

Minutes of an Extra-ordinary Meeting of the Council held on 20th February 2023 at 8pm in Charvil Village Hall

Present Jane Hartley, Pat Sutlieff, Mike Heath, Matt Walker, Rob Jones,
and Isabelle Bray, as well as Neil Durrant and Amanda Burton

Apologies for Absence

Absent Narinder Ryatt

23/8004 Open Forum

No residents attended

23/8005 Declarations of Interest

There were no declarations of interest.

23/8006 Meeting Notes

The new Media Officer showed the Council a presentation he had put together on the website and Charvil Parish Council's social media presence up until a week ago, and how both could be updated to attract more people, and to raise awareness of what the Council does.

He explained that he had had to start again with the Facebook page, and had launched the Council's presence on Instagram for the first time. So far, there were over 40 followers on the Facebook page and 18 on Instagram. Two Councillors joined for the first time during the meeting. The previous Facebook page had gathered 40 followers over eight years, and the target is to climb to 500 within a year.

This sparked a lot of discussion as to what the Council should be promoting – and if it is promoting things to do with the Council, then the Council needs to do more to promote. The Officer was particularly keen for the Council to provide him with a set of guidelines as to what to post – should it be reposting the Borough's material as was the case, or events in the village, whether Council related or not, posts about the Clubs and Societies that use our facilities? There was no conclusion to this part of the discussion, but Councillor Jones volunteered to come up with a list for a decision to be made at the Full Council meeting next week.

The topic of branding (including colours and layout) was also discussed at length – currently there are three different logos in use, and it was agreed that there should be consistency across all media, and that the Council needs to decide on one. This decision was not made and will be made at the Full Council meeting.

A third area that needed a decision to help the Officer develop the Social Media side of things was a set of agreed templates for common posts. He gave a set of

examples for roadworks – while the Councillors were interested, again there was no decision, and this will need to be made next week.

The Council also considered some online forms that could be added to the website.

One was a booking form and this was approved if it were to save time.

The other two were venue feedback and a website feedback form – no decision was made on these.

The other item that was discussed was the newsletter. There are various options to deliver this electronically, and this would help with accessibility as well. There was a long discussion as to whether moving away from the paper newsletter was a good idea, and no firm decision was made, but it was agreed that it would be a good idea to start gauging residents' feelings.

The meeting ended at 9.45 pm