

BROADCLYST PARISH COUNCIL

COMMUNICATIONS COMMITTEE MEETING MINUTES

To: Broadclyst Parish Council Communications Committee Members:

Cllrs Keeping (Chair), Fernley, L Straw, non-councillor members, Clare Ratcliffe.

For Information: Broadclyst Parish Councillors, District and County Ward Members, Press and Public.

Communications Committee Members were invited to attend a **Communications Committee** meeting of Broadclyst Parish Council on **18th July 2025** at **12:30pm** in the **Broadclyst Sports Pavilion**, Holly Close, Broadclyst, EX5 3JB the for the purpose of transacting the following business:

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MINUTES (Draft)

The meeting opened at 12:51hrs

C25/07/01 ATTENDANCE

- i. Councillor Record of **Attendance**:
Cllrs Taylor (Chair), Fernley and L Straw
Councillor **Apologies**:
Cllr Keeping
- ii. Non-Councillor Record of **Attendance**:
Gemma Cole (Officer)
Non- Councillor **Apologies**:
Clare Ratcliffe

C25/07/02 DISCLOSABLE PECUNIARY INTEREST

There were no new DPIs or requests for dispensation made to the Clerk or Assistant Clerk.

C25/07/03 MINUTES

The Communications Committee received, and resolve to approve as a correct record, the draft minutes of the Communications Sub-Committee meeting on 7th May 2025.

Proposed by Cllr Fernley, seconded by Cllr Straw to approve the draft Minutes as a correct record.

Vote: Unanimously supported.

Resolved: that the draft Minutes from 7th May 2025 be approved as a correct record of the meeting.

C25/07/04 BROADSHEET

- i. General Broadsheet update including any feedback from parishioners on the Summer 2025 edition.
Feedback has been overall positive.
 - Noted feedback regarding the quality of the paper used, still being within expected thickness for publication, with a view that further reductions should not take place.
 - Articles included in the publication were engaging.
 - Resolution of some of the adverts is too low – should be 300+dpi.
- ii. Suggested articles for future editions
It was noted that it was Tithebarn's turn for the front page, however, there were no articles highlighted for inclusion on the front page.
 - Hele – Village of 3 parishes
 - Map of facilities within the parish
 - Walk of the Edition - Tithebarn to Met Office. ST to write, PF to check with Sally Basker re. permissions to access area of land within this route.
 - Station Road SANG (Spring)
 - Traffic Campaign (Liz) - to include pavement parking
 - New Shop
 - Youth Football - Tithebarn
 - Broadclyst Football Club
 - Fun Day Success - to include information on "The Pot"
 - Creation of Repair Café - BEG (Front)
 - Council Table - ST
 - BEG Fun Day feedback
 - Cllr Boyd Introduction

- Cllr Keeping Introduction
 - i. Permanent feature of “Meet the Councillor” to be included in each edition (x2 per edition). Full Council to be requested to nominate/assign Councillors for each edition. Proposed by Councillor Taylor, Seconded by Councillor L Straw to add to Full Council agenda for each edition’s nomination. Vote: Unanimously supported.
 - County Update – request from both Cllrs
 - National Trust update
 - i. Request article from Fiona also (in addition to Clare HW)
 - 10th Anniversary of Science Park
 - Clyst Vale update
- iii. Advertisements
- The following was discussed
- The quality of some adverts’ resolution need improvement (as mentioned in C25/07/04).
 - The balance of adverts and articles is good
 - Zeal Hotel to be provided prices/costs for advertising again.
 - Current rates for advertising discussed. It was proposed by Councillor Taylor to review the rates. This was not moved. No vote was taken.
 - It was advised that advertising revenue can be as high as £1300 per edition.
- iv. Current Distribution
- The latest edition printed 3,700 copies, with only around 30 appearing to be spare, equating to minimal surplus. Further copies will be required as and when further development is completed.
- v. Distribution challenges and solutions
- There is a gap in the distribution for Blackhorse. Marc Coton to be approached to see whether he can take this under Tithebarn/Mosshayne areas of distribution.

C25/07/05 WEBSITE

- i. Positive feedback was provided, both on computer and mobile browsers, with the site now looking professional and up to date.
- ii. Assistant Clerk advised that a booking calendar for Broadclyst Sports Pavilion is still in the pipeline for the website.
- iii. Update of copyright date needed from 2024 to 2025
- iv. Professional pictures of the Councillors to be taken for the website (and The Broadsheet) was Proposed by Councillor Taylor, Seconded by Councillor L Straw to add to Full Council agenda to request professional pictures be taken for all Councillors, with associated budget being allocated. Vote: Unanimously supported.
- v. No further amendments or suggestions were made for website content.

C25/07/06 NOTICEBOARDS

- i. It was discussed that Eagle One were agreeable with a standalone community noticeboard being added to the main square, in the Local Centre area at Tithebarn. Further review of what is needed for this location is to be carried out.
- ii. It was confirmed that the current parish noticeboards are updated regularly.
- iii. It was raised that an additional key is needed for the existing noticeboard in Tithebarn, for the Residents’ Association/Councillor Contact. Officers have this in hand currently.
- iv. It was discussed whether a noticeboard provision or posters could be put in School Lane, to encourage advertising of safe and sustainable travel. HG to be approached to liaise with a local resident contact of his, for use of gate or wall to be discussed as a possible location, prior to raising at Full Council (if appropriate).

C25/07/07 SOCIAL MEDIA

- i. Facebook
 - a. Fun Day received feedback that the advertising was excellent, with the campaign grouping and general advertising boards. Assistant Clerk to feed this back to Beth H.
 - i. It was requested that the central area of Tithebarn be targeted for banner advertising in future years.
 - ii. Communication regarding what "The Pot" means was requested for future years for stallholders – more information was needed.
 - b. No further feedback was provided
- ii. Instagram
 - a. It appears that there is a problem with the link between Facebook and Instagram posts.
 - b. It was discussed whether posts with "#" were still necessary
 - c. Assistant Clerk to check and resolve problems with notifications and linking feeds.
- iii. X (previously Twitter)
 - a. No updates

C25/07/08 CLOSE OF MEETING

The meeting closed at 13:56hrs.

Signed:

Print:

Date:

ALL DOCUMENTS AVAILABLE IN LARGE PRINT