

## F&A – 25 June 2020

### Agenda Item FA1520/20

#### Communicating with the Public

##### Introduction

This paper proposes a leaflet be distributed throughout Croxley Green to communicate with residents and invites councillors to suggest items that should be included.

##### Discussion

On 24 October 2020 the F&A Committee resolved to

- recommend to Council the establishment of a new working group to develop a PR and communications strategy and a plan for putting it into effect

On 28 November Council resolved to

- establish a Working Group to develop a PR and Communications Strategy
- approve the Terms of Reference, and
- note the list of Issues to be considered

The working group held an initial meeting on 3<sup>rd</sup> February 2020. The following meeting on 30<sup>th</sup> March was cancelled due to the suspension of business (Covid19) and the group has not yet met remotely using Zoom.

The Council has not yet produced an Annual Report for 2018-19, or for 2019-20, and the Parish Pump *lite* has not been produced since November 2018. The Annual Parish Meeting, due on 23<sup>rd</sup> April, has been postponed *sine die*. Since Council meetings have been held remotely (Zoom) no members of the public have attended or observed a meeting. With the suspension of many local activities the Council is less becoming conspicuous in the community. As the country prepares to enter a new phase in the response to the infection the Council should seek to re-engage with the community we serve.

The committee is invited to consider:

- Preparing and distributing an A3 Z-fold printed leaflet to all residents
- What to include in the leaflet (content) and
- Whether to distribute by councillors or using a commercial leaflet delivery service

The Council currently has £4500 in its 2020/21 Budget for Parish Pump Newsletter / Communications.

Some topics to be covered are listed in an Annex.

##### Recommendations

- That the Council prepares and distributes an A3 Z-fold printed leaflet to all residents
- That the leaflet is distributed by Councillors and members of staff
- That a review takes place by the F&A committee after the leaflet has been distributed to decide whether to distribute a newsletter / leaflet to all households 4 times per year.

## ANNEX A – SUGGESTED TOPICS FOR A NEWSLETTER

### **Parish Pump** *lite*

#### **Proposed A3 Z-fold leaflet delivered to all homes & businesses**

#### **Covid19 and the future:**

Implications for the next few months

#### **Our strategic approach**

Inviting comments on the proposed new approach

#### **Keeping in touch**

How we are working remotely, and how people can contact us and contribute

#### **Annual meeting**

Election of chairs & vice chairs, general power of competence

#### **Councillors**

Who we are, and announcing the vacancy, inviting someone to stand