

## HASSOCKS PARISH COUNCIL

### Minutes of the Policy, Resources and Communications Committee Meeting held on 15 October 2014 at 7.30 pm in the Parish Centre, Adastra Park, Hassocks.

Present: Judith Foot (Chairman) Penny Wadsworth  
Frank Rylance Ian Weir

Clerk: Linda Baker

- 1. Apologies for Absence.** Apologies for absence were received from Paul King and Peter Gibbons.
- 2. Declarations of Interest.** None.
- 3. Minutes of the Meeting held on 20 May 2014.** The minutes were taken as read, agreed by the meeting and signed by the Chairman as a correct record.
- 4. Review of the Council's Website.** Frank Rylance reported that the website had been reviewed in April 2014 and that as a result Trigger Solutions had made a number of modifications to make the site much easier to navigate, and there was now a separate tab for the Neighbourhood Plan.  
It was agreed that a six monthly review of the website would be carried out shortly, and that a fuller annual review would be carried out in January 2015.  
If possible statistics of the traffic on the site would be obtained if the system kept these records.
- 5. To Consider ways of Enhancing the Parish Council's Image.** Judith Foot circulated a paper suggesting ways of creating a more positive image for the council.

- Parish Office reception area. This was dowdy and unwelcoming. It was agreed that the area should be redecorated in brighter colours, if possible incorporating the corporate image adopted for the Neighbourhood Plan of green and blue. Professional help would be needed to design the new area, and the current tables and chairs should be replaced with a round table and more comfortable chairs. Leaflets should be displayed in wall stands and not on tables as at present, and some form of framed board should be fixed to the lobby window for posters and these should not be fixed to the window as at present. Judith Foot would contact MSDC to find out who designed the MSDC reception area at Oaklands, and how much it cost. It was pointed out that the reception area also incorporated storage, and this would need to be taken into account in any refurbishment.
- The Rotunda at the bottom of Dale Avenue. (This had been installed by the council to mark the Queen's Jubilee). This

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was not waterproof and was not in a good location for people to read notices, and should be replaced with something which would catch people's attention. In the meantime it was agreed that if possible the Rotunda should be made waterproof.

- Advertising and Leaflet Drops. The parish council should carry out leaflet drops to every house in the village, and take out substantial advertisements in local newspapers to get its message across.
- Parish Councillors. Many people were unaware of who the parish councillors were, and it was agreed that after the May 2015 elections, professional photographs should be taken of all the councillors so that these could be professionally printed and displayed in the parish office reception. The cost of this should be included in the precept. In the meantime, if councillors emailed head and shoulders photographs to the parish office, a list of councillors, with photographs, could be compiled for display in reception.

**6. Business and Tourism: Street Map.** Judith Foot reported that a number of traders had indicated that there was a demand for a map of the village. She proposed that the parish council in conjunction with the traders should produce a map, which would be useful to promote business and tourism. Members did not think that it was likely that the traders would wish to be involved, and the difficulty with new building and changes in businesses in the village was that any map was likely to be out of date quite soon. It was agreed that Colin Wilsdon would be asked for details of how the HCP had produced the Shoppers Map of Hassocks and Hurst, and how it had been funded.

**7. Promoting Interest in Standing for the Parish Council in May 2015.** SALC produced a number of leaflets and posters etc to encourage people to stand as parish councillors. It was agreed that an open evening and daytime session should be held by councillors in February 2015 so that members of the public could drop in and talk about what was involved in becoming a parish councillor. There should be a multi media approach to promoting interest via the website, posters, Twitter etc. These sessions would need to be advertised in the Talk About by the deadline for copy of 5 January 2015. Ian Weir would research the material available and report back.

**8. Date of Next Meeting.** 18 November 2014 at 7.30 pm.

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All

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Chairman..... Date.....