



Brixworth Parish Council

Minutes of the meeting of the Media & Communications Committee

Wednesday 15th March 2017

Councillors: Councillor Brown (Chairman), Councillor Coles, Councillor Bird and Councillor Moxon (From 735pm)

In Attendance: Peter Rowbotham – Parish Clerk

Members of the Public – None

17/104/MC Welcome

The Chairman reminded everyone of the location of the emergency exit. He also reminded Councillors that the meeting was being recorded.

17/105/MC Apologies for Absence

No apologies had been received. Councillor Moxon was running late.

17/106 MC Declarations of Interest

There were no declarations of interest

17/107/MC Minutes of the last meeting (8th February 2017)

The minutes of the last meeting held on 8th February 2017 were agreed as a true and accurate record.

The minutes were proposed by Councillor Coles and seconded by Councillor Bird.

17/108/MC Review of the statistics for Facebook and the Web site

Councillor Brown presented the latest social media statistics report and highlighted the following points:

- Page 2 - Volume of posts in Q1/2017 significantly up on Q1/2016.
- Page 3 - Continued good organic growth of page 'Likes'.
- Page 4 - Downward trend of reach, suggesting less interest in topics posted.
- Page 9 - Website activity reducing, although time spend on the site increasing (page 10).
- Page 12 - Returning visitors outnumbered new visitors for the first time in February 17, since data has been recorded.

The report was received by the Committee.

Councillor Moxon arrived at 735pm

17/109/MC The Posting Plan

To improve the effectiveness of the posts it was suggested that postings go out at 615pm to reach maximum audience. It is possible to schedule the release time within the system.

The Clerk would now take on the 4-week rolling diary plan. This is shown at the end of the minutes.

Submissions for the Posting Plan include:

- Promoting the Litter pick
- Feedback on highways matters ('we are a listening Council') – junction question
- Annual Parish Meeting
- Councillors Surgery
- Full Council
- Hanging baskets
- Highways - Report on junction
- Dog Poo
- Grass Cutting – and parking on verges

All approvals to be on the standard form – Clerk to send out the form in a Word format.

17/110/MC Items for the Brixworth Bulletin

The deadline for articles is 25th April.

Planned contributions for the Brixworth Bulletin include:

- Sports & Recreation. The possible creation of a Brixworth Sports Council (Councillor Brown)
- Councillor Anthony Jennings (Councillor Bird) already complete
- The Great British Litter Clean (Councillor Moxon)
- Dog Fouling (Councillor Bird)
- Planning (Councillor James)
- Grass Cutting & Fly tipping. (Parish Clerk)
- Hanging baskets (Councillor Moxon and Councillor Bird)

All articles should ideally be accompanied by a photograph.

Submissions should be forwarded direct to the Parish Clerk.

17/111/MC Corporate look and Feel for the Brixworth Bulletin

The Committee would continue with the current style as used previously:

- The formal style as used in Edition 51 of the Brixworth Bulletin
- The chosen font is Arial
- The headings to be Arial Bold
- Layout to be two columns, centre gutter balances left and right columns
- Justification – left aligned
- Masthead – green banner to be used
- Who's Who – Alphabetical Order with the Clerk at the end with contact details
- Who's Who – Chairs to be identified

Existing software used by Councillor Coles is Adobe InDesign, a desktop application. The cost of subscription to the Parish Council would be £20 per month if it required a copy for its own use.

Councillor Coles can continue with preparing the artwork as long as the software remains available to him.
Councillor Brown to enquire to the cost of having a 'plan B' – with the Brixworth Bulletin preparing the artwork for the Parish Council.

17/112/MC Discuss the approach for the web site review

Councillors Moxon and Bird would review the Web Site and come up with a list of improvements with a report coming back to the May Committee meeting. Any tasks that were required under the Transparency Code would be implemented sooner. A meeting with Councillors Moxon and Bird would be set up with the Parish Clerk to discuss the web site.

The Parish Council's appointed web master is Councillor Coles.

17/113/MC Any Other Business

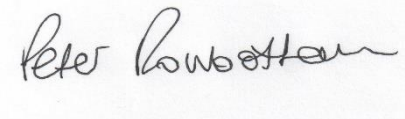
Other action points identified:

Branded hi viz jackets/ Uniforms for staff – The Parish Clerk would pursue this and bring back costs.

17/114/MC Date of Next Meeting

The next meeting was scheduled for Wednesday 12th April 2017 at 7.30pm.

The Meeting finished at 8.40pm



Councillor Neal Brown (Chair)
Chairman of the Media & Communications Committee
Brixworth Parish Council
12th April 2017

Peter Rowbotham
Parish Clerk
Brixworth Parish Council
3rd April 2017
Telephone : 079 8314 1786
Email : clerk@brixworthpc.org.uk

The Posting Plan

Week 12 Beginning Monday 20th March	Who	Mon	Tues	Weds	Thurs	Friday	Sat	Sun
Promoting the Litter Pick	SM			<input checked="" type="checkbox"/>				
Full Council	PR					<input checked="" type="checkbox"/>		

Week 13 Beginning Monday 27th March	Who	Mon	Tues	Weds	Thurs	Friday	Sat	Sun
Parish Councillors Surgery	PR			<input checked="" type="checkbox"/>				

Week 14 Beginning Monday 3rd April	Who	Mon	Tues	Weds	Thurs	Friday	Sat	Sun
Annual Parish Meeting – reminder	PR					<input checked="" type="checkbox"/>		
Grass Cutting – parking on verges	PR				<input checked="" type="checkbox"/>			

Week 15 Beginning Monday 10th April	Who	Mon	Tues	Weds	Thurs	Friday	Sat	Sun
Highway Matters	SM/ PR			<input checked="" type="checkbox"/>				
Hanging Baskets	SM/ PR					<input checked="" type="checkbox"/>		
Dog Poo	SM/PR	<input checked="" type="checkbox"/>						