



# Laverstock & Ford Parish Council

Incorporating Milford, Bishopdown Farm, Old Sarum & Longhedge

## Virtual Meeting of the Communications & Community Engagement Committee held on Tuesday 1<sup>st</sup> February 2022 at 7pm

In accordance with current regulations no resolutions or decisions were made at this virtual meeting.

### DRAFT MINUTES

**Councillors present:** Waller (Chair), Barker, Hayes (from 7.15pm), Jones

**In attendance:** Deane (Acting Clerk), Cavendish (Operations Officer), Whitfield (Communications and Community Engagement CCE Officer)

The meeting commenced at 19.03pm

#### **CCE.22.001 Apologies**

No apologies had been received

#### **CCE.22.002 Declarations of Interest**

There were no declarations of Interest

#### **CCE.22.003 Review of Minutes 2<sup>nd</sup> November 2021**

There were no comments on the previous minutes.

#### **CCE.22.004 Matters arising**

There were no matters arising that would not be covered in separate agenda items at this meeting.

#### **CCE.22.005 Meeting times, dates and venues**

The Acting Clerk reported difficulties in securing venues on Tuesday evenings. It was agreed to change to the first Wednesday of meeting months in future.

#### **CCE.22.006 CCE Officers Update**

The CCE Officer had previously circulated the current media report. The council's Facebook profile had increased from 50 to 500 in the last 12 months. Press relations contacts would be passed to the Acting Clerk and Operations Officer as the CCE Officer would be leaving the council shortly. The CCE Officer encouraged councillors to share Facebook posts to increase coverage.

#### **CCE.22.007 New website**

The CCE Officer reported on a meeting of the focus group, who had reviewed the proposed content for a new website. The CCE Officer will be sending the proposal to two preferred suppliers to confirm their charges. There was a discussion over outsourcing the task of writing the revised website content, and whether an external contractor would know enough about the Parish Council to be effective.

#### **CCE.22.008 Work programme/order of priorities – Parish Identity**

The Communications and Community Engagement Committee had previously decided to consider the Parish Identity as the last item on their order of priorities, including considering the name of the Parish Council. The Acting Clerk reported on the difficulties of engaging with residents in Old Sarum, Longhedge and Bishopdown Farm, many of whom do not realise they are part of Laverstock and Ford Parish area, as well as the financial implications of changing the Parish Identity. The Committee agreed it would be preferable to decide on the Parish name and identity before establishing a new website. The Acting Clerk will provide up to date figures of the number of residents in each ward.

#### **ACTION ACTING CLERK**

Different methods of engaging with residents and seeking their opinions were discussed. The CCE Officer recommended creating a plan and timeline for the project. The Chair felt that the whole Parish Council should be asked for their views. This will be included on the next Full Council agenda.

The Operations Officer and Acting Clerk will continue to work on the content for a new website.

Reviewing the newsletter will be part of the Parish Identity project.

### **CCE.22.009 Parish Action Plan**

The Acting Clerk had circulated a copy of a draft Action Plan.

The Acting Clerk asked for everyone to consider what key objectives councillors would like included. The Chair asked for this to be raised at the next Finance and General Purposes Committee where all committee chairs would be present.

### **CCE.22.010 Memorial Policy**

The Chair and Operations Officer supported having a consistent policy across the Parish. The Chair and Cllr Hayes will form a working group with two members from the Operations Committee to draft a new policy.

### **CCE.22.011 Community Events**

The Chair commented that Community Events would be a good opportunity to promote any change in Parish Identity. Engagement at previous events had mixed success. The Operations Officer reported there were plans to expand the Old Sarum event this year who may be seeking Parish Council grants and support to help stage it. They would also like suggestions on projects for any funds raised to be allocated. Councillors supported attendance at community events going forward. The Operations Officer reported there was a quarterly Open Day held at Longhedge, attended by Abri and the Community Policing Team. The Operations Officer will circulate dates of known events.

**ACTION OPERATIONS OFFICER**

Cllr Jones will circulate plans for litter picks in the area.

**ACTION CLLR JONES**

Cllr Barker reported there was an active 'womble' group litter picking in Longhedge and Old Sarum.

**NEXT MEETING.** The next meeting of the Communications and Community Engagement Committee is Wednesday 6<sup>th</sup> April 2022. Venue to be confirmed.

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