

BRADWELL PARISH COUNCIL

25 August 2020.

A meeting of the Public Relations and
Publicity Committee 7.30p.m.

This meeting was held online via the Zoom Conferencing Platform

PRESENT: Councillors Carrier (Chairman), Hamilton, Hirst, Macdonald, Shaw, Steggles, Watson

IN ATTENDANCE: Parish Clerk C Bacon.

1) **APOLOGIES** – Councillors Thurtle and Wainwright

2) **DECLARATIONS OF INTEREST** – None.

3) **ELECTION OF CHAIRMAN AND VICE CHAIRMAN**

This is the second meeting of the Public Relations and Publicity Committee, the first being on 25th February 2020.

Councillor Carrier was elected Chairman and Councillor Shaw was elected Vice Chairman of this Public Relations and Publicity Committee

4) **SUSPENSION OF MEETING** – no members of the public were present

5) **MINUTES OF MEETING – 25TH FEBRUARY 2020 – MATTERS ARISING**

All matters arising are to be discussed later in this meeting

6) **PUBLIC RELATIONS STRATEGY / POLICY, DO WE NEED ONE**

A sample Communications Policy had been circulated with the agenda. A discussion took place as to whether it was felt this Council needed such a policy. It was generally felt that a such a document, tailored to meet the needs of Bradwell Parish Council, would help to connect and engage with the residents of Bradwell. Cllr Hirst and the Clerk will amend this Communications Policy to ensure it meets the requirements of this Council and that it fits with existing Standing Orders. A draft will be circulated at the next Public Relations and Publicity meeting.

7) **PUBLICITY**
PUBLICATIONS

a) BRADWELLIAN (MARCH / OCTOBER 2020), WHAT DO WE DO WITH THE MARCH PRINT, WHAT DO WE DO IN THE FUTURE?

There are currently 5,350 copies of the March 2020 Bradwellian in the caretaker's store. It was **resolved that these issues should be recycled in an environmentally responsible way.** The Clerk will contact Belton Scouts for them to collect. It was **resolved to re-use any relevant article written for the March 2020 edition in a future edition of the Bradwellian.** A discussion took place as to the format of the next edition. This Council would like an edition issued before Christmas 2020. To avoid the possibility of being in the same position as March where a publication has been produced but not able to be distributed, the Clerk will contact the Bradwellian deliverers to check their availability and willingness to deliver a publication in winter. Councillors Hamilton, Hirst, Shaw and Watson offered to be part of the Bradwellian editorial team to support the Clerk for future editions.

b) MEDIA (GY MERCURY), WEEKLY VILLAGE UPDATES, HOW SHOULD WE USE OPPORTUNITY

Since the start of August 2020, the Clerk has been submitting short reports to the Great Yarmouth Mercury for their Village Life section. It is felt these reports are beneficial and should be regular.

c) NEW PARISH COUNCIL NOTICE BOARDS, WHERE SHOULD THEY BE LOCATED AND WHAT PERMISSION DO WE NEED?

In February 2020 the former Parish Clerk mistakenly purchased four * A2 noticeboards, instead of four * A1 noticeboards. Given the length of time that has elapsed, is it not possible to exchange these noticeboards. Two of these A2 boards can be placed side-by-side at Leo Coles Pavilion to effectively make one * A1 sized board. A discussion took place as to where noticeboards should be situated in Bradwell because it is felt the current locations are not ideally situated for footfall. It was felt the Parish Council website is the first place residents turn to for information, rather than noticeboards. The two Bradwell Community Centres, Morrisons and Tesco will be approached to obtain their support for an external noticeboard on their properties.

d) COMMUNITY CENTRES NOTICE BOARDS, HOW SHOULD WE USE THESE?

The Centre Manager of Mill Lane Community Centre will be approached if/when there is a requirement to publish notifications on their external noticeboard.

e) OTHERS

A discussion took place regarding publishing Bradwell articles in Belton's Village Voice magazine. It was felt short update articles should be published in the Village Voice, but Bradwell also needs to keep its identity separate with its own publication.

8) SOCIAL MEDIA

a) WEBSITE (ACCESSIBILITY), ACCESSIBILITY REGULATIONS 2018, PROPOSAL FOR COMPLIANCE

A report written by the Clerk had been circulated with this agenda. The Clerk was thanked for putting together the comprehensive report and making this technical issue easy to understand. Choices for a new website were put forward in the report: 1) Norfolk Parishes (associated with NALC) and 2) using a web designer. Using Norfolk Parishes would require taking membership of NALC, which was deemed too expensive for this Council previously. The Clerk explained her husband (Kevin Bacon) is a computer programmer, who wrote the software and website for the company he currently works at. Following redundancy on 1st October 2020 he will take a career break of six-nine months. He has offered to write a website for Bradwell Parish Council for free during this time. A new temporary website could be written quickly, with information transferred across from the current Council website. This would quickly achieve a website that is fully compliant with the new regulations. A permanent website could then be designed which would require input from all Councillors. It was **resolved to instruct Kevin Bacon to design a website for Bradwell Parish Council, but it should not be on a voluntary basis.** Kevin Bacon is to provide a quotation with a programme of works for compliance.

b) OTHER PLATFORMS

There was a discussion about whether Bradwell Parish Council should communicate through social media accounts. Any such accounts would have to be set up and administered by the Clerk. Councillor Carrier's daughter-in-law teaches how to use social media safely. Cllr Carrier will ask his daughter-in-law to advise this Council of the best way to use social media responsibly and how it can be monitored and policed. This will be at a future Zoom meeting, if face-to-face meetings are still not possible.

9) PUBLIC MEETINGS AND EVENTS

a) ANNUAL PARISH MEETING, IMPACT FROM COVID-19

The Annual Parish Meeting was cancelled in May 2020 due to COVID-19 and cannot be rescheduled until May 2021. The general lack of public participation was discussed, as generally the public only attend when there is something controversial happening in the village. It is a legal requirement to hold an Annual Parish Meeting – how can the public be attracted to attend this meeting? Councillors will give thought to this issue, which will be carried forward to the next meeting.

b) PARISH COUNCIL PUBLIC RELATIONS EVENTS, OPPORTUNITIES?

A discussion took place regarding how the profile of Bradwell Parish Council could be elevated. Other villages in the area hold events such as a fete or car-rally. A list of events to consider were discussed (such as a possible fete, film night or teddy bear's picnic). Councillors will give thought to this issue, bearing in mind the event must be practical and cost-effective, which will be carried forward to the next meeting.

10) MEASURING PUBLIC OPINION: HOW CAN WE MEASURE PUBLIC OPINION AND SHOULD WE?

It was agreed that public opinion should be measured. This could be via the Bradwellian, or a comments/suggestions page on the website. This issue will be carried forward to the next meeting.

11) REQUEST RECEIVED FROM ROBERT GORDON UNIVERSITY

A request from James Morrison, Course Leader at Robert Gordon University, had been circulated with this agenda. He is wanting to speak to somebody at Bradwell Parish Council regarding 'left behind' towns. It was generally felt that Bradwell is not as 'left behind' as some other parts of the Great Yarmouth area. The Clerk and the Committee Chairman will contact Mr Morrison to try to answer any questions.

12) CORRESPONDENCE

There being no other business, the meeting closed at 9.05 p.m.

Councillors were advised there is a Parish Council meeting scheduled for 15th September 2020 at 7.30pm

Signed: Date: