

Meeting of the Comms Focus Group 13th August 16.00 AC

Present: Ruth, Sue, Bill and Rowena

Apologies: Sarah, Mike, Roy, Jacky and Jack

Advertising

Ruth presented posters and leaflets and presented the print budget. Bill has donated vertical banner display holder and will provide tripod stands for horizontal banner as and when required – All were agreed. To be organised by Ruth and Bill

Comms Budget

The Comms budget was reviewed and the commercial costs for printing and halls would be circa £800 (multiple quotes obtained) however Ruth. Ruth has already saved us considerable amounts by acting as our designer and has done extremely well in that role. She has volunteered to do some printing herself bringing the costs down to circa £450 the main element being 1800 leaflets. This is financed by an initial budget approved for maps at £300 with £184 spent (savings again because of Ruth and Sue's efforts) leaving a balance of £116 and Robert has recently authorised a further amount up to £350. These figures exclude the costs (principally Hall Hire and refreshments) for Neil's planning workshop and the developers meeting. These will be advised to Robert separately. See Attached Meeting Planner. – Action Bill

SOP Report

Alice collecting open Qs summary from leads and will send to Rowena for inclusion 29th August

Hyperlinks to this report plus two other docs to be put on the SNDP web site and referred to in Workshop meeting invites.

Neil's workshop

Target 1st Oct see attached meeting planner. Schools to be asked to send representative (probably) Governor. All churches to be invited and focus group leads. No special dietary provisions other than some veggy sandwiches. Action Bill

Developers Meeting

See attached meeting planner.

Likely to attract large audience. Robert has approached independent Chair. Purpose is to hear developers proposals. Robert to advise if he, chair or Comms to invite developers and schedule presentation slots – Action Robert

Suitable Hall to be booked target is 15th Oct – Action Bill

Comms Strategy

In order of preference

Need Materials – see first item

Strategy – Drive to support Developer meeting. The we will piggy back on existing events such as Xmas fairs, Schools etc. and infill with two other meetings TBA. Press releases to *The Village*. For the 12th Sept cut off edition we will major on the 15th October Meeting.

Action Bill and Ruth

Need dedicated *Clippings* now! If this cannot be organised Comms group would be happy to do so.

Action Robert/Bill/Ruth/Sue

Maintain regular briefings and updates thru existing groups such as WI, Churches etc

Rowena has a list of volunteers in the Parish and will send to Bill – Action Rowena

Bill to ask for volunteers for events and draw up duty roster – Action Bill

Ruth to request Clare Stent to act as Twitter interface – Actioned by Ruth – Clare cannot do it

Information folder being prepared to be placed in Library, Doctors etc – Action Ruth

Other

Please Note Bill is on hols from 6th Sept till 1st October but plans to be back in time to help on the 1st Meeting but will arrange contingency cover in case delayed. Otherwise plans to have all other actions completed, including invites by end of August.