

ABBOTSKERSWELL PARISH COUNCIL

Minutes of the Parish Council Communications Committee Meeting
Friday 16 February 2018 at Mote Cottage, Abbotskerswell
Meeting commenced at 10:00 am

Present Liz Clowes, Ann Allen, Kevin Eales, Wendy Grierson, Kathy O'Neil

Apologies for Absence None

| No | Item | Description | Who | When |
|-----------|--------------------------------|---|--|--|
| 1 | New Member | <p>Kathy O'Neil was welcomed as the newest member of the Communications Committee, having volunteered after reading in Abbtalk that the PC needed help with the Website and social media.</p> <p>Kathy is going to take on the social side of the website in terms of adding relevant articles. All to share with Kathy news and articles particularly pictures and attachments.</p> <p>Liz to continue to edit the formal side of the site with regards to minutes, planning etc.</p> | All | Ongoing |
| 2 | Facebook update | <p>The profile for AKPC which Liz Clowes manages is to be deleted at the end of February and a new Page for AKPC is being circulated to get people to 'like' it.</p> <p>Liz has loaded photos onto the new page, and will load more as a library to be used for articles.</p> <p>All discussed the 'Spotted Abbotskerswell' page. Seems to be a good vehicle for getting commentary on things happening.</p> | Kathy Liz | Ongoing |
| 3 | Review of website | <p>Better prominence of the Facebook link needed on the website and link pointing to new page rather than the soon to be deleted</p> <p>Website is definitely showing more usage and traffic, particularly for articles that are featured on Facebook. Total through traffic exceeds 250,000 separate hits since birth of website in Dec 2015.</p> | Liz | By end Feb |
| 4 | Articles needed now | <p>The following articles need to be on Website and Facebook</p> <ul style="list-style-type: none"> Hare and Tortoise – School initiative to raise funds for IT equipment – Ann Allen to send Kathy the materials and poster from Abbtalk 20 is plenty – the stickers that are to be circulated with Abbtalk - Ann Allen to send Kathy the materials and poster from Abbtalk ARA requirement for more volunteers including a Chairman – someone who is handy - Ann Allen to send Kathy the materials and poster from Abbtalk | Ann Kathy Ann Kathy Ann Kathy | End Feb End Feb End Feb |
| 5 | Improvements to website needed | <ul style="list-style-type: none"> Take Bob off the list of councillors and show that as a vacancy Profile photos to be improved for councillors and committee memberships to be added Group photo needed for Facebook and website. Kathy to attend next PC meeting on 26 February to take a photo. Kevin F won't be there, but group shot can be redone. Under list of committees on Website, add ARA – see AGM | Liz Liz Kathy Liz | ASAP End Mar Feb 26 End Mar |

| | | | | |
|---|--------------------|--|--------------------------------------|--|
| | | 2017 for members <ul style="list-style-type: none"> • A standing Article to be posted on the website called 'Road Closures' to which new road closures can be added • Update to clubs and activities to be made – copy to be taken from Abbtalk. Include Messy church, Knit and Natter, and lose WI • What's on to be kept updated by Ann Allen – Mar items to be added • Ann still to load back copies of Abbtalk – Liz, Ann and Kathy to have a session on using Website early March | Liz Liz Ann Liz, Ann, Kathy | End Mar End Mar Ann Early Mar |
| 6 | Neighbourhood Plan | Current status of Neighbourhood Plan needs to be featured on Website. Liz and Kevin to get together early Mar to make a plan for archiving old materials and showing the activities of the committees that will take the plan forward (perhaps reusing the 'Evolving Plan' page for the committees) | Kevin and Liz | End Mar |
| 7 | Style and content | Wendy agreed that the style and content should be more newsy and approachable for both Website and Facebook. Abbtalk policy to be sent to Liz and Kathy as a guide to what's acceptable particularly regarding commercial undertakings requesting space, and responding to comment on Facebook. | Kevin | Done |