



COPYTHORNE PARISH COUNCIL

A meeting of the Media and Publicity Advisory Committee was held via Zoom Video Conference on Thursday July 2nd 2020 starting at 11am (note: this meeting replaced the postponed meeting due to be held on March 6th 2020)

Invitees: Councillors Steve Herra (Chair); Simon Lucas; Jackie Rhodes;
Parish Clerk David Rigby (non-voting member)

A G E N D A (and notes of discussion)

1. **Apologies for absence**
None
2. **Declarations of Interest**
None at outset of meeting or needed to be declared during the meeting.
3. **Review of notes of previous meeting (Jan 10th 2020)**
All present were happy that the notes accurately reflected the discussions
4. **Consideration of any changes needed to ToRs following adoption of “Council Objectives”.**
Members agreed to seek Council approval to:
 - a. Amend responsibility 3 by adding the words highlighted below:-
*“Regularly reviewing our existing methods of communication (currently Parish Newsletter; Stanley’s Own newsletter; website; **noticeboards; Facebook; Telephone Boxes**) to include distribution sites for Parish Newsletter (additions, deletions) and making recommendations to Council.*
 - b. Amend responsibility 5 by adding the words highlighted below:-
*“Consider and make **cost effective** recommendations to Council to **improve and increase the range of methods for Council getting its message across.**”*
5. **Review of Council Facebook page**
JR and DR reported on the success “soft launch” of the Council’s Facebook page. Over 80 likes (regular viewers) have been received to date. Each post on the page is attracting a reach of between 20 to 50 viewing. By sharing some posting on other Facebook pages/group a greater reach is being achieved (over 500 for the July newsletter which included a piece on non-native invasive plants & nearly 1000 for our June council meeting notice). JR will arrange for a “Social Media Code of Conduct” to be added to the page.
6. **Consideration of a work programme for the Media & Publicity Advisory Committee through to end of March 2021.**
Suggested in response to the “Council Objectives” process was to agree clear communication between the Parish Council and the community using the following methods (M&PAC):

Notice boards – SH provided photos and a discussion took place on whether current locations were the best. It was agreed to explore nearby re-siting options for the Bartley; Ower; Cadnam; and Copythorne boards

Newsletter – Has existed in its current form for nearly 5 years. Tweaks have been made along the way and it is well received. SL who compiles and edits the newsletter would like a separate agenda item at the next M&P AC meeting to discuss how to continue taking the newsletter forward.

Facebook – It was agreed that the use of this form of social media has clearly broadened our reach. More and more use will be made of this medium as we look to enhance our communication with the community.

Stanley's Own – Our use of this publication allows us to reach another catchment group and remains important to us. Recent negotiations between SL and the editors have resulted in the Council being given a free page to deliver the public service message about the spread of non-native invasive species.

Website – Ongoing work continues to be needed to keep it up to date and compliant with accessibility legislation. Possible inclusion of a tool for surveys remains a wish.

(Subsequently added) Telephone Boxes – Our three (hopefully soon to be four) phone boxes are a useful tool for communication and the M&P AC needs to work with the 5YP AC to discuss how more use could be made of them for spreading our messages.

7. Discussion of any other matters relating to the Aims and Responsibilities of the Media & Publicity Advisory Committee.

None

8. Agree date for next meeting.

Friday October 2nd 2020, 11am