



Working for the Community  
in Rotherfield, Town Row, Mark Cross, Eridge Green, Boarshead and surrounding areas

**MINUTES OF THE MEETING OF ROTHERFIELD PARISH COUNCIL  
AND THE COMMUNICATIONS AND SOCIAL MEDIA COMMITTEE  
HELD ON TUESDAY 5TH JULY 2016 AT 19:30  
IN THE PARISH COUNCIL ROOM AT ROTHERFIELD VILLAGE HALL**

**COUNCILLORS PRESENT**

Cllr. L. Henrick, Chair  
Cllr. J. Cahan, Vice Chair

Cllr. R. Harris  
Cllr. D. Hiles

Cllr. A. Martin  
Cllr. D Thomas

**COUNCILLORS ABSENT**

None

**ALSO PRESENT**

None

Before the meeting started, Cllr Cahan trapped her finger in the council Room door. First Aid was given.

**1. TO RECEIVE THE FOLLOWING:-**

**a) Apologies for absence**

An apology for absence was submitted by Cllr Watts.

**b) Declarations of personal, prejudicial and disclosable pecuniary interests on items on the agenda, and updates to members' register of interests.**

None.

**c) Minutes of the Communications and Media Committee meeting held on 4th May 2016 and matters arising from these minutes.**

The minutes were approved by the Parish Council Meeting on 26 May 2016, Cllr Henrick signed the minutes. Matters arising:

**(i)** Following the raising of concerns by a parishioner, advice had been given over resolving broadband issues. Coincidentally more capacity has been released locally and so these issues are resolved for the time being.

**(ii)** Cllrs had attended the school fairs at Mark Cross and Rotherfield. These were a useful way of engaging with parishioners. Cllr Watts had suggested having sweets on the table to use as a reward for 'liking' our Facebook page. We discussed how this would be funded and whether it was an appropriate use of council funds. Cllr Henrick suggested that she and Cllr Watts may be happy to provide for the next few events in return for also displaying business cards at the events. **ACTION** for Cllr Henrick to ask the Clerk if sponsorship was acceptable or whether the Chairman's fund could be used for this. It was noted that as well as our online presence we currently had the Parish Newsletter and Courier column as a medium for communicating with parishioners.

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- (iii) There were no forthcoming parish events identified for future attendance, although there would be some towards Christmas. It was not thought necessary at this time to revert to the 'Parish surgery' approach as these events had not been well attended.

**2. TO CONSIDER, MAKE RECOMMENDATIONS AND AGREE EXPENDITURE IF REQUIRED ON THE FOLLOWING:**

**a) Decision on corporate style for letters and documents to make most effective use of the Council's new logo.**

Cllr Thomas proposed that: the house style should have a larger logo (1.4") at the left hand side of pages and that the writing should be to the right hand side of the logo, "Town Row" should be removed from the list as it is not a hamlet, and that alternative wording should be explored for "and surrounding areas" such as "and surrounding hamlets". It was **RESOLVED** to ask Cllr Watts to try out various formats and that one should be approved by Cllrs Thomas, Watts and Henrick. It was noted that the Clerk had expressed some difficulty with the logo in the headers and that this should also be resolved in this formatting exercise.

**b) New website.**

Cllr Cahan presented the trial version of the new website. It was **RESOLVED** that:

- i. Cllr Henrick drafts the section on environmental groups.
- ii. Cllr Harris contact First Responders to provide a section on the website.
- iii. Cllr Thomas draft: a section on defibrillator and first aid boxes/sites in the Parish, a short section on the History of the Parish and to call Kevin Scott to request some digital pictures that we can add to the website.
- iv. Cllr Martin to ccontact Rotherfield Players for logo.
- v. Cllr Cahan to prepare a list organisations to contact to obtain logo / pictures and Contact e-mango with the following amendments:
  - vi. Change logo.
  - vii. Remove twinning logo from front page.
  - viii. Remove heading 'playing fields'.
  - ix. Remove heading minutes, agendas etc. as has a separate section.
  - x. Add Rotherfield Trust and Friends of Rotherfield Surgery to charities section.
  - xi. Add Rotherfield St Martin to organisations/societies section.
  - xii. Replace FixmyStreet with ESCC Highways link.

It was noted that the website needed to go live by the end of July to prevent needing to renew the subscription for the old website. It was **RESOLVED** that the new website needed to be in a sufficient state to go live by end July but that it could continue to develop after the go live date. Clerk training was being organised to achieve this date. Progress would be reviewed at the September Communications meeting.

**c) Production of a Parish Newsletter for distributing via social media with hard copies for display in local public areas and businesses.**

At the March communications meeting it was agreed to issue a newsletter in the autumn so that, together with the Annual Parish Meeting, we provide a twice yearly update of Parish Council activities to parishioners. Means of circulating this as widely as possible, without incurring significant costs, were discusses. It was **RESOLVED** that Cllr Henrick will investigate how often it is intended that the Rotherfield Guide will be published and leafleting costs and that Cllrs Watts and Henrick would compile a draft of the Newsletter for

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the September communications meeting. Cllr Harris suggested including photos of events such as the Queen's birthday celebrations.

**d) Purchase of new equipment/ software to assist the efficiency of the clerk.**

It was **RESOLVED** that Cllr Henrick would discuss with the Clerk any new equipment requirements and that the committee agreed the Clerk should have a good quality laser colour printer and should have a laminator for notices in the parish noticeboard and that Cllr Hiles will advise on the purchase of an appropriate printer.

**e) Dog poo posters**

Thirteen entries had been submitted by Rotherfield Primary School children to our dog poo poster competition. These posters will be placed at the children's play area and the main notice board on the Recreation Ground. Cllr Henrick will ask the Millennium Green if they would like to use them too as several refer to the Green. The entries were of such high standard that the Committee agreed to award all the entrants a £10 book token. A winner was chosen to receive a £20 book token and a runner up to receive a £15 token. It was **RESOLVED** that: Cllr Thomas will purchase the book tokens using his Chair's allowance. The presentation at the school is scheduled for 19th July at 10am, Cllr Cahan will design certificates for the two winners and Cllr Thomas will ask about whether a photo can be taken for the Parish Council website.

**f) Process for handling parishioner correspondence**

It was **RESOLVED** that any incoming Parishioner correspondence should be logged on a parishioner correspondence log to be maintained by the Clerk and circulated to the Chair and Vice Chair of the Council and to any relevant Committee Chair for them to determine the response. Cllr Henrick will check with the Clerk whether correspondence has to come from the Clerk as the officer of the Council and that if so the wording on letters should make this clear. Cllr Hiles noted that in our correspondence we are not defending a business position but trying to serve the community. Cllr Cahan noted that in some parishes, parishioner correspondence would be hand delivered by a Councillor.

**3. TO RECEIVE DETAILS OF INCOMING CORRESPONDENCE.**

None.

**4. TO RECEIVE DATES FOR FORTHCOMING MEETINGS.**

Next meeting will be held on Tuesday 6th September 7.30 at Rotherfield Village Hall.

**5. REPORT DETAILS OF ITEMS AND ISSUES FOR INVESTIGATION, FURTHER ACTION OR FOR FUTURE AGENDA.**

None.

The Chair declared the formal business of the meeting closed at 9.45pm

**6. PUBLIC FORUM.**

None.

.....Chairman.....Date

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## ACTION POINTS FROM 5 JULY 2016 COMMUNICATIONS MEETING:

1. **Cllr Henrick** to ask the Clerk's advice if sponsorship was acceptable or whether the Chairman's fund could be used to buy sweets for Parish surgery events.
2. **Cllr Watts** to try out various formats for headers and that one should be approved by **Cllrs Thomas, Watts and Henrick**. **Cllr Watts** to incorporate the logo in the header template.
3. Website: **Cllr Henrick** draft the section on environmental groups.  
**Cllr Harris** contact First Responders to provide a section on the website.  
**Cllr Thomas** draft: a section on defibrillator and first aid boxes/sites in the parish, a short section on the History of the Parish and call Kevin Scott to request some digital pictures that we can add to the website.  
**Cllr Martin** to contact Rotherfield Players for logo.  
**Cllr Cahan** - prepare a list organisations etc. to contact to obtain logo / pictures  
Contact e-mango with the following amendments:
  - Change logo.
  - Remove twinning logo from front page.
  - Remove heading 'playing fields'.
  - Remove heading minutes, agendas etc. as has a separate section.
  - Add Rotherfield Trust and Friends of Rotherfield Surgery to charities section.
  - Add Rotherfield St Martin to organisations/societies section.
  - Replace FixmyStreet with ESCC Highways link.

**Cllr Cahan** would ensure installation of the new website by end July.
4. **Cllr Henrick** will investigate how often it is intended that the Rotherfield Guide will be published and leafleting costs. **Cllrs Watts and Henrick** to pull together a draft of the Annual newsletter for the September communications meeting.
5. **Cllr Henrick** to discuss with the Clerk any new equipment requirements and the provision of a good quality laser colour printer and a laminator. **Cllr Hiles** will advise on the purchase of an appropriate printer.
6. **Cllr Henrick** will ask the Millennium Green if they would like to use the school's dog poo posters. **Cllr Thomas** will purchase the book tokens using the Chairman's allowance. **Cllr Cahan** will design certificates for the two dog poo poster winners. **Cllr Thomas** will ask about whether a photo can be taken of the presentation at Rotherfield Primary School for the Parish Council website.
7. **Cllr Henrick** to inform the Clerk that any incoming Parishioner correspondence should be logged on a parishioner correspondence log to be maintained by the Clerk and circulated to the Chair and Vice Chair of the Council and to any relevant Committee Chair for them to determine the response. **Cllr Henrick** to check with the Clerk whether correspondence has to come from the Clerk as the officer of the Council and that if so the wording on letters should make this clear.

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