

Minutes of the meeting of the Communications Committee of Chelmsford Garden Community Council held on 28th March 2024 at 5.30pm at the Beaulieu Community Centre, 17 Centenary Way, Chelmsford, Essex

Present: Councillors Andrew Wright (Chair)
Melanie Williamson
Daniel Jeffreys
Kuldeep Golla
Cynthia Driver
Derek Drew-Smith
Executive Officer Suzanne Walker

Communications Engagement Manager: Julie Birkumshaw

No members of the public were present

24/CC.06: Apologies

None.

24/CC.07: Declarations of Interest

None.

24/CC.08: To approve the minutes of the meeting of the Communications Committee held on 1st February 2024

The minutes of the meeting of the Communications Committee held on 1st February 2024 were **agreed** and signed by the Chair.

24/CC.09 To consider arrangements for the youth survey and to make recommendations to Council accordingly.

There was a discussion in relation to the phrasing of the questions and it was **agreed** to reword them so that they are appropriate for the age group. Costs of survey platforms were considered and it was requested that officers enquire as to the cost of hosting a survey on the Zoho platform.

24/CC/10: To consider policies

24/CC/10.1 To consider and approve the updated Website Accessibility policy

The draft website accessibility policy was considered and **agreed**.

24/CC/10.2 To consider and approve the website accessible document policy

The draft accessible document policy was considered. It was requested that acronyms be removed from the document so that it can be understood by residents and that the document test date is added and the policy was then **agreed**.

24/CC/11 To consider the draft leaflet for residents and associated costs

Councillor Jeffries had put together a draft leaflet for consideration. Councillors considered that the dates need to be updated and that there is more generalised wording. It was agreed to put together 2 versions, one general and one for specific areas to go to developers in a PDF for circulation for new residents. The font size also needs to be appropriate. The quote from Paul Clark Printing was **accepted** and it was agreed to request a proof prior to agreeing the final version.

24/CC/12 To consider how to publicise the 4 year strategy statement

Now that the document has been agreed it was **agreed** to upload it to the website and to have 200 hard copies printed and to **accept** the quotation from Paul Clark Printing.

24/CC.13 To consider arrangements for D Day event

It was noted that officers are due to meet with the Mayor of Chelmsford's PA next week to see what resources are available to assist with the event. It was agreed to obtain quotations for a portaloo. Regarding Stewarding all 6 Councillors present agreed to attend the event as Stewards and other Councillors will be asked to assist and it was noted that Raynet will be providing communications and it was agreed to make a contribution to their costs in the sum of £150.00. It was also agreed that Stewards carry out litter picking at the end of the event. The Executive Officer is awaiting final confirmation regarding the attendance of the Cadet force and will enquire with the Mayor's office if there is any alternative. As the choir arrangement appear to have stalled to request if New Hall can provide a choir.

Signage prior to the event at the Skate Park was discussed and it was agreed to put up a sign to warn that it will be shut on the evening. Information can also be put on tickets which will be provided on Ticket Tailor.

It was noted that the pamphlet is almost complete and it was **agreed** that one thousand will be printed and the quotation from Paul Clark printing was **accepted**.

At this point Councillor Golla left the meeting.

24/CC.14 To consider future events to be hosted by the Council in 2024 and in particular in connection with the one year anniversary of this Council

The report on events and ideas was considered and it was specifically **agreed** to host a photo competition for residents so that the photos can be used on Facebook and the website. Also **agreed** to host refreshments after the Remembrance Day service in November and to look to collaborate with Channels CIC regarding a summer picnic. It was also **agreed** to collaborate with the Chelmsford Civic Society in relation to the proposal for a Rock Snake. It was further **agreed** to enquire with the Chelmsford Garden Community Trust in relation to having a room at their Christmas event and to find out more about the Halloween event with a view to having a trail at the event. A walking challenge was also considered.

24/CC.15 To receive report regarding Council's social media engagement

A report regarding improved Facebook engagement was considered and Councillors were pleased with the way in which Julie is increasing engagement on that platform and there is no longer a need to share every post to other groups but to continue to engage on the Council's Facebook page. It was agreed to link an account to Instagram but at this point in time there is no need to use an X account. In relation to requests to share posts from third party organisations it was agreed that officers may use their judgement and discretion as to whether to share or not. In relation to a recent criticism from a residents in relation to the Councillor drop in sessions, it was agreed to continue the messaging to residents as to the usefulness of that forum.

Meeting concluded at 7.04pm

DRAFT