

BROADCLYST PARISH COUNCIL

COMMS SUBCOMMITTEE MEETING MINUTES (Draft)

Members of the Press and Public were welcome to attend this meeting in accordance with the Public Bodies (Admission to Meetings) Act 1960 (1) (2)

NB: There were no matters of a confidential and contractual nature for discussion under Part B (exclusion of press and public) in this meeting.

To: Broadclyst Parish Council Comms Subcommittee Members:

Cllrs L Straw (Chairman), Coton, Fernley, Gent, non-councillor members, Judy Ferrier, Clare Ratcliffe.

For Information: Broadclyst Parish Councillors, District and County Ward Members, Press and Public.

Committee Members are hereby summonsed to a Comms Subcommittee meeting of Broadclyst Parish Council for the purpose of transacting the following business:

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MINUTES (Draft)

C23/001 MEMBERSHIP AND ATTENDANCE

- i. Subcommittee membership was confirmed as Cllrs L Straw (Chairman), Coton, Fernley, Gent, non-councillor members, Judy Ferrier, Clare Ratcliffe.
- ii. Councillor Record of Attendance: Cllrs Coton, Fernley, L Straw. Apologies from Cllr Gent
- iii. Non- Councillor Record of Attendance and Apologies. None

C23/002 DISCLOSABLE PECUNIARY INTEREST

There were no new DPIs or requests for dispensation made to the clerk.

Standing Orders were suspended:

C23/003 PUBLIC QUESTIONS

There were no public questions.

The meeting will reconvene under Standing Orders

C23/004 REMIT OF PARISH COUNCIL AND REVIEW OF CURRENT PLATFORMS

- i. The subcommittee discussed the remit and position of the parish council, along with current officer resource limitations. Statutory obligations under the Local Government Transparency Code 2015 were considered.
- ii. Website. There was a general discussion around the type and priority of content for the council website:
 - a. 1st tier: parish council governance docs (i.e., Minutes, payment schedules)
 - b. 2nd tier: community group activities and events
 - c. 3rd tier: principle council news and activities that are of relevance to the parish
 - d. 4th tier: other local matters.

ACTION: the Chair to prepare a briefing paper for a Comms strategy to fit with the Council's wider strategy and council priorities.

- iii. Noticeboards: there are noticeboards at: Broadclyst car park, Broadclyst Sports Pavilions, Dog Village, Westwood, Blackhorse. New noticeboards have been purchased and will be installed once permissions are in place and resources become available. There is also a community noticeboard within the shop at Co-Op (Westclyst).

ACTION: not all noticeboards are regularly updated as previous volunteers have moved away and not been replaced. Team to consider how/who to recruit new volunteers to keep their local noticeboard updated.

- iv. Social media. The Council has three main platforms: Facebook, Instagram, and X(formerly Twitter). Accounts are administered by council staff. Draft posts can be sent into the office for uploading. Images ideally need to be 300dpi and for instagram should be 'square'

C23/005 BROADSHEET

- i. Publishing schedule. The Broadsheet is published four times a year: beginning of March, June, September, December.

- ii. Deadlines for copy are 4 weeks before the publishing date. Clare is happy to research community clubs and associations and see what news they have to share &/or events coming up to publish.
- iii. Advertisements: paid adverts are carried to supplement the cost of production and to promote local businesses.
- iv. Current distribution numbers are 3,500 A4 copies and 8 A3 copies.
- v. Distribution challenges and solutions. Save for some properties that receive posted copies and advertisers that are based outside the parish (i.e., Vale Vets at Honiton), the Broadsheet is hand delivered. Where this has been a manageable task in the past with volunteers covering 2-3 roads or a small area, economies of scale have meant that we have fewer volunteers covering larger areas, and they in turn receive a mileage allowance. This creates an issue if the volunteer is not available as the area to cover is so much larger than before. Officers do not have the capacity to recruit new volunteers, nor to undertake deliveries (even if they did, it would not be best use of their time). Tithebarn is particularly problematic, partly due to general lack of volunteers and partly because not everyone realises where different developer areas start/finish, resulting in duplicated deliveries / missed properties.
ACTION: Councillors to try to recruit additional volunteers in their local community to help deliver the Broadsheet.
- vi. Future articles for the Broadsheet include:
 - a. Cycle path (environment group)
 - b. Fun Day article (done in Sept edition)
 - c. Love TownHill / safe route to school (LS)
 - d. Collaborative working (Clerk)
 - e. Youth Club BBQ (LS)
 - f. Pinhoe Scouts (and sections)
 - g. Broadclyst Guides (and sections)
 - h. Community use of Science Park Dome and working space
 - i. Community use of Victory Hall
 - j. Hotel at Science Park
 - k. Bus routes at Tithebarn

C23/006 Business Directory

- i. The subcommittee considered the compilation of a directory of local businesses and services. It would be important to note that inclusion does not endorse the company or the services offered. The Neighbourhood Plan database contains a good amount of information as a starting point.
- ii. The subcommittee considered how a business directory could be published/shared with the community. A space on the website could be created.
- iii. It was noted that this will require additional human resources, with sustainability (regular reviews/update of content) and public expectation management being key factors.

C23/007 WEBSITE

- i. It was mooted that the website could have additional pages per village which would enable parishioners to easily find news and information pertinent to their locality.

- ii. The accessibility of uploaded content was discussed; it is important that content is as accessible for all as it can be, including the use of assistive technology such as screen readers.
- iii. Interactive 'Doughnut' of council responsibilities to be created (Action MC)
- iv. Upload permissions: councillors who wish to do so can create unpublished content for officers to publish after checking.

C23/008 DATE OF NEXT MEETING

To set the date of the next Comms subcommittee meeting. TBC – not set at meeting.

C23/009 CLOSE OF MEETING

The meeting closed at 21:00hrs as it had reached the maximum length of time for a meeting under council standing orders.

Signed:

Print:

Date:

ALL DOCUMENTS AVAILABLE IN LARGE PRINT