation of a check list of events.*

**13. ANY OTHER INFORMATION**

None.

**13. DATE OF NEXT SCHEDULED MEETING**

Monday 22<sup>nd</sup> May 2017.

The meeting closed at 9.35pm.