



15th March 2021

**A meeting of the Communications Committee held on
Monday 15th March 2021 at 6:30pm via Zoom**

15/21C To note those present and list apologies for absence.

Members: Cllr Jane Martin, Cllr Ellie Crook, Cllr Alan Dean, Cllr Christie Haggis, Cllr John Seaton and Cllr Mark Silvester.

Also present: Cllr Alan Cooper (ex officio), Cllr Kate Leavey and the Clerk.

16/21C To declare any Disclosable Pecuniary Interests (DPI), Other Significant Interests (OSI's) or a Voluntary interest relating to items on the agenda. None were disclosed.

17/21C To consider and adopt the Minutes of the Meetings held on

- 1. 29th July 2020 and if in order sign as a true record.** The minutes were agreed unanimously adopted as a true record. Minutes signed by Chair.
- 2. 2nd September 2020 and if in order sign as a true record.** The minutes were agreed unanimously adopted as a true record. Minutes signed by Chair.
- 3. 2nd November 2020 and if in order sign as a true record.** The minutes were agreed unanimously adopted as a true record. Minutes signed by Chair.
- 4. 23rd November 2020 and if in order sign as a true record.** The minutes were agreed unanimously adopted as a true record. Minutes signed by Chair.

Action: All minutes from the 29th of July 2020 to be signed as a true record and scanned and sent via email or sent by post to the Clerk at Cllr Martin discretion.

Concern: Raised by Cllr Jane Martin and Cllr Alan Dean that the Clerk was detailing the minutes agenda item and minutes item on the minutes differently for the Communications team if compared to other committees' minutes. Clerk advised that there was no reason for any difference in wording across any committee and nothing intentionally different, going forward the exact same wording will be aimed to be used on all agenda and minutes.

Concern: Raised by Cllr Martin that the logo was not being seen on any of the agenda and minutes also for Communications Committees documents although the logo can be seen by Clerk.

Action: Clerk to therefore ensure exact same wording is used now for this item on all agendas and minutes and the logo to also be on all copies of agendas and minutes going forward and to double check when converted logo is still incorporated and not omitted.

18/21C To consider and adopt the Minutes of the Meeting held on 18th January 2021. The minutes were agreed unanimously adopted as a true record. Minutes signed by Chair.

Agreed: Unanimously agreed the minutes of the meeting of the 18th of January 2021 were a true record.

Action: Minutes dated 18th January 2021 to be signed as a true record and scanned and sent via email or sent by post to the Clerk at Cllr Martin discretion

19/21C The communications strategy

- 1. Committee to decide on the definitive document for presentation at council**

Raised: The Clerk raised that a letter could accompany the Council tax bill next year detailing achievements in last year/so far and detailing the explanation for why Precept was

Signed:

Dated:



15th March 2021

calculated and will be spent. **Agreed:** It was supported by Cllr John Seaton and agreed by all this would be considered for next year to accompany the Council tax bill to residents.

Agreed: Communication committee to consider a Community Council Precept insertion in preparation for next year to accompany the Council tax bill sent to residents

Raised: Cllr Alan Cooper raised that careful consideration re some wording and communication to residents re the monies we are allocating for the Bybrook Bockhanger Community Facility.

Agreed: It was agreed that the Communications team would consider this with careful thought within next year's communications strategy and communications on the hub.

Advised: Cllr Jane Martin, Cllr Mark Silvester, Cllr Christie Haggis and Cllr Ellie Crook are mid development of infographics that will be ready soon to publish on precept.

Raised: to add the Council's communications work will (Page 3) - and inform our residents and audience.

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Raised: By Cllr Seaton to add links to ABC and KCC websites for links from the Kennington Community Council website such as where to go to report items such as pot holes.

Agreed: **This will be** looked at within the website update within the Strategy document A-Z (3.2/Page 5).

Raised: To amend the wording on Page 4 where there is to *encourage greater attendance and involvement at Council Meetings by using live streaming* to make the Community Council more accessible underneath adding in the how as in live streaming but with an overall target to target those that would not normally come to meetings or get involved that would not normally i.e. the youth Council that could fall in here.

Agreed: To amend the wording to incorporate amendment on Page 4 incorporating in comments re making the Council more accessible and targeting residents to get involved.

Cllr Ellie Cooper left the meeting at 19.17 and sent her apologies

Raised: by Cllr Alan Dean that all documents that are being considered by Council are uploaded on to the website should be published and this would have further supported us with fending of the statements on social media recently as could direct them to this.

Agreed: That this would be looked at for the development of the website.

Raised: Ensure the council brand is consistently linked to services and incorporating this as a standard at the end of all Councillor emails.

Agreed: As agreed previously at Council, Councillor Martin to raise a template and how to for the foot of all Councillors emails and propose to Council

Raised: By Cllr Alan Cooper on Councillor surgeries a how to process/template/guide would be an advantage if can be considered from the Communication committee to help Councillors to be able to set up a surgery so as this can be picked up by an Councillor with an address of surgeries@kennintoncc.gov.uk or similar to be researched as an option to provided to Councillors

Agreed: and supported by all committee this would be considered re and a guide process for Councillor and how to do re surgeries so as all Councillor should they want could run either on a specific topic as well as those that will be run as a group

Raised: re promoting for a Youth Council through Schools

Agreed: To make contact through career teachers /PSHE teacher and the Student Council members at schools and colleges across all of Ashford and Wye as many may not go to school in Kennington but live in Kennington. Also work/engage though and with Duke of Edinburgh , Scouts and Young Explorer groups.

Signed:

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15th March 2021

Raised: Kennington Community Council could assist with work experience advice for local business at schools to connect re work experience options and work with school and businesses

Agreed: To look at this as an option as part of the youth Council engagement works

2. Committee to decide the social media strategy steps for the next 6 months and produce the comprehensive implementation plan

Agreed: To primarily focus on Facebook and the Website with blogs initially and diarise to review in 6-12 months to then add on Twitter, Linked In, Instagram etc. 2-3 blogs to be posted per week on items such as Council Tax, What does the Community Council do, What the Council does not do, the Youth Council, The Community hub, Putting Kennington first, the documents and What's upcoming at Council and committee meetings. A-z of what we do, Questionnaire, Affordable Housing, Assets of Community Value, Planning Development sites such as S2 S19 and S20, Southern Water Treatments Works, Community Facilities. Community Grants Play areas and the War Memorial restoration.

Agreed: Communications committee will finalise document over the next 2 days with Cllr Martin having a discussion with each committee member and then invitation via email Councillors to add in further suggestions for topics whilst considering which medium would be best used as in blog, video, radio or video pod cast, Facebook post etc

Agreed: To look into pod cast videos with a recording perhaps with 2-3 members on a zoom in relation to discussing the Community hub with a view to post a video 1-2 minutes long.

Raised: re Training of Councillors for Social media posting and a general media advice document of how Councillors should behave comment, and the look on virtual meetings of backdrops etc. in public

Agreed: to look at uniform backdrops for all and a link and how to be sent to all and a quick how to look at backdrops for use in both Zoom and Teams

Action: Agreed next steps following tonight, Councillor Martin is to send revised Strategy document round to all Communications team members after taking into consideration discussions of this evening in next day and will discuss with all committee members initially and then a working Group will take place before the end of the week in order to send finalised document to Clerk in next few days for circulation to then all Council for Councillors comment and suggestions for topics etc. to come back to committee for consideration before the next meeting.

20/21C Items for inclusion on the next agenda *(For Councillors to raise items for information only and to request items for the next agenda) Newsletter, Website next Steps, Terms of Reference.*

Raised: Action log to be placed under minutes of all future meetings

Action: Clerk to add to next agenda and all future agendas.

21/21C To agree the date of the next meeting. The next meeting date was not decided.

22/21C Close of meeting. The Meeting closed at 20:30

Signed:

Dated: