

# CHALFONT St. PETER PARISH COUNCIL

Minutes of the Communications and PR Committee  
held on Monday 10<sup>th</sup> September 2018 at 8pm.



## MINUTES

Present: Cllr Ford (Chairman), Cllr Dale, Cllr Dickson, Cllr Rush and Cllr Shinner.

Also Present Debbie Evans (Clerk) and Cllr Hatton (Deputy Chairman of Council)

### **CHAIRMAN ISSUED INSTRUCTIONS REGARDING EMERGENCY EXITS IN THE EVENT OF A FIRE.**

14. Apologies received from Cllr Allen.
15. No declarations of interest received.
16. Minutes of the meeting held on 7<sup>th</sup> June 2018 were proposed by Cllr Dale, seconded Cllr Ford.
17. To review action points from previous meetings:
  - 24 Cllr Ford to take the suggestions given by the Committee forward with regards the list of work undertaken by the Council in support of the village shops. Cllr Ford to add to the list, sending back to Comms & PR for review before the next meeting. **ACTION** – Clerk to forward to all committee members the list created by Cllr Ford, any comments on content to be returned to Cllr Ford.
  - 25 Committee members to each write a piece on things happening in and around the village for distribution onto social media. Cllr Dickson has written one about Maria Taylor, Cllr Dale has written a piece about the long grass. *C'fwd* Cllr Rush to write a piece on the Haywardens. **ACTION** – Cllr Dale to forward his piece on the Long grass to Cllr Dickson.
  - 34 Cllr Dickson to add a comment to the Comms & PR policy with regards content of SM posts. The Committee would like it to say no posts should contain any biased information either political or business. Comms & PR Policy to be reviewed at the next meeting. **COMPLETED** Comms & PR Policy agreed. Proposed Cllr Ford, seconded Cllr Rush. Cllr Dickson requested that the Committee ensure they do the things the policy mentions they do i.e. organise Open Days etc or else we should take them out of the policy.

Signed

Date

- 6 Clerk to rearrange any C&PR committee meetings that clash with CDC planning to enable Cllr Rush to attend this meeting. **COMPLETED**
9. Various Actions for Feast Day 2018. **COMPLETED**
18. To discuss the Christmas Gathering and Christmas Fun night events 2018.

### Christmas Gathering

The event is organised to thank all those individuals in the village that volunteer and work hard to keep our village a great place to live. VAG, NAG, TVP etc.

Over the last two years the event hasn't had as good a turn out as we would have wanted with approx. 20/25 people attending and 100+ invites being sent out. The Committee discussed possible reasons for this lack lustre attendance and the fact that the event is so close to Christmas could possibly be a reason for this. People have already finished work and gone to families or have other family commitments this close to Christmas and therefore cannot attend. Another possible issue is the time, 8pm on an evening is quite late to come out and therefore an earlier start could be considered.

**RECOMMEND to Main Council** – That the Christmas gathering to thank those in the village is moved to Tuesday 11<sup>th</sup> December with a start time of 7pm. The December Main Council meeting will take place as normal on the 20<sup>th</sup> December or can take place before the event on the 11<sup>th</sup>. Proposed Cllr Ford, seconded Cllr Dale. Agreed.

**ACTION** – Clerk to send out an e-mail to all Cllrs asking for a list of those that they think should be invited to the event to say thank you for their efforts throughout the year.

### Christmas Fun Night

The Parish Council do not have a stand at the Christmas Fun Night, the Councillors volunteer on the Maria Taylor stand. The candyfloss works really well, and Cllr Dale is happy to continue to supervise the making of the candyfloss. The committee considered alternative options and decided to leave the current stand as is.

14. To review the current SM process and make appropriate changes if required.

Cllr Hatton asked for clarity on who posts on our official social media streams (Facebook and Twitter). The Clerk responded that back when social media was first introduced, the Council were insistent that only appointed individuals were able to post, to stop cross posting and muddled messages. Therefore, the Council agreed only the Chairman and Vice Chairman of Comms & PR are allowed to comment on these streams on behalf of the PC.

Cllr Ford asked each member of the Comms & PR committee their thoughts on the current process and if it was working.

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Signed

Date

Cllr Hatton - Not working  
Clerk - Not working  
Cllr Rush - Everybody should be tweeting  
Cllr Dale - No comment  
Cllr Shinner - Not as effective as it once was  
Cllr Dickson - Not active enough or engaging

Cllr Ford agreed and asked the committee how do we change the current thinking of it not working ?

Cllr Shinner highlighted that both of these streams require a quick reaction or a proactive response to happenings in the village, which, when individuals are working, is not always possible.

Cllr Dickson agreed a proactive response to the village, to events, to incidences, to updates was essential, if we wish to build our social media streams i.e. the recent traveller's encampment on another village site had 254 likes and was seen by over 7,000 people in one day. All the comments received were gratitude, thanks to the staff and team at the PC for their quick response. This is the type of comments we should be capturing, but the PC streams were quiet. SM is a very useful tool for the PC, if our voice isn't heard we do ourselves an injustice.

Councillor Ford stated that the current focus and tone is not correct at present.

The committee discussed possible options -

1. Cllr Dickson suggested Cllr Chellar to assist in posting - Cllr Chellar has been approached but he is not able to help.
2. All Councillors given authority to tweet, but - a) not all Cllrs have/want twitter and b) you could possibly have cross posting of the same subject with different slants both from the PC, which isn't professional.
3. Other Cllrs helping out
4. Cllr Dickson returning to assist with SM.

The committee discussed option four at length. **ACTION** - Clerk to write out to Council to find out if anybody has a specific interest in SM who would like to help the Comms & PR committee out with posting.

**RECOMMEND to Main Council** - That Cllr Dickson is authorised, along with the Chairman and Vice Chairman of Comms, to post to the PC's social media streams.

**ACTION** - Cllr Ford to look at defining a structure and weekly themes for the social media streams which could possibly be automatic to keep the pages relevant and active.

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Signed

Date

19. Information Items

Cllr Shinner updated the committee that apart from a couple of roads the new Village Guide has now been distributed to the whole village. Cllr Ford again thanked the Village Guide working party for all their efforts in producing the wonderful Village Guide.

Cllr Ford update the committee that the possible filming opportunity has fallen through and another village has been chosen to film.

20. Date of Next Meeting - TBA

Meeting finished at 8.30pm

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*Signed*

*Date*