OLDBURY ON SEVERN PARISH COUNCIL

Minutes of the

COMMUNICATIONS COMMITTEE MEETING

Held on 17th August 2020 @ 7.00pm via Zoom

Present: Cllr Sheila Bedford (chair), Cllr Keith Sullivan, Peter Farrell (webmaster), Angela Conibere

Clerk: Emma Pattullo

The following minutes will be considered for approval at the next meeting of the committee and may be subject to change until that time.

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1 To receive apologies

Not required - all members of the committee were present.

2 To approve the minutes of the last meeting held on 28th June 2020

The minutes of the last meeting were approved as an accurate record & will be signed by the Chair.

3 Website

3.1 To review usage stats and examine least used pages

PF had provided usage stats for the past 60 days which show continued steady usage. The site had around 2,000 visitors during that period. It was agreed that these reports are useful and should in future be circulated with the meeting papers.

Action: PF to continue to provide stats one week before meetings.

The least popular pages over the last year were reported. These are:

- Committee pages - Memorial Hall Committee, Playing Fields, Road Safety, Communications
- Council information pages - Parish Council Introduction, Councillors and Committees, Local Councils, Document Archive
- St Arilda's Church
- Superfast Broadband
- Parish Plan
- Book Oldbury Facilities
- Forgotten Landscape

The first two items (committee pages and council information pages) are mainly things which we are required to provide under the Transparency Code so need to remain. Some of the others (Parish Plan, Superfast Broadband) are not really relevant any more. The 'Book Oldbury Facilites' and 'Forgotten Landscape' pages should be useful and may need relocating or promotion.

Other areas of the website were discussed. There is currently a problem with the photo gallery on the home page – PF will investigate. Other sections could do with a refresh or rethink. PF has provided a quotation and suggestions for improvement work which will be circulated following the meeting.

3.2 To review progress on Accessibility Regulations requirements

PF has started to make some improvements such as updating hyperlink text so that it is intelligible out of context (i.e. it is clear from the link text itself clear what they point to rather than being 'click here'). The home page is done but other pages need updating.

EP has reviewed other issues for the site. Some e.g. ability to use screen readers and turn pages into 'hig contrast' formats, works well. Most recent uploads are compliant (we do not need to reformat older uploads, pre September 2019, but documents uploaded since that date should comply). Other accessibility facilities, including navigation around the site using a keyboard, are not currently available.

EP is drafting an 'accessibility statement' which is a legal requirement and must confirm what the site can currently do, what future improvements are planned and note any issues for which correction would represent a disproportionate burden for the council. EP will complete the draft and send to PF for comment.

Action: EP/PF to progress accessibility statement.

3.3 To discuss Memorial Hall web page requirements

AC confirmed that the Hall committee would like to see a revamped page including photos, information on what events the hall is suitable for, and the facilities available. PF noted that much of the information on the Hall page is only available via downloaded PDF brochures – it would be better to have more info directly on the page. AC to get draft text and photos from the Hall Committee.

Action: AC to ask Hall Committee to provide some text & photos for the page.

4 To review progress on welcome packs

The existing welcome packs are now with SB. Much of the information is out of date or is also available on the website. There is also a risk of disappointment if a new resident is missed in the distribution.

It was decided to move to a smaller welcome card, to include details of the website and the offers from the pub and shop. It was suggested that using the cards sold in the shop with paintings of local scenes would be appropriate. SB offered to contact the artist to see if a bulk purchase could be made. The availability of these welcome cards will also be promoted in 4Ward in case any new residents are missed.

Action: SB to get price for bulk order of cards.

SB and PF will liaise to make sure the information in the existing welcome packs is also available via the website.

Action: SB/PF to liaise to ensure content is reflected.

5 To receive update on mailing list

Discussion was held as to whether it is acceptable to use the current mailing list to ask people if they want to receive wider information, as it is understood that the original list was gathered only to inform people about the Neighbourhood Plan work. It was concluded that it is not appropriate to do so. The list will be maintained until the NDP is confirmed and will then be deleted.

6 Promotion of Playing Fields and Pavilion

6.1 To discuss provision of finger posts

SGC were approached for costings for provision of finger posts at the Church Road/Camp Road junction and at the Church Road / Westmarsh Lane junction. The costs are prohibitively high.

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KS proposed that signs should be obtained elsewhere and attached to wooden utilities poles in the gardens of properties near to the relevant locations – residents have agreed that they would be happy with this. KS will find out whether permission would be needed from the owners of the poles (thought to be one telephone pole and one electricity).

Action: KS to investigate permissions needed

Wording and design of the signs was discussed. It was agreed to be "Playing Fields, Pavilion" (probably over two lines) with white writing on a brown background.

Display of signs, even on private land, may require planning permission. SB agreed to investigate.

Action: SB to investigate need for advertising planning permission

6.2 To note progress re: listing of pavilion on HallsHire website

This has not been progressed as the Pavilion is not open for general hire at the moment. Action will be picked up when appropriate in the future.

6.3 To review information provided on the playing fields noticeboard

KS will speak to the PFC secretary about keeping the displayed information up to date and legible.

Action: KS to speak to MP

There is no signage at the playing fields to make clear that it is a council facility. Discussion was held about having an additional sign on top of the existing noticeboard to say "Oldbury on Severn Parish Council Playing Field and Pavilion". SB and KS will look into possible materials and costs and report to next meeting.

Action: SB/KS to investigate possible signs

7 Recruitment of social media volunteer

An advert has been placed on the website and will be in the next edition of 4Ward.

8 Membership of committee

Cllr Matthew Riddle has agreed to sit on the committee in future, in place of KS. This will be proposed at the next full council meeting.

9 To confirm date and time of next meeting

It was agreed that the next meeting of this committee will be held on 19th October 2020 @ 7:00pm, via Zoom.

Meeting closed at 8:35pm.

Signed as a correct record at the following meeting: ……..

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