

BRADWELL PARISH COUNCIL

20 October 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** – None
- 2) **DECLARATIONS OF INTEREST** – None.
- 3) **SUSPENSION OF MEETING** – no members of the public were present
- 4) **MINUTES OF MEETING – 25TH AUGUST 2020 – MATTERS ARISING**

Point 11) Cllr Macdonald has an interview scheduled with James Morrison in two weeks' time.

Other matters arising are to be discussed later in this meeting.

5) **PUBLIC RELATIONS STRATEGY / POLICY**

A Public Relations Strategy document, written by Cllr's Hirst and Carrier, had been circulated to all committee members with this agenda. It details how Councillors should respond when engaged with the public or the media. This document is a strategy document, not a policy document; it is to be discussed and agreed before being absorbed into Standing Orders. There will be no conflict with Standing Orders. Councillors were invited to send any comments to the Clerk prior to this matter being put to the Parish Council meeting on 8th December for formal acceptance/adoption.

6) **WEBSITE - UPDATE ON NEW WEBSITE TO COMPLY WITH WEBSITE ACCESSIBILITY REGULATIONS**

The Clerk gave a demonstration of the new-look website, which is now ready to go live. All content from the current website has been transferred over to the new website, but the new website is on a platform that complies with the new WCAG2.1AA legislation. In addition to being legally compliant the new website has been designed specifically for people who are not confident with technology, making the website as accessible as possible for people at all levels of IT literacy. It is also mobile and tablet compatible. The Committee thought the website looked very good, straightforward and uncomplicated and thanked Kevin Bacon for his work.

Updating the website content (i.e. photographs and wording) can be discussed and agreed at a later stage.

A discussion took place as to when to launch this new website. The content of the new website is exactly the same as the content of the old website, it is only the platform that has changed to make the website legally compliant. Because this issue has already been discussed at Parish Council level and it is a legal requirement to do so, it was **resolved that the new website go live as soon as possible.**

At the last meeting it was agreed that Kevin Bacon should be paid a nominal fee for this work. Cllr Carrier suggested in August that Kevin submit a quote to this Council for the estimated number of

hours spent, multiplied by the National Minimum Wage, so a quote for this website work had been submitted for £288. The Clerk has attended two website compliance training webinars in the past fortnight, and both webinar hosts quoted a price of 'starting from £2,500' for comparable work. It was **resolved to retrospectively accept Kevin Bacon's quotation of £288 for this website compliance work.**

7) NEW LOGOS FOR BRADWELL PARISH COUNCIL

The resolution of the existing logo, depicting the Bradwell village sign, did not have enough pixel clarity for the new-look Bradwellian. Six different versions of a higher-resolution logo had been distributed to committee members with this agenda, three in colour and three in black and white. Cllr Carrier re-took the photograph and created the three new-style logos. It was **resolved to accept these logos into general use. The Clerk was asked to use these on Council communications where appropriate.**

8) THE BRADWELLIAN - UPDATE FROM THE BRADWELLIAN EDITORIAL WORKING GROUP

Cllr's Hirst, Hamilton and Watson gave an update on the new-look Bradwellian magazine. The new edition will be in full colour and will be more interesting for people to read. Like previous editions, this edition will be hand delivered in order to reach every resident in the Parish. In addition to every parishioner getting to see the new-look edition, it was felt it was the right thing to do to those organisations who had previously paid for advertising, believing their advert would be seen by over 5,000 households.

The new edition will be sent to every member of this committee for review and comment by the end of October with feedback sent to the editorial team. There will then be a one-off meeting with everybody on this committee.

Cllr Carrier has spoken to all of the Bradwellian volunteer deliverers explaining that this edition will be coming out at the end of November, or beginning of December. Cllr Carrier was very pleased to report that all but two people were happy to continue to volunteer and some offered to take on more distribution rounds. When the Bradwellian is delivered back to Leo Coles Pavilion, there will be a large manual task to sort the editions into deliverers 'rounds'. The Working Group were thanked for all their efforts, with particular thanks going to Cllr Hamilton for all his hard work putting the edition together.

9) NOTICEBOARDS - UPDATE ON WHERE THEY CAN BE LOCATED

Two new notice-boards are now in position on Leo Coles Pavilion. Cllr Watson has met with representatives of Tesco and Morrisons and received good feedback to our request to place notice-boards on their buildings. Cllr's Carrier, Comer and Watson suggest an ideal new location for a noticeboard would be on the corner of Mill Lane Community Centre, by the footpath. The Clerk will approach the Borough Council to seek permission for this Council placing a noticeboard at that location. Letters will be sent to Tesco and Morrisons to request their agreement. John Hirst will confirm whether a notice-board can be placed at Lords Lane Community Centre.

10) REQUEST FOR BUDGET 2021/22

The Parish Council Standing Orders state each Committee should suggest a budget for the following year. Committee members were asked to think about what to propose for a budget prior to the Finance Committee meeting of 10th November. For example, should the Parish Council request a nominal amount to enable sponsorship of parish events? Amounts should be for specific spends, not general ideas.

11) MINUTES – TIMING OF WHEN TO PUBLISH MINUTES ON THE WEBSITE

The Clerk learned on a recent training course that in the interests of transparency meeting minutes should be published on the website in draft form as soon as possible, rather than wait until the minutes had been officially approved at the next meeting. General consensus is this would not be a good idea as draft minutes could contain mistakes. The Clerk will check whether this is a legal requirement, or good practice. This issue will be transferred to the Finance Committee.

12) PUBLIC MEETINGS AND EVENTS

a) ANNUAL PARISH MEETING – COUNCILLORS THOUGHTS ON HOW THE PUBLIC CAN BE ENCOURAGED TO ATTEND

A discussion took place regarding how to encourage residents to attend the Annual Parish Meeting. This meeting has historically been poorly attended, despite various attempts to encourage attendance, e.g. by combining the meeting with another event. It is a legal requirement to keep encouraging public attendance. By the next Annual Parish Meeting there will be the new look website and Bradwellian, so the event could widely publicised via these medias.

b) PARISH COUNCIL PUBLIC RELATIONS EVENTS – COUNCILLORS THOUGHTS ON FUTURE EVENTS

Ideas were discussed such as a Victorian-style fete; village fete; environmental or themed fair; or an allotment holders fruit/flower show. The Parish Council could support the events and provide prizes. For a large event like a fete or fair, a Risk Assessment would need to be approved by the Borough Council. To attract attendees to these events, they could be publicised on the website and the Bradwellian. Ideas of potential events will be discussed at the Parish Council meeting on 8th December, as overall Council support will be required and an Organising/Events Committee may be needed. Realistically in the current COVID-19 climate, no events can be held in the near future.

13) MEASURING PUBLIC OPINION – COUNCILLORS THOUGHTS ON HOW THIS COULD BE ACHIEVED

Councillors discussed how public opinion could be measured, for example the number of visitors to the website could be monitored; a comments form could perhaps be added to the new website; a survey put on the website or Facebook; a Bradwell Parish Council Facebook page could be set up. Cllr Carrier will ask his daughter-in-law to attend a future meeting to discuss how this Council could use and promote Facebook safely. A discussion took place about why we are wanting to measure public opinion and what are we doing it for? It was **resolved that this is a long-term plan, so the issue will be deferred until next year.**

14) REMEMBRANCE DAY EVENT

It had been previously agreed that this year's event will be in conjunction with the Church. The event would start at the Church (under the Church's Risk Assessment), then move to the War Memorial before 11am at which point the health and safety responsibility would fall to this Council. Cllr Carrier read out the advice received from Norfolk County Council regarding COVID-19 compliance at Remembrance Day events. If this Council were to go ahead with this event, it will mean assessing/implementing compliance such as: assigning marshalls, ensuring social distancing, a temporary road closure, emergency service access, mitigating trip injuries, kerbs being made obvious, care of children, adverse weather issues, vehicle movement. There is the possibility of a £10,000 fine for breaching COVID-19 regulations. If the official Remembrance Day event stayed within the Church grounds, then the entire Risk Assessment would be the responsibility of the Church. A discussion took place regarding the practicalities of this event, given current guidance and legal requirements.

Given there will be no Remembrance event at the Cenotaph this year and the British Legion are discouraging involvement for the sake of health and safety of the elderly community it was **resolved that this Council will not hold an official Remembrance Day event this year, although individuals can attend the War Memorial site at their own risk. The Clerk will publicise this decision via the Bradwell Parish Council website. A sign will be placed in the vicinity to ask people to maintain social distancing.**

The vicar is still keen to borrow this Council's sound system. The Clerk will ensure this is fully charged ready for the event at the Church.

15) CORRESPONDENCE

An invitation has been received for a Zoom question and answer session with the Police and Crime Commissioner. The Clerk will send details to all Parish Councillors.

16) COUNCILLORS REPORTS

Cllr Watson reported there are a lot of comments on social media about dog fouling in the area. This issue should be discussed at Parish Council level.

There being no other business, the meeting closed at 9.39 p.m.

Signed: Date: