

Communications Review

Following changes over the past couple of years, it's timely to review current communication channels between the Parish Council and the community, and to consider proposals for the future. Details of the current situation are given below, along with comments and some possible ideas for the future. Councillors are asked to consider these and to bring forward any other ideas they may have.

	Current Situation	Comments and Ideas
Community Emails	A new MailChimp system was set up in April 2020 to send out community emails – with different categories for the Parish Council, the Community and LiFERAFT. Residents sign up to this directly and currently there are 403 people receiving community emails.	Does this need additional promotion to increase the number of residents signed up to emails? How does the PC assess what items to send out? Too many could lead to people not taking much interest in them.
Website	A new community website was launched in March 2021. Work on some content is still ongoing. It provides information about the Parish Council as well as general community information.	Some content needs to be brought up-to-date or generally revised to make the site more coherent. More use could be made of the news function. The Climate & Nature Emergency needs to be more prominent.
Noticeboards	There are 5 PC owned noticeboards that can be used for PC and community notices. These were repaired in summer 2021 with new keyholders confirmed.	Need to ensure that these are kept up-to-date.
The Bulletin	The Bulletin was produced on a quarterly basis by the PC with costs covered by sponsorship. The future of the Bulletin was already under consideration in Autumn 2019 with a last edition at this point. One of the issues noted at this time was the production of a monthly Parish Magazine; the Parish Magazine is no longer produced.	Need to consider if/how the PC wants to replace the Bulletin. When last discussed in Jan 2020 it was agreed that a 12 page B&W version would be produced three times a year. Producing a newsletter (whether a virtual newsletter or paper based) would require someone to take on this task. Limply Stoke produce a 4-side monthly newsletter, independent of the PC. A blog could be set up to provide online information which would also provide access to historical articles as time goes by.
Facebook	Currently not used by the Parish Council.	Could consider using a PC Facebook page. Experience of a PC Facebook page in Winsley suggests they are a good way of communicating with residents, with the obvious disadvantage that it's only those who use Facebook who access this.