

# Char Valley Parish Council

## Communications Working Group Meeting Notes

Date of meeting: 19<sup>th</sup> January 2021; Time 17:00

### Attendance:

Councillors: Carey; Creed-Castle; Joyce; Mahaddie; Noon (chair); Peck

Meeting held digitally.

CWG recommends the following for CVPC decisions:

- 1) The next edition of Char Char News should be posted to local residents on Thursday April 1<sup>st</sup>. This implies the following for articles: Printers Thursday 25<sup>th</sup> March; first drafts by Mon 15<sup>th</sup> March. Target size is 12 pages A4 to be folded into C5 envelopes to save money.
- 2) Considerable work is required to ensure that the CVPC web site conforms with HMG's requirement WCAG2.1. CWG recommends delaying the decision on actions to be taken until September when options will be clearer, and that our site will not provide services for local community groups until this issue is resolved.
- 3) CWG recommends that CVPC recognize the need for the role of 'Press Officer' and that this be handled by CWG which will recommend procedures for handling CVPC information release.

Notes from meeting:

### Char Chat News

Next issue of CCN targeted for posting on Thursday 1<sup>st</sup> April. This implies the following:

Articles to editor by Mon 15<sup>th</sup> March

Delivered to Printers Thursday 25<sup>th</sup> March

Suggested articles include: River Char; Buses/Transport; Playgrounds; Environment; Planning; etc with specific articles on: Dog poo bags in hedges (CP); Bat conservation activities (CM); Organic Farming (HJ); History- Moore's Bakers (SCC); CVPC logo comp (CN); Something on People locally (CP or HJ? – see discussion re Web Site)

Distribution Addresses: CWG have researched 'The Occupiers' lists and now need input from CVPC Cllrs on remaining 70 addresses. **Cllr to circulate**

### CVPC Web site

Cllr Carey explained why our new web site was not conformant to WCAG2.1 and the amount of work necessary to achieve this. It was noted that DAPTC was working with a commercial company, Aubergine, to create conformant web sites for local councils but this was not yet a proven option and was more costly than our current position. CWG recommends a review in 6 months but that we continue to rectify current WCAG issues as far as possible, and only post conformant documents onto our site as we go forward. This also means that we cannot provide support for any local community groups currently, and may not be able to in the future depending on our solutions.

CWG also discussed whether CVPC website should carry obituaries for local residents as it was only after someone had died that much of their history was revealed. However, it was felt that it would be better to find a way to involve local residents and allow them to share their histories themselves, if they wanted to. It was noted that there are existing small groups which already do this and we should look as ways in which this could be encouraged – perhaps through an article in CCN.

### Noticeboards

All noticeboards now have a notice displayed showing the CVPC Councillor who has agreed to look after that board (a 'warden') for that board and who local residents should contact about the content of that board.

Minutes of CVPC meetings should be displayed as soon as possible after they have been agreed.

Action: CVPC Clerk and noticeboard wardens

Some noticeboards may need maintenance etc, and this was referred to the CVPC amenities working group. Cllr Creed-Castle to action

### Communications Strategy

Cllr Carey summarized his recent DAPTC session on Comms Strategy. There was discussion around the way in which CVPC communicates to residents, how residents communicate to CVPC, the role of CVPC 'surgeries', how CVPC could deliver its role in a transparent way, how CVPC could respond to external requests for information, how CVPC would respond to any reference to CVPC in third-party communications (eg facebook, Instagram, local newspapers/reports, other organisations press releases, etc). CWG agreed that a 'Comms Strategy' was worth considering, and that the role of CVPC 'Press Officer' (or equivalent role) should be defined and proposed. CWG to send comments to Cllr Noon and Cllr Noon to prepare a draft CVPC Comms Strategy.

### CVPC Style Guide

The 'style' of communications used by CVPC (eg notices, agenda, CCN, minutes, web site, etc) has evolved and we now have a fairly consistent style and would like CVPC to adopt this consistently. Cllr Carey will draft a Style Guide and CWG will recommend it to the full council with some examples.

Some practical considerations were noted: wherever possible we should minimize any paper usage (eg if one line in a document causes a full new page to be printed etc); colour printing is not always necessary; on some documents a reduction in content could be usefully achieved using an identifiable logo instead of Char Valley Parish Council in full.

Having a CVPC logo was suggested as a useful identifier for CVPC materials, for example it could be used on the envelopes for CCN, as a simplified header on printed documents, etc. It was suggested that we invite residents to suggest a logo. Cllr Noon to action

### CVPC Councillor email addresses

Councillors are starting to migrate to the new email addresses of the format [initialname@charvalleyipc.com](mailto:initialname@charvalleyipc.com) so that all CVPC correspondence can be easily identified and separated from personal and family emails etc. Cllr Carey will provide a simple one-page guide.

Next meeting: 5pm Tuesday February 16<sup>th</sup> 2021

Councillor Chris Noon

21/01/2021