



Parish Clerk: Chris Gittins
 timsbury.parish.clerk@gmail.com 01761 470 516

COMMUNICATIONS COMMITTEE MEETING

Monday 9th October 2017, Tynning Room, Conygre Hall, 6:30pm

MINUTES

Ref:	Minutes	Action
Present:	Veronica Packham (Chairing), David Collett, Sheila Clarke, Sue Langdon, Felicity Groves (Newsletter Editor), Chris Gittins (Clerk)	
Welcome and Apologies	The Chairman welcomed those attending. Dave Lorriman was absent.	
Minutes of last meeting	No minutes of the previous meeting in February 2017 had been written, for which the Clerk apologised.	
Newsletter	<p>FG was congratulated on improvements to the Newsletter.</p> <p>Plans for further improvements to the quality of the Newsletter included:</p> <ul style="list-style-type: none"> • FG to draft guidance on behalf of the PC for regular contributors for shorter articles with more of a future perspective and including more photos, and expressing her need to edit when required. To be emailed to them and included in the Newsletter. • Invite further articles and photos to illustrate stories with shorter text from wider sources. • New photos by Alan Gorse were approved for cover of the Nov. and Dec. editions. • DC and FG to agree a house style to ensure consistency and better readability. • To include more fillers when required such as Health & More help dates, Mobile Library, the website, bus reminder and timetable, country code, dog code, request for articles and photos etc. • Consider more printing in colour – FG to enquire about the extra costs, including for November edition. • Delay some to-print dates when key mid-month events can be reported on such as Fun Day, Flower Show etc. <p>Income from advertising had improved with an expected net cost to the PC of about £3,885 rather than the precept budget of £7,000 which was an over-estimate. New advertising rates were proposed for colour print for businesses - full page £60, half page £37; for voluntary groups - full page £40 and half page £25. Other rates to remain unchanged since 2015. Quarter pages were considered awkward to include. These rates would need to be communicated to regular and new advertisers.</p>	<p>FG</p> <p>FG</p> <p>FG DC, FG</p> <p>FG, Clerk</p> <p>FG</p> <p>FG</p> <p>Clerk</p> <p>FG</p>

<p>Website The Webstats of the new site timsbury.org.uk has attracted a good new audience and is working quite well. In particular, most readers are local and half of users looking at more than one page looked at an average of six pages. PC content is now complete. Proposals to improve readership included more postings via Facebook linking to the site and more interesting news items.</p> <p>Social Media The PC presence on Facebook and Timsbury Rocks group had improved the visibility of the PC a lot. Several Parish Councillors view the TRocks so being able to review posts by the Clerk.</p> <p>Report to the Parish Council 1. To report on progress and to recommend proposals for improvements to the Newsletter. 2. To recommend new advertising rates as above for colour print.</p>		Clerk
Next meeting	To be arranged when required.	Clerk

There being no further business the Chairman closed the meeting at 8.10 pm

Chairman: _____

Date: _____