

**MINUTES OF THE COMMUNICATIONS MEETING OF ECKINGTON PARISH COUNCIL HELD  
VIRTUALLY ON TUESDAY 14 MAY 2024**

**PRESENT** Councillor Kenyon (Chairman)

Councillors: Archer and Renwick

Others – E Smith (Clerk), R Hill (Cemetery & Civic Centre Manager) and V Fletcher (Social Media and Marketing Officer)

No members of the public

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**160/24 APPOINTMENT OF CHAIRMAN**

**RESOLVED** approved appointment of Cllr J Kenyon

**161/24 APPOINTMENT OF VICE - CHAIRMAN**

**RESOLVED** approved appointment of Cllr Archer

**162/24 APOLOGIES FOR ABSENCE**

Cllr Clegg, Dye, Jackson, Lloyd, May-Allen and Pickering

**163/24 VARIATION OF ORDER OF BUSINESS**

No variations to the order of business.

**164/24 DECLARATIONS OF MEMBERS INTERESTS**

No declarations of members interests

**165/24 MINUTES OF THE COMMUNICATIONS MEETING**

**RESOLVED** received and approved as a true record Minutes 146/24 to 159/24 of the Communications Meeting held on 13 February 2024.

**166/24 DIGITAL STRATEGY**

Update digital strategy to include:

Tablets for Councillors and necessary training provision to use them.

Social Media and Marketing Officer to send information to Councillors on how to access social media for Civic Centre and Parish Council.

Civic Centre Manager to add a list of events onto the Parish Council website with a short summary for each.

Civic Centre manager to add an availability calendar to Parish Council website for the Civic Centre – use google calendar.

Civic Centre Manager and Social Media and Marketing Officer to create a staff calendar accessible by all staff for Civic Centre and Renishaw and Spinkhill CH.

**RECOMMEND** to approve updated Digital Strategy.

**RESOLVED** Clerk to set up a meeting to look at Parish Council website on 18 June at 10am, invite Communications working party Councillors, Social Media and Marketing Officer, Civic Centre Manager and Clerk.

**167/24 SPRING 2024 NEWSLETTER CONTENT AND LAYOUT**

Clear layout, Social Media and Marketing Officer used Canva for the layout and this was shared with Cllr Archer, J Kenyon, Renwick, Clerk and Civic Centre Manager.

**RESOLVED** noted.

**168/24 SPRING 2024 NEWSLETTER DISTRIBUTION DATE**

Clerk stated that distribution took place week commencing 6 May 2024.

**RESOLVED** noted.

**169/24 DISTRIBUTION OF THE SUMMER NEWSLETTER**

To be delivered at the beginning of August 2024.

**RESOLVED** noted. Agreed not to include on future agendas as the newsletter is to be circulated quarterly – Social Media and Marketing Officer to construct newsletter, final approval is with the Clerk prior to printing.

**170/24 SUMMER 2024 NEWSLETTER DISTRIBUTION DATE**

**RECOMMEND** any community interest advertisements will be added on a case-by-case basis if there is room after all Parish Council content has been included.

- Events at the Civic Centre
- Youth initiatives within the Parish (4 pages in the middle set aside for this)
- 4 pages of events
- 2 pages for the Stead Street project update (Councillor photo to be included on site)
- Remembrance Day information
- New staff members (Grounds Maintenance Operative)
- 2 further Councillor profiles
- Defibrillator section including Mental Health first aid (info and photo of defibrillator training session held on 21 May 2024)
- Speed Indicator Devices
- Specialist Markets – Deputy Clerk to issue a calendar for these events to Councillors and staff
- History of the Cemetery or a particular grave
- Include Renishaw market in events section

**171/24 BRAND PACK INCLUDING LOGO**

**RESOLVED** deferred to the next meeting.

**172/24 MAY HALF TERM COUNCIL MARKET STALL**

**RESOLVED** Deputy Clerk to ask all Councillors if they would like to manage the Parish Council stall. Social Media and Marketing Officer to purchase a backdrop banner for the gazebo with picture of Civic Centre events on 3ft x 6ft. This could then be used at special markets, Eckington Festival and Civic Centre rear wall (facing car park). QR code to be included on the banner.

**173/24 FUTURE AGENDA ITEMS**

No further agenda items.

The Meeting closed at 7.34pm

Signed .....  
Chairman                      Date 9 July 2024