

REDBOURN PARISH COUNCIL

**Minutes of Management and Communication Committee held on Tuesday 14th September 2021, 10am
in the Parish Centre, Swendell Hall, following covid-regulations**

PRESENT: Councillors S Vegro (Chair), V Mead (V Chair), I Caldwell, D Mitchell and C O'Donovan

IN ATTENDANCE: C Kenny (Clerk)

1. APOLOGIES FOR ABSENCE

Cllr Maynard

2. DECLARATIONS OF INTEREST

Cllr Caldwell - Nickey Line (CM), Redbourn Village Online, Active in Redbourn (M)

Cllr Maynard – Redbourn Museum (Trustee)

Cllr Mead – Redbourn Youth Club (CM), Redbourn in Bloom (M), District Councillor, Active in Redbourn (M)

Cllr Mitchell – District Councillor, Community Care Group (M)

Cllr Vegro – Active in Redbourn (CM)

3. PUBLIC PARTICIPATION

None

4. MINUTES OF THE PREVIOUS MEETING

It was proposed by the Chair and resolved that,

The minutes of the meeting held on 13th July 2021 are adopted as a true record of the meeting.

5. ACTIONS ARISING FROM THE PREVIOUS MINUTES NOT APPEARING ON THE AGENDA

Item 13 – the Clerk reported that she had offered the Parish Centre car park to the owners of the recycling company but unfortunately they declined the offer as we cannot offer them set times each week.

6. MATTERS TO REPORT

Clerk – use of Parish Centre for recycling initiative

7. FINANCE

7.1 To receive the latest Management and Communications finance reports

The Clerk presented the latest income and expenditure report for this committee. It was noted that the insurance renewal costs had been received and had increased by £2K. This has been attributed to the play area claim.

It was proposed by the Chair and resolved that:

The Income and Expenditure Report, dated 8th September 2021, reflecting Accounts to the end of August 2021 be received

8. PARISH CENTRE MANAGEMENT

8.1 Update on hirers

It was noted that income was lower in July and August due to the summer holiday however there are bookings every weekend up to December.

ACTION: Add price review to the next agenda

8.2 To consider offering a lost and found service

Officers currently take in lost and found items from members of the public but on a very informal basis and it was suggested that proper process should be put in place so that the service is offered and publicized.

It was proposed, seconded and resolved that:

RPC offer a lost and found service subject to the relevant policy and insurances being in place.

ACTION: Clerk to prepare process and policy and add to next agenda

9. PARISH COUNCIL MANAGEMENT

9.1 Officer Reports

Cllrs noted the Officer reports.

ACTION: Clerk to amend Officer report by removing 'assistance' with 'issues' and include addition line 'Officer comments'

9.2 To consider investment in equipment for use a community events

Following on from the Parish Council having a stall at the Classics event, it was clear that the equipment the Council has for displays is inadequate, old and not fit for purpose. The Clerk suggested alternative solutions.

ACTION: Clerk to source and bring options to the next meeting.

9.3 To consider producing a calendar of Redbourn utilizing the photo competition entries

As the photography competition was such a success, the idea of using photos of the entrants to produce a calendar was discussed. The calendars would be produced by the Parish Council and given To the organizers of the Christmas Hamper initiative for them to sell as a form of fund raising.

It was proposed, seconded and resolved that:

RPC would produce a calendar using photographs from the competition for a cost of upto £500. All proceeds of the sales would be given to organizers of the Christmas Hamper initiative.

10 COMMUNICATIONS

10.1 To receive a report on the type of material to use for the newsletter

Cllrs referred to the report produced by the Community Officer. Officers have researched environmental implications of printing and distribution of the parish newsletter. Simply using recycled paper is not the answer. Paper can only be recycled 5-7 times before it becomes unusable. So in order to maintain standards, recycled fibres are often mixed with virgin fibres where there are few regulations in place to manage provenance and standards. Bleaches are also used to whiten the paper. The FSC (Forest Stewardship Council) promote sustainable, socially and legally responsible forestry, including workers and indigenous people's rights and community.

Currently the newsletter is printed on FSC approved paper.

It was proposed by the Chair and accepted that:

The Parish Newsletter should be printed as per option 4 of the report where it will be a self-cover on silk paper, FSC approved.

Cllrs discussed the possibility of encouraging residents to opt for digital copy rather than a paper version. Whilst Cllrs recognized the benefits on the environment of this option, it was also recognized that the printed version is more popular and more widely read.

ACTION: Ask distributors if they would be able to run a system where all the houses did not want a newsletter delivered.

10.2 To discuss how to develop the Communications Strategy for the Parish Council

Officers had instructed a company called Breakthrough Communications to submit a proposal to work with us to develop a communications strategy for the Council. The Community Officer has attended social media training courses run by Breakthrough Communications and been impressed with them. They work with HAPTC and are partnered with NALC. The team is made up of communications experts who were also councillors and clerks so understand the needs of Parish Councils.

The communications strategy development package involves a pre-survey for councillors and officers, a 2 hour facilitated workshop and a final online communication strategy with recommendations.

Cllr recognised the need to have a communications strategy and equally recognised that this was a big piece of specialised work.

It was proposed by the Chair and resolved that:

RPC employ Breakthrough Communications to help develop a communications strategy for Redbourn Parish Council for a cost of £1,495.

Due to workloads, this work would begin in January 2022

10.3 To consider and approve cost for purchasing a social media management tool

Social media management tools enable posts to be scheduled for certain days and times in order to provide a constant flow of information and generate interest and engagement with users. The CO has been using free software via Facebook however, its use is limited when scheduling regularly because it requires repetition across platforms which is extremely time consuming.

Hootsuite is a professional social media management tool that enables users to submit one post which it modifies for the different platforms in one place.

It was proposed, seconded and resolved that:

Community Officer signs up for a 30 day free trial on Hootsuite and sign up for a year's subscription at a cost of £39 per month, billed annually in advance at £468.00

11 MATTERS TO REPORT

Changing timings of M&C Meetings – Cllr Smith would like to sit on this committee but she is not available to attend at the current timings. Cllrs were asked to consider changing the times.

ACTION: Recommend to Full Council that M&C committee meetings start at 1.30pm

As the meeting was held in the Main Hall it brought to light that the loop hearing system did not appear to be operational.

ACTION: Facilities Officer to resolve

12 DATE OF NEXT MEETING

Tuesday, 12th October 2021, Parish Centre, Conference Room

The meeting closed at 11.42am

Signed..... Date.....