

Minutes of the meeting of the Communications Committee of Chelmsford Garden Community Council held on 16th May 2024 at 5.30pm at the Beaulieu Community Centre, 17 Centenary Way, Chelmsford, Essex

Present: **Councillors** Joel Alderman
 Andrew Wright
 Daniel Jeffreys
 Kuldeep Golla
 Cynthia Driver
 Derek Drew-Smith
 Executive Officer Suzanne Walker
Engagement Officer Julie Birkumshaw

One member of the public were present

24/CC.16: To elect a new Chair of this Committee

Councillors unanimously **agreed** to elect Councillor Alderman as Chairman of the committee.

24/CC.17: Apologies

Received from Councillors Melanie Williamson and Chloe Tron.

24/CC.18: Declarations of Interest

None.

24/CC.19: To approve the minutes of the meeting of the Communications Committee held on 28th March 2024

Councillors **approved** the minutes of the meeting of the Communications Committee held on 28th March 2024 which were then signed by the Chair.

24/CC.20: Public Question Time

A resident who is connected to the Channels CIC spoke about events that she would like to hold in collaboration with the Council and which included a Halloween event, and Easter event, promotion of the Community Gardens, geocaching and a colouring competition. She will know after a meeting next week which of the events will be supported by Channels CIC and which she may seek to promote individually. Once the meeting has taken place and there is clarity, Julie will arrange to meet with the lady to engage further and there will need to be liaison with other groupings in the Parish to make sure there is no duplication of events. This issue will then be added to a future meeting to see what opportunities there are for collaboration by the Council.

24/CC/21 To consider the drafts of the leaflet for residents and approve the content and style of the document

Councillors considered two drafts being an A5 pamphlet and a leaflet. Some amendments were agreed to the content and it was **agreed** to proceed with the A5 pamphlet which should be dated and the version noted. It was agreed that 4,500 copies should be printed and for Suzanne to check the costings with the printing company with an agreed cap on costs of £1,000.00.

24/CC.22: To discuss issues surrounding D Day
24/CC.22.1 To receive an update regarding the organisation of the D Day event

Julie provided a detailed breakdown of the running order and general organisation of the event including parking arrangements and stewarding on the day. Promotional issues were discussed and it was agreed that in view of the arrangements including targeted promotion to residents by Chelmsford City Council there will be no need for any leaflet drop. The Channels CIC logo will be included on promotional material in view of their agreement to provide the use of the park for the event. The manner of circulation of the free ticket booking link was also discussed. The final cost of the branded Hi Viz vests was **agreed** and it was also agreed to hire the PA system from Marks Tey Radio and the costs were **agreed**.

24/CC.22.2 To consider proposal for a booklet of poems following the D Day poetry competition

Having discussed the organisational requirements it was **agreed** not to proceed with this suggestion.

24/CC.23: To receive an update regarding future events to be hosted by the Council in 2024

It was noted that liaison continues with the Chelmsford Civic Society to engage with the Rock Snake event. Councillors Golla and Alderman agreed to attend the drop in event to be held on 23rd May at Channels Brasserie and Julie will update them on some issues raised by residents this week. It was noted that Julie will be organising the photo competition for later in the summer and that she is engaging with Channels CIC regarding a possible summer barbeque and with the Community Centre in relation to a Christmas event.

24/CC.24: To receive a report regarding the Council's website

The Executive Officer had prepared a report highlighting some issues regarding website accessibility and also the extent of work required to update the website to enable the Council to be able to apply for the Local Council Award scheme. After a lively discussion it was **agreed** to engage further with Netwise to look to resolve the accessibility issues and to remain with the current website provider for the time being and for work to be carried out to update the site, whilst noting that a substantial amount of time will need to be committed to this task. The contract for Netwise continues until December and at that time a review can be undertaken regarding the efficacy of the site and options for website provision generally.

24/CC.25: To receive report on issues to be resolved regarding administration of social media channels and the Zoho system and to consider the efficacy of the current arrangements.

The Executive Officer had provided a report to highlight the fact that Councillors are still experiencing issues with the use of the system. She has provided training to some Councillors but some have not taken advantage of this and she remains willing to assist Councillors and asked that Councillors consider whether they wish to take advantage of this and also review the issues that they are experiencing and bring them to her attention. Regarding some of the glitches in relation to the system and social media administration it was **agreed** to try and resolve these within a working group.

Meeting concluded at 7.05pm