

HASSOCKS PARISH COUNCIL

To: All Members of the Policy, Resources and Communications Committee (Kate Bailey, Ian Credland, Justine Fisher, Judith Foot, Frances Gaudencio, Peter Gibbons, Sue Hatton, Ian Weir) with copies to all other Councillors for information

A meeting of the **POLICY, RESOURCES and COMMUNICATIONS COMMITTEE** will be held on **Monday 25 July 2016 at 7.30pm in the Parish Centre, Adastra Park, Hassocks**

AGENDA

1. APOLOGIES

2. DISCLOSURE OF INTERESTS

To deal with any disclosure by Members of any disclosable pecuniary interests and interests other than pecuniary interests, as defined under Hassocks Parish Council's Code of Conduct and the Localism Act 2011, in relation to matters on the agenda.

3. MINUTES

3.1. To accept Minutes of the Meeting held on 7 June 2016 (previously circulated).

4. PUBLIC PARTICIPATION

5. REVISED COMMUNICATIONS PAPER

5.1. To consider a Draft Communications Paper compiled by Cllrs Frances Gaudencio and Justine Fisher – report attached.

6. Urgent Matters at the discretion of the Chairman for noting and/or inclusion on a future agenda.

7. DATE OF NEXT MEETING

Tuesday 20 September 2016.

EXCLUSION OF PUBLIC AND PRESS

In view of the confidential nature of the business about to be transacted Councillors will be referred to the Confidential Agenda. If any members of the public or press are in attendance they will be requested to withdraw from the meeting in the public interest.

8. MINUTES

8.1 To accept the Confidential Minutes of the Meeting held on 22 June 2016 (previously circulated).

9. REVIEW OF OPERATIONAL STAFF RESOURCES

Jo Whitcombe, Clerk

Please Note

All members of the public are welcome to attend meetings of the Parish Council and its Committees. **Item 4** – a period of 15 minutes will be set aside for the public statements and questions relating to the published non-confidential business of the Meeting.

It may be necessary to consider particular items in confidential session and where this arises, these items will be considered at the end of the agenda.

HASSOCKS PARISH COUNCIL

To Policy, Resources and Communications Committee Agenda item 5.1
Date 25 July 2016
Contact for this report Cllrs Frances Gaudencio and Justine Fisher
Subject Draft Communications Paper

PRC Communications / PR Strategy draft 19th July 2016
Frances Gaudencio and Justine Fisher

The aims of the Communications strategy are to engage with the community, through publicising information about the work of the PC, by consulting with the community on appropriate issues, to encourage the public to be involved in supporting the greater good of the community and to raise the profile of the role of the PC. This strategy will be implemented in consultation and collaboration with the Clerk or assistant to the Clerk

ALL COMMUNICATIONS, WRITTEN OR OTHERWISE WILL HAVE A DIRECT LINK TO THE WORK OF THE COMMITTEES, WORKING GROUPS OR EVENTS AT WHICH THE PC HAS A REPRESENTATIVE. THIS WILL GIVE CLARITY AS TO WHAT SHOULD BE EXCLUDED.

WE NEED TO CLEARLY DEFINE THE PURPOSE OF EACH COMMUNICATION BECAUSE THAT WILL DETERMINE THE MEANS WE USE TO COMMUNICATE IT.

FOR EXAMPLE, IS THE PURPOSE OF A COMMUNICATION TO:

- **INFORM EG. HPC ACTIVITIES**
- **CONSULT EG. PARKING STRATEGY**
- **ENCOURAGE PARTICIPATION EG. ECONOMIC GROUP, YOUTH GROUP**

AND BY RESULT RAISE OUR PROFILE

****We need to clearly define from the outset what we as a parish council DO and DO NOT comment on****

Section 1

This section of the strategy of communication is in relation primarily to the written word.

How

Information giving to the public will be through the following means:

*The Council's website with links to other social media pages as below

*Regular news or information updates on work/ achievements of the council with selections and news articles being directed to other social media sites, for example currently, but not exclusively to Face book, Twitter, Street life and to sites of other community groups

*Electronic newsletters to Subscribers signed up to receive Information from the PC

*Hard copy Print in local magazines and / or other literature

Although official minutes of all meetings are in the public domain and will be on the website, copy and news items using other media will be in plain language.

Consideration will be given to making written communication accessible to those who are sight -impaired and to all age groups

Who

A councillor with a media or journalistic background or with an interest in communications, who is proposed by the PRC committee will co ordinate the types and content of communications between committees, councillors and the clerk.

All committees (Chairs) will provide regular items of their work on a rota basis to the nominated councillor and agree broad content with nominated Councillor

Editing of the communication will be the overall responsibility of the nominated councillor /clerk?

Clerk or assistant to the clerk will be the office administrator for communications and PR and will agree implementation in collaboration with the nominated Councillor

Consultation with the community will require criteria to be decided by appropriate committee with the advice of the clerk and the nominated councillor these will include presentations, events, exhibitions

RECOMMENDATION the views of the Committee are sought.