



OLDBURY ON SEVERN PARISH COUNCIL

Minutes of the

COMMUNICATIONS COMMITTEE MEETING

Held on 14th December 2020 at 6.00pm via Zoom

Present: Cllr Sheila Bedford (Chairman), Cllr Keith Sullivan, Cllr Matthew Riddle, Angela Conibere

Clerks: Victoria Bailey

1. To receive apologies

Apologies received from Peter Farrell (webmaster)

2. To approve the minutes of the last meeting held on 19th October 2020

Minutes were approved and will be signed by Chair Sheila Bedford

3. Website

3.1 To note usage statistics

PF was not present therefore unable to provide an update on usage statistics

3.2 To discuss long term plans for the website

The committee were shown an example of the new website PF is designed. It was noted that in the tag line describing where the website serves Kington and Cowhill were missing.

Action:

PF to add Kington and Cowhill to website tag line

The new website was discussed. AC would like a description of Oldbury on Severn to be on the front page. All agreed this was a good idea.

Action:

SRB to draft the description ready for the next meeting for all to discuss

VB to put this item on next Agenda

It was agreed that too much information about the Parish council could be off-putting to readers so this should appear on the final tab/ option.

On the new website SRB would like the boxes replaced by a drop down menu. It was agreed that it was not ideal to have to scroll down the page to retrieve information so a drop down menu is a better option. Main menu > sub menu> into new page format

SRB gave example to Pavillion> sub menu> tennis courts> availability

Action:
PF to replace text boxes with a drop down menu on draft website

Whether the website ought to be called a Parish or Community website was discussed; it was decided to call the website simply 'Oldbury on Severn Website' to cover all options.

KS observed the difficulty in seeing white font against a pale green background for people with sight difficulties. It was agreed to ask for the white font to be changed to black.

PF to change white font to black on draft website

KS recommended keeping the 'home page' button available at all times whatever page you are currently on.

SRB asked how long minutes ought to stay on website; KS advised 12 months. It was agreed to keep minutes on website for 12 months then archive them on the website.

SRB would like each group to provide information for the website; VB advised that a plan/ form ought to be created for the groups to fill in so there is continuity between the pages.

A calendar of events was discussed; a 'What's On' page which groups could upload to. KS recommended having a hyperlink on calendar which would take readers straight to the group offering page for further information. KS suggested a page with everything happening that day on website; a calendar which shows day by day, monthly and yearly was discussed. AC and MR advised archiving past events so out of date information is quickly deleted from website. It was discussed that there is a problem with the current website holding out of date information. It was resolved that the new website will have one point of contact.

KS reminded the committee of useful work he had done compiling a list of over 150 local businesses. He suggested adding this to the new website. KS also said it ought to be noted that *Forward* is a good local magazines; VB suggested we could keep the most recent digital copy on the website if this was possible. KS noted that tide times are within *Forward* and this is useful information for residents.

KS would like the committee to revisit the idea of advertising on the website as it is helpful to residents and could generate revenue. There was a discussion on how classifieds would be maintained; SRB noted that the committee is responsible for the website. The idea of advertising was left undecided.

MR asked for the website to be a standing item on the Agenda

Action:

VB to add 'Website' as a standing item on the Agenda

KS would like new website to contain links to neighbouring Parishes, as well as links to organisations which cover the local area (i.e the drainage board) to make it the first place people look for information. There was further discussion concerning the website information.

AC advised that most website users are people who live or are visiting the area so it ought to be easy to navigate.

VB asked if the committee had looked at other Parish websites for inspiration; KS had seen a few good ones. VB suggested thinking of the website as a brand; a local marketer called Cristobel was suggested by some committee members to advise on the image of the website.

KS advised the committee that Ian Bell felt that the news desk was not understood by everyone who looked at the website at present. All agreed to keep news desk section.

The idea of a community forum was discussed however due to the level of work involved in monitoring it was prohibitive so will not be part of the new website.

3. Budget for 2021 - 2022

VB shared a screenshot of PF's contract. KS noticed if it is renewed in March 2021 it will expire in 2023. SRB had spoken with PF. SRB advised the cost is £537.60 for the contract and PF said a new website would cost around £250.00. SRB has asked for more clarification on prices from PF.

Action:

SRB to report back to committee with clarified prices from PF

SRB has been offered a quote from another provider of £500.00 to design and build a website and maintain it for a year from another source. The committee further discussed this

issue. PF's contract has a 3 month notice period. KS said PF must be told what is needed from the website before making any further contractual decisions.

Action:

SRB and KS to review PF's other websites then to meet with PF to discuss the contract and websites development

4. To discuss promotion of Playing Fields and Pavilion

KS requested the PFC to update the noticeboard however at the time of the meeting this had not been done.

The booking system for the Pavilion was discussed; KS would like a bookings/ invoicing system. SRB said as they are a separate committee this should be done in house by them. Concern was voiced over the management of the MUGA tennis/ football charging system being inactive. SRB advised referring this to Full Council.

Action:

VB to add to January's Full Council Agenda.

5. To discuss 'Welcome Packs'

AC said has been held back due to Covid19; she has 5 left to deliver. It was discussed who these were being sent to.

Action:

SRB will go to Lorna Page to get more cards as she has two left.

6. Information on noticeboard

SRB thanked AC for taking over managing Oldbury's noticeboards and Julie Gray for taking over Sheppardine's noticeboard.

Not all Agenda's are currently displayed on the noticeboards due to Covid19 restrictions; yet all are posted on the website for accessibility.

SRB found an out of date notice on how to contact the Clerk; VB will replace.

The benefits of having a laminator was discussed; all agreed it was a worthwhile purchase

Action:

VB to research the cost of a laminator and purchase if it is agreed by SRB to be cost effective

VB to replace current Clerk information sign on noticeboards

To receive any other items of report

SRB has ordered 'There's no such thing as a poo fairy' posters and had discussed dog mess with the local dog warden. MR reported he'd seen 2 discarded full poo bags that afternoon in Oldbury and KS said that the tractor driver was having to remove discarded poo bags from it's wheels.

To confirm date and time of next meeting

The next Communications Committee Meeting will be at 6.30pm via ZOOM on Monday 8th February 2021.

Signed by Chairman.....