

# CHRISTCHURCH PARISH COUNCIL

Parrock View, 358 High Road, Newton-in-the-Isle, PE13 5HS

Tel: 01945 870083 Mobile: 07932 191050 E-mail: [clerk@christchurchparishcouncil.org.uk](mailto:clerk@christchurchparishcouncil.org.uk)

Clerk: Dave Gibbs

**To Members of the Public and Press**

**10 November 2022**

You are invited to attend a meeting of Christchurch Parish Council  
to be held in Christchurch Community Centre  
for the purpose of transacting the following business.

**On Monday 14 November 2022 at 7.30pm**

**Members of the public and press are invited to address the Council  
at its Public Time from 7.35pm to 7.50pm**

Yours truly

*Dave Gibbs*

(Clerk/Proper Officer)

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## AGENDA

**086/22-23 Apologies for Absence**

**087/22-23 Declarations of Interest**

Councillors to declare any interests in respect of any item to be discussed at this meeting:-

- a) Disclosable Pecuniary Interest
- b) Non-Pecuniary Interest
- c) Sensitive Pecuniary Interest

**088/22-23 Chairman's Announcements**

To receive such announcements as the Chairman may wish to make to the Council

**089/22-23 Public Time**

To receive representations from members of the public regarding issues pertinent to the Council

**090/22-23 Confirmation of Minutes**

To approve and sign the minutes of the meeting held on 10 October 2022

**091/22-23 Matters Outstanding**

- a) Bus shelter improvement project - update
- b) Pavement outside Field Lodge, Upwell Road - update
- c) Affordable housing proposal - update

**092/22-23 Police Report**

To report on policing matters in the area over the last month

**093/22-23 County & District Councillors Reports**

To receive reports from Cllrs Count, French, Sutton and Tanfield

**094/22-23 Clerk's Report**

To receive a report on meetings attended and correspondence received

**095/22-23 Members and Residents Issues**

To consider any matters raised by Members of the Council and local residents

- a) Static caravan, Crown Avenue
- b) Skate park litter and repairs
- c) Padgetts Road repairs

**096/22-23 Recreation Ground Extension**

To receive an update on developments since the last meeting and to finalise plans for the community consultation day

**097/22-23 Planning**

To consider the following applications:-

- a) F/YR22/1194/FDC - Erect a dwelling (outline application with matters committed in respect of access) - Land to the south of 8 Crown Avenue, Christchurch
- b) F/YR22/1211/F - Conversion of existing barns to create 3 x dwellings (2 x single-storey 1-bed and 1 single-storey x 2-bed) and a 1-bed annexe (ancillary to existing dwelling), including raising the height of barn 1 and erection of 2 x single-story extensions to barn 2, involving partial demolition of existing barn - Laddus Farm, March Riverside, Upwell
- c) F/YR22/1216/VOC - Variation of conditions 03(a), 03(d), 06, 12, 13 and 16 (approved plans) of planning permission F/YR21/1440/VOC (Erection of 9 x 2-storey dwellings...) relating to change in footway width - Site of former Christchurch Memorial Hall, 11 Church Road, Christchurch

**098/22-23 Finance**

- a) To receive a financial report from the Clerk as at 31.10.22
- b) To note the National Agreement on Local Government Salaries for 2022/23
- c) To note the following payment by direct debit:-  
Information Commissioner's Office (registration)..... £ 35.00
- d) To approve the following payments:-  
Clerk salary and home office allowance ..... £ 1,393.96  
HMRC (national insurance)..... £ 141.44
- e) To consider a grant application from K Henderson for chair-based exercise classes
- f) To consider potential projects for inclusion in the budget for 2023/24

**099/22-23 Communications**

To consider a report on the Council's communications compiled by Mr Brookes

**100/22-23 Matters for Next Meeting**

To discuss future agenda items from Councillors

**101/22-23 Date of Next Meeting**

To confirm the date of the next meeting as Monday 12 December

# CHRISTCHURCH PARISH COUNCIL

## Minutes of a Meeting of Christchurch Parish Council held in the Community Centre on Monday 10 October 2022 at 7.30pm

**Present:** Cllrs K Miller (in the Chair), J Bliss, R Gladwin, P Owen, A Sparrow, D Gibbs (Clerk), B Moss, N Williams (Parishioners)

**069/22-23 Apologies for Absence**

Cllrs S Aldridge, J Hughes

**070/22-23 Declarations of Interest**

None

**071/22-23 Chair's Announcements**

None

**072/22-23 Public Time**

None

**073/22-23 Confirmation of Minutes**

Minutes of the meeting held on 20 September 2022 were correctly recorded and signed as being a true record.

**074/22-23 Matters Outstanding**

- a) Bus shelter improvement project - No progress.
- b) Pavement outside Field Lodge, Upwell Road - No further information available.
- c) Markers on Sixteen Foot Bank - The marker posts are being installed.
- d) Affordable housing proposal - No update available.
- e) CFC Disposals site - All work at the site has ceased and the site is being cleared.

**075/22-23 Police Report**

The Clerk reported that no meetings have taken place.

**076/22-23 County & District Councillors Reports**

In the absence of all of the councillors, no reports were presented.

**077/22-23 Clerk's Report**

The Clerk reported on meetings attended and correspondence received.

**078/22-23 Members and Residents Issues**

- a) Local Highways Improvement application for 2023/24 - members resolved to resubmit the application for speed reduction in Padgetts Road. Applications open on 31 October and close on 6 January.

**079/22-23 Recreation Ground Extension**

Cllr Hughes has order 420 trees from the Woodland Trust to be delivered in March. A community consultation event will be organised in mid-November. A scale plan of the field is required.

#### **080/22-23 Planning**

- a) Members considered the following application:  
F/YR22/1040/F - Erect single-storey side/rear extensions and porch to front of existing dwelling involving demolition of existing side extensions - Corner House, March Road, Tipps End  
Members resolved to offer no objection.
- b) Draft Fenland Local Plan - Members considered the draft plan for Christchurch. They felt that the proposed settlement boundary was too restrictive and would stifle the natural growth of the village. Some of the potential sites included in the draft plan may not be deliverable, due to issues of access and financial viability. Members identified sites at the northern end of the village around the Community Centre and Recreation Ground that could be included in a more relaxed settlement boundary to encourage future development. Members agreed to seek a meeting with a senior planning officer to discuss their concerns regarding the draft plan.

#### **081/22-23 Finance**

- a) The management accounts as at 30.9.22 showed income of £18,574.73 and expenditure of £12,074.99, resulting in a surplus of £6,499.74 and total funds held of £47,056.01.
- b) Members received the report of the external auditor and thanked the Clerk for his work on the audit.
- c) Members noted the following sum received:  
Fenland District Council (precept)..... £8,000.00
- d) Members approved the following accounts for payment:  
Clerk salary and home office allowance ..... £ 360.79  
PKF Littlejohn LLP (audit fee) ..... £ 240.00  
Business Services at CAS Ltd (insurance)..... £ 1,247.40  
Christchurch PCC (grass cutting)..... £ 122.50
- e) Members considered a grant application from Allsorts Community CIC for children's activities. They raised a number of queries and asked the Clerk to contact the applicant for clarification.
- f) The Clerk outlined the budget setting process for the 2023/24 financial year and asked members to suggest items for inclusion.

#### **082/22-23 Communications**

Deferred to November's meeting.

#### **083/22-23 Confidential Item**

Members resolved to exclude the press and public from the following item by reason of the confidential nature of the business to be transacted, in accordance with paragraph 3 of Part 1 of Schedule 12A of the Local Government Act 1972.

Employment matter.

#### **084/22-23 Matters for Next Meeting**

Budget setting. Update on Padgetts Road repairs.

#### **085/22-23 Date of Next Meeting**

The date of the next Meeting of the Parish Council will be Monday 14 November.

<b>Agenda Item No.</b>	094/22-23	<b>Christchurch Parish Council</b>
<b>Meeting Date</b>	14 November 2022	
<b>Report Title</b>	Clerk's Report	

## 1. Purpose of Report

To report on meetings attended and correspondence received.

## 2. Report

### Meetings attended:

Fenland District Council cost of living support - 4 November

### Correspondence received:

Cambridgeshire & Peterborough Combined Authority - councillor update, alternative fuels strategy consultation

Cambridgeshire County Council - New 20mph process, closure of Sixteen Foot Bank 16-27 January, Cambridgeshire Matters newsletter, Library@Home volunteers awarded Queen's Award for Voluntary Service, Christmas holiday activities and food programme

Fenland District Council - Street Pride Celebration Evening, planning training sessions on housing and surface water, homes for Ukrainian families, Community Carol Service, community safety drop-in sessions, parish precept timetable 2023, support for Fenland's leisure centres, asylum seeker hotel concerns, domestic abuse Q & A event

Police and Crime Commissioner - Rural crime round table

National Association of Local Councils - newsletter, bulletin and events

Cambridgeshire & Peterborough Association of Local Councils - monthly bulletin, training schedule, special general meeting

Cambridgeshire ACRE - Staying in Touch newsletter

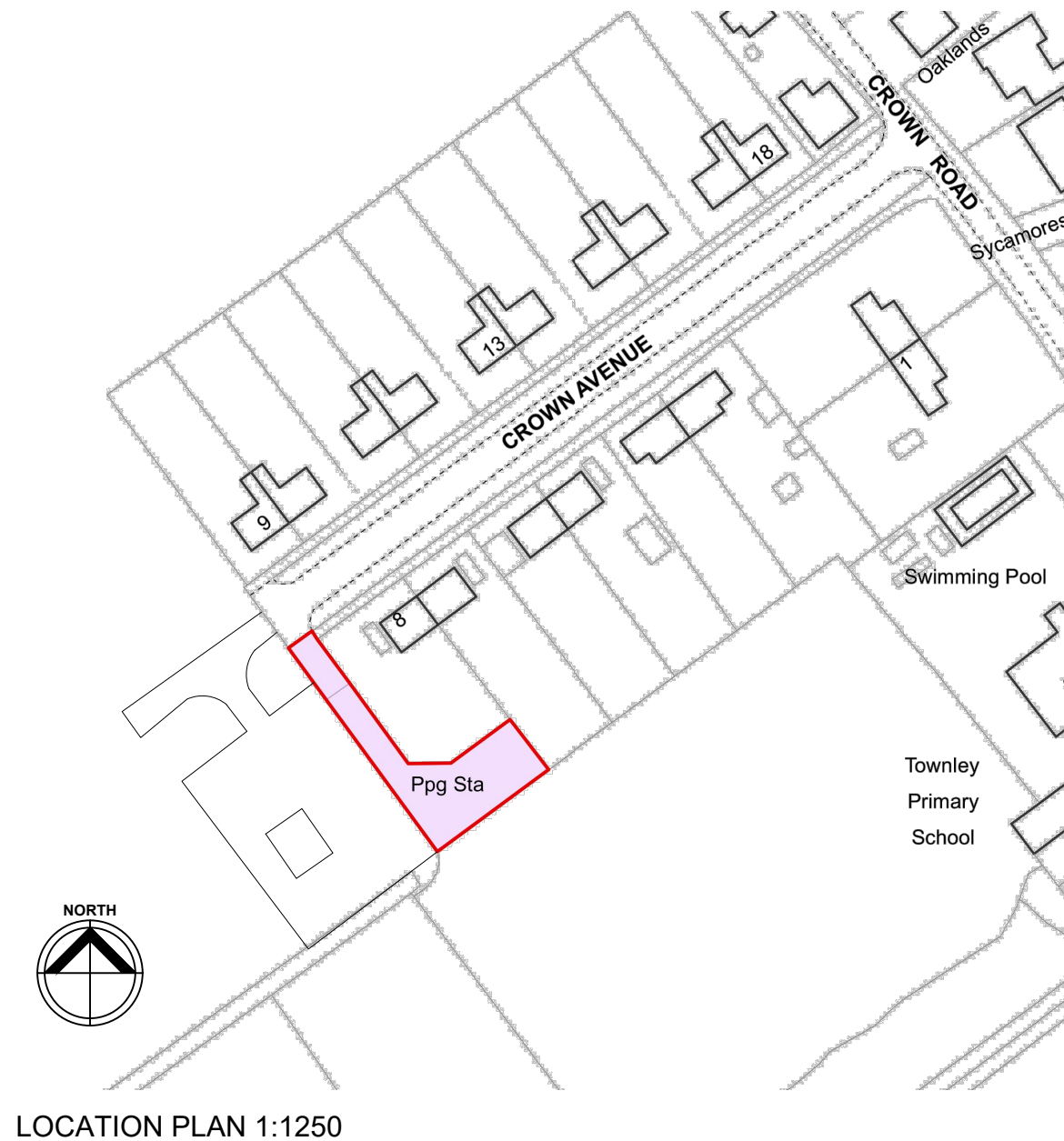
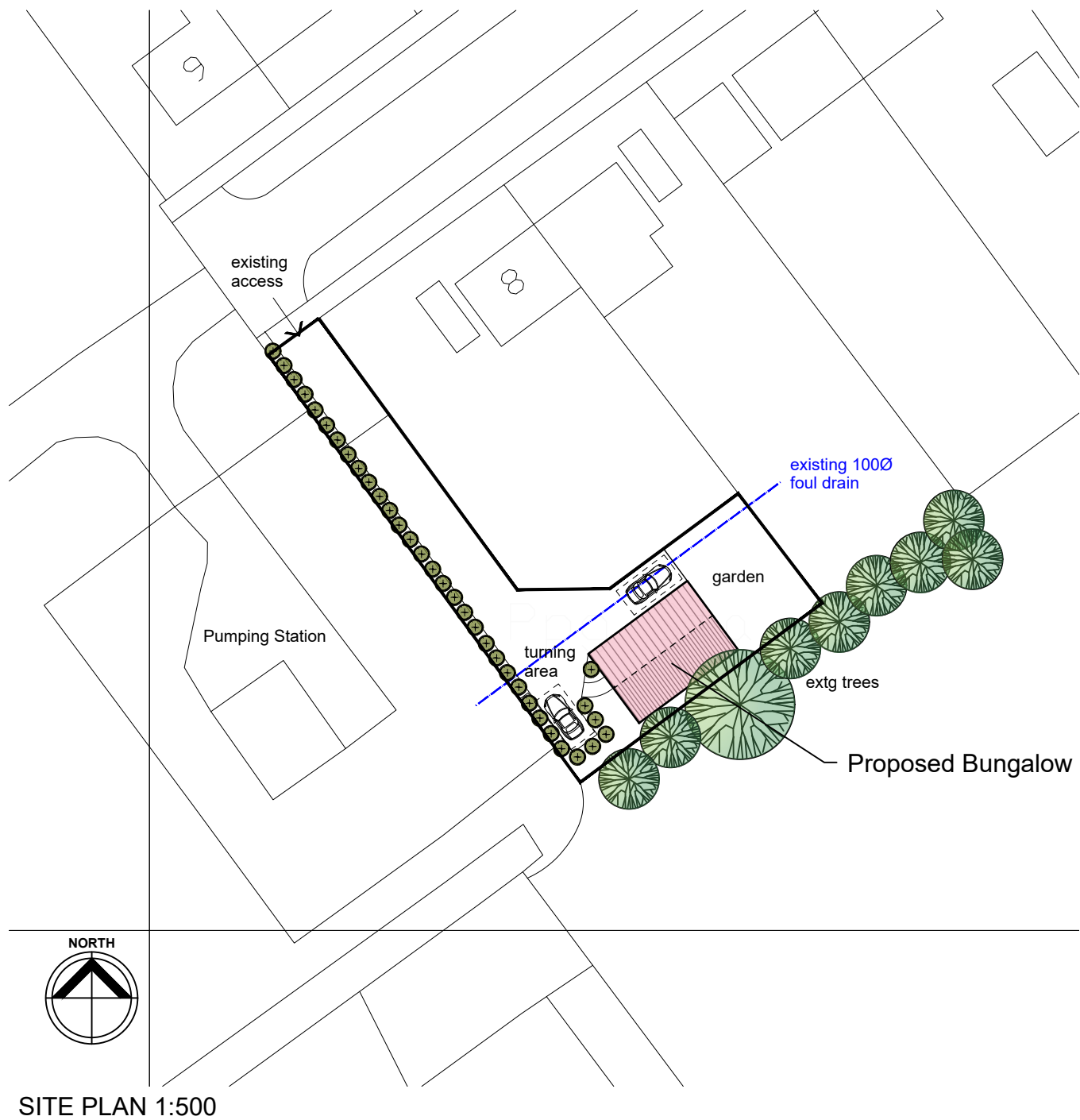
Queen Elizabeth Hospital - modernisation newsletter

Fenland Road Safety Campaign - Honey Farm Bends proposal

## 3. Recommendations

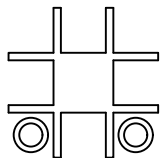
Members note the report.

<b>Report Author</b>	Dave Gibbs
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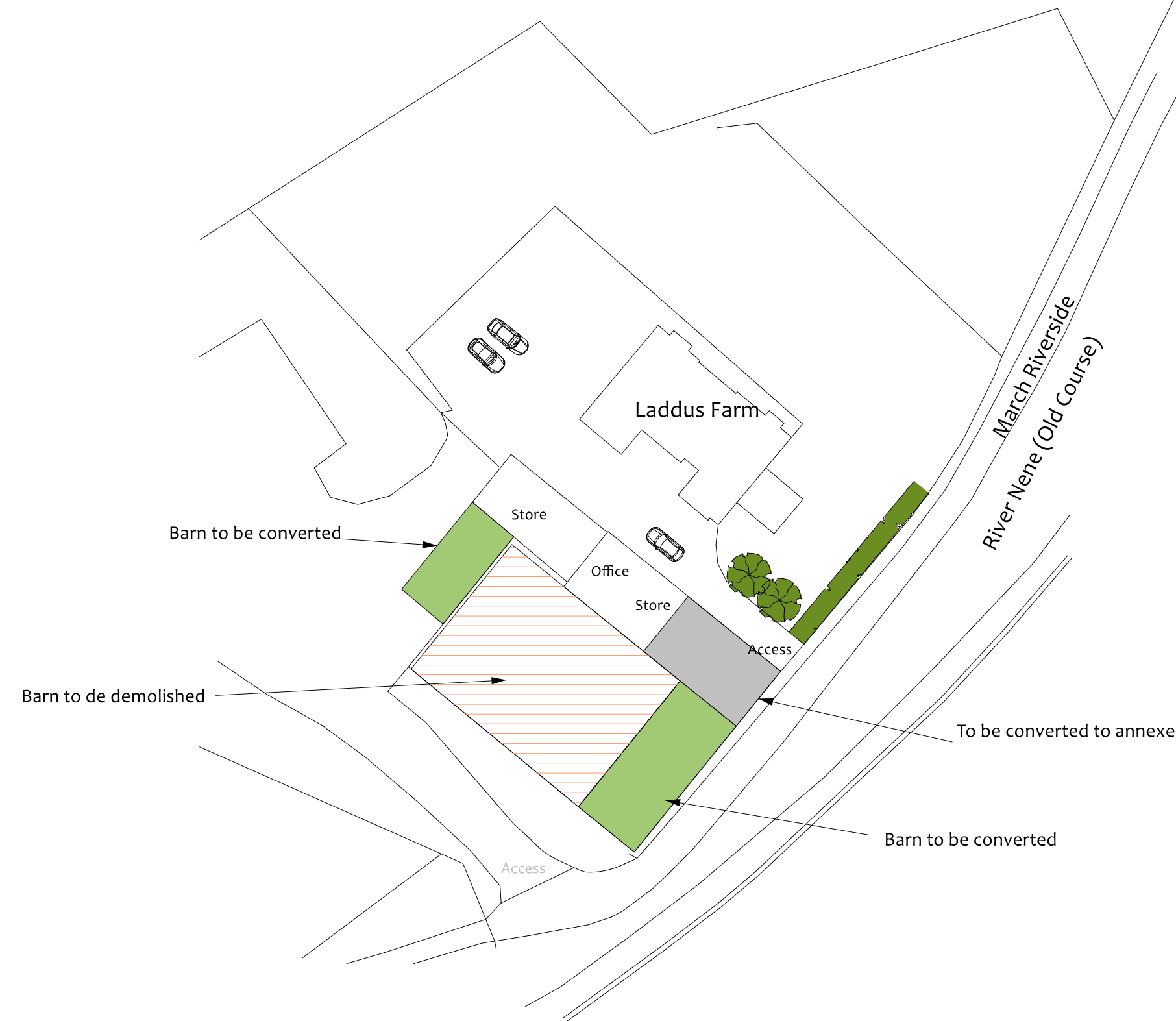
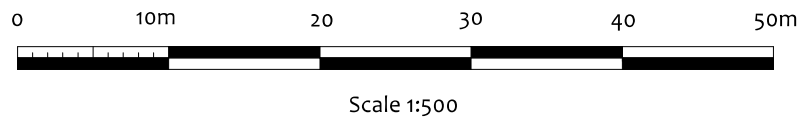
P:\2022 projects\Crown Avenue, Christchurch\BHD Docs, Drawings & PDFs\2 Planning Drawings\scheme design.dwg

REVISION:	DATE:	DRAWN:	CHECKED:	DESCRIPTION:

 <b>bhd</b> R. HARRINGTON, 1st FLOOR 12 CHURCH SQUARE LEIGHTON BUZZARD BEDS. LU7 1AE Tel: 01525 854770 Fax: 01525 854778	PROJECT: <b>CROWN AVENUE, CHRISTCHURCH</b>			
	DRAWING TITLE: <b>SITE PLAN WITH INDICATIVE LAYOUT</b>		SCALE: <b>1:50</b>	PROJECT CODE: <b>2235</b>
	DRAW DATE: <b>29.09.22</b>	DRAWN: <b>AC</b>	CHECKED: 	DRAWING NUMBER: <b>PL-01</b>
	DRAWING STATUS: <b>OUTLINE</b>	REVISION DATE: 	DRAWN: 	CHECKED: 

SHEET:

**A3**



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All dimensions and levels should be checked on site prior to commencement of works. Any discrepancy found should be reported to the agent.

This drawing is to be read in conjunction with all relevant engineers and specialist sub-contractors drawings and specifications, along with any other drawings, specification and details prepared by Anglia Building Consultants for the project.



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Norfolk - PE14 8TQ  
01945 772550  
01223 969427  
[www.angliabuildingconsultants.co.uk](http://www.angliabuildingconsultants.co.uk)  
[info@angliabuildingconsultants.co.uk](mailto:info@angliabuildingconsultants.co.uk)

No	Date	Revision
Issue: For Planning Approval		
Site: Laddus Farm, March River Side, Upwell, Cambridgeshire, PE14 9AT		
Project: Alterations, extension and conversion of barns to form 3 dwellings and an annexe		
Drawing Title: Existing Site Plan		
Client: Mr P West		
Date	October 2022	
Scale	1:500 at A3	
Drawing Number	P-21-2123-2	






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Scale 1:500

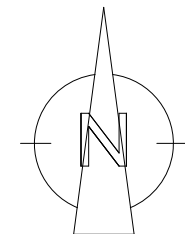
-  Patio area/paved area
-  Gravel parking
-  Foul water drainage



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[info@angliabuildingconsultants.co.uk](mailto:info@angliabuildingconsultants.co.uk)

A	24/10/22	Drainage added to annexe
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No	Date	Revision
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Issue: For Planning Approval

Site: Laddus Farm, March River Side,  
Upwell, Cambridgeshire, PE14 9AT

Project: Alterations, extension and conversion of  
barns to form 3 dwellings and an annexe

Drawing Title: Proposed Site Plan

Client: Mr P West

Date: October 2022

Scale: 1:500 at A3

Drawing Number: P-21-2123-5-A





PETER HUMPHREY  
ASSOCIATES

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## **Application Summary – REV B**

The new owners of the site wish to make some changes to the approved scheme before continuing with the implemented/extant permission for 9 dwellings.

This variation of condition application seeks to vary conditions relating to extant permission F/YR21/1440/VOC which is a recently approved amended approval of F/YR12/0630/F) - Erection of 9 x 2-storey dwellings comprising of: 2 x 2-bed, 3 x 3-bed and 4 x 4-bed dwellings with garages involving demolition of existing hall and buildings.

This submission seeks to amend the footpath detail to the approved access detail into the site - as agreed with CCC highways prior to the submission of this application. As a result the following conditions will require variation:

This document will now summarise the proposed amendments to the approved scheme and conditions.

### **Variation of condition 3 (a) (d)**

New drawings submitted with this application show amended footpath/access and will supersede the current approved ones. See updated site plan and specialist drawings from MTC submitted with this application.

PHA Drawing 6137/08P (Proposed site plan).  
MTC drawing 1216-05B (drainage plan 1 of 2)  
MTC drawing 1216-06C (drainage plan 2 of 2)  
MTC drawing 1216-09B (levels)  
MTC drawing 1216-11A (access details)  
MTC drawing 1216-12A (access details)

The 2 extra MTC drawings. MTC drawing 12A give extra detailing for the footway/access works, as currently being agreed under the S278 agreement with highways. And 09B gives levels on site of the access and roadway within the site. Supporting statement also amended.

**Variation of condition 6**

Now that the MTC access drawing has been updated, the plan number referred to in this condition will need amending from 1216-11 to 1216-11A.

**Variation of condition 12**

Now that the PHA proposed site plan drawing has been updated, the plan number referred to in this condition will need amending from 6137/08N to 6137/08P.

**Variation of condition 13**

Now that the PHA proposed site plan drawing has been updated, the plan number referred to in this condition will need amending from 6137/08N to 6137/08P.

**Variation of condition 16**

Now that the MTC plans and PHA proposed site plan drawing have been amended, the following changes to the approved documents will be necessary:

PHA Drawing 6137/08N > 6137/08P (Proposed site plan).

PHA Drawing 6137/09 > 6137/09A (Location plan).

MTC drawing 1216-05 > 1216-05B (drainage plan 1 of 2)

MTC drawing 11216-06 > 216-06C (drainage plan 2 of 2)

MTC drawing 1216-09 > 1216-09B (levels)

MTC drawing 1216-11 > 1216-11A (access details)

MTC drawing 1216-12 > 1216-12A(access details)



A -

REVISIONS

PHA

PETER HUMPHREY ASSOCIATES

ADDRESS: 2 CHAPEL ROAD, WISBECH, CAMBS, PE13 1RG.

TELEPHONE: 01945 466966

E-MAIL: info@peterhumphrey.co.uk

WEB: www.peterhumphrey.co.uk

CLIENT

FLM DEVELOPMENTS LTD

PROJECT

PROPOSED DWELLING

SITE

LAND AT 11 CHURCH ROAD CHRISTCHURCH WISBECH PE14 9PQ

DRAWING

PROPOSED SITE PLAN

JOB NO.

PAPER SIZE

DATE

6137/08P

A1

SEPT 2021

Notes:

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All dimensions shown on the drawing are in millimeters unless stated otherwise. If the drawing is received electronically (PDF) it is the recipient's responsibility to ensure it is printed to the correct paper size. All dimensions to be checked on site prior to commencing work and any discrepancies to be highlighted immediately.

The Construction (Design and Management) Regulations 2015: Peter Humphrey Associates' form of appointment with the client confirms whether the agent is appointed as 'Designer' or 'Principal Designer' under these regulations. Nevertheless, the design phase has been carried out with due consideration for the safety during construction, occupation and maintenance of the finished project. No extraordinary hazards or risks were identified outside of the routine construction operations that would not already been apparent to a competent contractor.

PROPOSED SITE PLAN 1:200



EXTERNAL MATERIALS & LANDSCAPING:

MATERIALS

Walls =  
Dwelling Plots 1, 4, 5, & 8  
Main brick = Ibstock Ladybrook Arundel Yellow Multi Stock.  
Brick detailing = Ibstock Parham Red Stock

Dwelling Plots 2, 3, 6, 7, & 9  
Main brick = Ibstock Ladybrook Multi Orange Stock.  
Brick detailing = Standard Blue Engineering Brick.

Double garage 1  
Main brick = Ibstock Ladybrook Arundel Yellow Multi Stock.  
Brick detailing = Ibstock Parham Red Stock.

Double garage 2  
Main brick = Ibstock Ladybrook Multi Orange Stock.  
Brick detailing = Standard Blue Engineering Brick

Double garage 3  
Main brick = Ibstock Ladybrook Multi Orange Stock.  
Brick detailing = Standard Blue Engineering Brick

Single garage 1  
Main brick = Ibstock Ladybrook Multi Orange Stock.  
Brick detailing = Standard Blue Engineering Brick

Roofs (all plots and garages) = Redland Richmond 10 Slate (Slate grey).

Windows = UPVC casement windows in Grey Cedar and Olive Grey (see Everest catalogue).  
External Doors = Composite entrance doors in colour TBA, other doors to be UPVC to match windows.  
Facia/Soffitts/Dormers = UPVC horizontal cladding - in white.  
Rainwater woods = UPVC Black, 106mm Ogee prostyle (Brett Martin) and round downpipes.

LANDSCAPING:

Entrance/footway = Tarmac to highway spec up to ramp details.  
Estate road = Tarmac with Marshall Drivesett Tegular Original in Charcoal where shown on site plan.  
Dwelling driveways/Paths= Marshall Drivesett Tegular Original in Autumn.

Bollards = Rincon Bollard (or similar). Locations marked on site plan with 'B' - see spec provided.  
Fire Hydrant = By specialist. Location marked on site plan with 'F.H'.

Walls/Fences =

Site Perimeter Fences:

- Proposed 1.8m high green weld-mesh fence with native hedge planting on inside.
- Existing 1.8m high close boarded fence made good where necessary to match existing.
- Proposed 1.8m high 225 wide brick wall - as approved.
- Existing neighbour's boundary - to remain as existing.
- Proposed 1.2m high black estate railings with native hedge - as approved.

Internal Fences:

- Proposed 1.8m close boarded fence.
- Proposed 1.2m high black estate railings with 1.8m laurel hedge.
- Proposed 1.2m high black estate railings.

Native Hedge = New hedges specified to consist of equal no's of Hawthorn, Blackthorn, Wild Cherry, Field Maple, Dog Rose and Hazel whips planted in two staggered rows 300mm apart and at 300mm centres.

Trees:

- T1 = Sorbus Aria Whitebeam
- T2 = Gleditsia Triacanthos Skyline
- T3 = Aesculus Carnes Briotii
- T4 = Acer Campestre
- T5 = Alnus Glutinosa
- T6 = Betula Pendula
- T7 = Amelanchier 'Robin Hill'



## Christchurch Parish Council - Receipts & Payments Summary as at 31.10.22

Income	Year to Date		Budget	%
FDC Precept	£	16,000.00	£ 16,000.00	100.00
FDC Concurrent Functions Grant	£	2,567.00	£ 2,567.00	100.00
Allotment Rents	£	-	£ -	0.00
Allotment Rates	£	-	£ -	0.00
Community Centre	£	-	£ -	0.00
Grants	£	-	£ -	0.00
Donations	£	-	£ -	0.00
Recycling Credits	£	-	£ -	0.00
Bank Interest	£	7.73	£ 2.00	386.50
VAT Refunds	£	-	£ 6,521.00	0.00
Miscellaneous	£	-	£ -	0.00
<b>Total Income</b>	<b>£</b>	<b>18,574.73</b>	<b>£ 25,090.00</b>	<b>74.03</b>

### Expenditure

Clerk's Salary	£	2,525.53	£ 4,550.00	55.51
Fees	£	375.00	£ 370.00	101.35
Subscriptions	£	406.03	£ 425.00	95.53
Admin Expenses	£	371.14	£ 1,000.00	37.11
Insurance	£	1,247.40	£ 700.00	178.20
Drainage Rates	£	82.11	£ 80.00	102.62
Recreation Ground	£	2,418.00	£ 10,300.00	23.48
Churchyard	£	122.50	£ 245.00	50.00
Community Centre	£	-	£ 2,000.00	0.00
Street Lights	£	3,495.09	£ 18,944.00	18.45
Section 137 Payments	£	50.00	£ 2,000.00	2.50
Highways	£	1,666.67	£ 3,642.00	45.76
Recoverable VAT	£	1,321.21	£ -	0.00
<b>Total Expenditure</b>	<b>£</b>	<b>14,080.68</b>	<b>£ 44,256.00</b>	<b>31.82</b>

### Summary

Total Income	£	18,574.73
LESS Total Expenditure	£	14,080.68
<b>Net Surplus or Deficit</b>	<b>£</b>	<b>4,494.05</b>

### Balance Sheet

Balance B/fwd	£	40,556.27
Surplus or Deficit	£	4,494.05
<b>Balance C/fwd</b>	<b>£</b>	<b>45,050.32</b>

### Represented by

Barclays Community Account	£	24,894.44
Barclays Business Premium Account	£	20,155.88
Cash / Cheques	£	-
	<b>£</b>	<b>45,050.32</b>

2 November 2022

## **E02-22 | 2022-23 NATIONAL SALARY AWARD**

The LGA has notified us they have come to an agreement on the new pay scales for 2022-23 to be implemented from 1 April 2022. Employers are encouraged to implement this pay award as swiftly as possible.

### **“Pay**

Agreement has been reached on rates of pay applicable from 1 April 2022.

Employers are encouraged to implement this pay award as swiftly as possible.

### **Backpay for employees who have left employment since 1 April 2022**

If requested by an ex-employee to do so, we recommend that employers should pay any monies due to that employee from 1 April 2022 to the employee’s last day of employment.

When salary arrears are paid to ex-employees who were in the Local Government Pension Scheme (LGPS), the employer must inform its local LGPS fund. Employers will need to amend the CARE and final pay figures (if the ex-employee has pre-April 2014 LGPS membership) accordingly. Further detail is provided in [section 15 of the HR guide](#) which is available on the [employer resources section](#) of [www.lgpsregs.org](http://www.lgpsregs.org)”

The attached Annex lists the new pay scales for clerks and other employees employed under the terms of the model contract including SCPs 50 and above. These calculations are based on the changes agreed by the NJC. These should be retrospectively applied from 1 April 2022.

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# Christchurch Parish Council

## Communications Review

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### Introduction

This review examines the physical and online communications of Christchurch Parish Council with the public (focusing on the local inhabitants). It will list perceived advantages and disadvantages of the current communication mechanisms and suggest improvements that can be made.

Improvements identified in this review are not intended to address all issues (as not all are known), but should provide a significant step forwards and so allowing further discussion and identifying further issues.

Please note that some issues described may not be factually accurate, but ones of perception, or lack of knowledge. It could be argued (and is the author's opinion) that representing local governance extra efforts should be used to allow as many residents as reasonably possible to be kept informed of plans, activities, and discussions. Assessments on the offline communications are less robust.

This document was compiled by Michael Brookes, as a private citizen, and no official connection with the Parish Council. It is not intended to be a commentary of council members, or council plans and decisions.

### Offline Communications

There are four principal forms of offline communications, each of which are assessed individually below.

#### Council Meetings

Parish Council meetings occur in the Community Centre on a monthly basis. As well as established council business, it does provide a public forum for residents to raise issues.

As these are a fixed requirement, and most known issues relate to associated issues that would be resolved by addressing specific actions listed below, there are no specific items from me for meetings.

However, some issues can be mentioned:

- It is not always understood when a council meeting is occurring
- What the council is responsible for, or have direct control over?
- How can the Parish Council help?
- What can the Parish Council do to support local businesses?

#### Notice Boards

There are two noticeboards positioned throughout the village, each are placed near to key locations in the village. These are an essential component for communication with residents not using online information sources.

- **Pros**
  - They are well sited (for Christchurch residents)
  - Raw information presented, so no editorial influence
  - It provides some information about other activities in the village
- **Cons**
  - It isn't clear what information should be found there
  - More could be done to make key information stand out more
  - Does Tipps End have a noticeboard?
  - Limited space available
  - It's not clear how people can promote their activities on the board

## The Heron

The Heron is the monthly village magazine that is delivered to all households in the village and immediate area. It is operated independently from the Parish Council, albeit with some financial support for the magazine.

- **Pros**
  - It is delivered to practically every household
  - It is not reliant on online access
  - There is a letters page that can provide a means of feedback from residents, although this is currently underutilised
- **Cons**
  - Space within the magazine is limited, so the full council meetings are not included (as an example)
  - While it does provide some coverage of the latest meeting (before its deadline – see below), there is little information about the Parish Council overall that would benefit new residents
  - Print deadlines conflicts with meeting schedules, so information isn't always timely
  - While there is an archive (available online, or personal collection), it isn't the best form for historical reference (either short, or longer term)
  - Editorial control is separate and so potentially could colour the presentation of council information – note this isn't referencing a specific issue or situation, but the possibility of such

## Word of Mouth

While word of mouth is not an official channel of communication for the Parish Council, it can often be a source for many who are otherwise unaware of what is going on with the council. The core danger with this uncoordinated method is that it can be inaccurate, and sometimes with negative consequences.

This issue can never be removed entirely, but ensuring easy to access official channels can help mitigate it.



## Recommendations

### The Heron

The traditional offline communications are generally adequate, however the strongest vehicle of The Heron isn't being utilised as effectively as it could be. As mentioned earlier in this review the restricted page space significantly limits reporting on the council meetings. Basic introductory information on the Parish Council is also lacking.

There are two means of addressing this, the first is for the Parish Council to produce its own periodic newsletter that is delivered to residents. While this addresses the timeliness and space issues, it would introduce costs for implementation and distribution. There's also a potential risk of conflict with The Heron, and so negative feeling. So this solution should be discounted and is only included for completeness.

A more workable solution would be an insert to the Heron, created by the Parish Council, and delivered as part of the magazine. Permanently purchasing of a set number of pages within each edition was considered, but this puts the content under potential editorial adjustment to fit the requirements of the magazine.

The insert should contain the following information:

- A brief introduction to the Parish Council
- Any news items
- Meetings from the previous meeting
- Details for the next meeting
- Contact information

The insert should comprise of no more than a single double-sided A4 sheet with visual elements to be eye catching and attract interest. There is still a space limitation so the reader should be informed where they can find out more if needed.

This doesn't address the timeliness concern – perhaps consideration can be made to change the meeting dates to sync with the magazine publication. Although other improvements (especially online) could make this unnecessary, but this will result in disconnects between online and offline information. Although this cannot be avoided without hampering any online efforts.

This solution will add cost for inclusion in the magazine and the insert will need creating. Regarding the inclusion cost this could be factored into the financial support provided to The Heron.

Efforts should also be made to engage further with magazine to encourage feedback from the residents, and editorial from the magazine.

### Informal Meetings

Opportunities for informal meetings with local groups such as the WI, or more open ones in the Dun Cow provides a friendlier setting for discussions and sounding out opinions.

## Noticeboards

Additional layout elements would provide better 'at a glance' identification for information presented. Key information should be displayed with larger fonts to aid poorer sighted users.

## Online Communications

There are two methods used by the Parish Council for online communications, either directly or indirectly.

### Official Website

The official Parish Council website is the fullest, and most up to date information channel the Parish Council operates. This section provides high level feedback for the website, but a more detailed critique of issues is included in the appendix at the end of this document.

- **Pros**
  - The site is easy to find on search engines
  - Navigation of the site is easy
  - It provides a comprehensive record of agendas and meeting notes
- **Cons**
  - While functional the site is quite plain in appearance, and some visual enhancements would improve the user experience
  - Most of the important information is distributed across individual PDFs – these take the user out of the site, and make cross correlation cumbersome
  - The site is not currently up to date
  - There is no clear statement of the Parish Council's intentions or plans
  - How the council fulfils its core activities (representing the local community, delivering services to meet local needs, and improving quality of life and community wellbeing) isn't made clear
  - The site is lacking connections to other local organisations

## The Heron

As well as its print editions, The Heron also operates a website with the latest issue, and an archive of previous issues dating back to December 2011. All issues are stored in PDF format. There is little additional functionality taking advantage of the online format.

## Recommendations

As a repository for the Parish Council's obligated documentation the website provides what is required, but lacks appeal and any meaningful connection with the community. It needs to inform residents what the plans the council are considering, and most importantly encouraging engagement.

This is reinforced by the lack of social media presence. This is relatively easy to add, but does require some commitment to build the audience and become a useful tool to inform the council. Looking at the issue from a higher level there are two core areas:

1. **Informative** – the website is a solid start here, but keeping residents informed should be more than record keeping. There needs to be ambitions, plans and better coverage of the work

done by the council. It should also be a platform for keeping locals informed of ancillary matters as well, such as roadworks and public events.

It should also be a repository for key local information such as the mobile library schedule and other public services. A local business directory could be a useful, and popular service, although some care would be needed to not impact advert revenue for The Heron. There will, by necessity, be some duplication of information with The Heron, but as they don't currently provide that information outside of the archived PDFs then it can be considered a supplement to what they do.

The information on the website should be replicated across at least the main social media platforms: Facebook page (suitably restricted to present approved business), Instagram and Twitter. Public council meetings can also be live cast via YouTube and Facebook so people gain familiarity with the process, and so may be encouraged to take part in future meetings.

It is important that these channels are kept up to date.

2. **Engagement** – Establishing a social media presence will by its nature provide a level of engagement with the audience. Gathering data on what residents consider key issues can help inform decision making.

A dedicated Parish Council Facebook group provides direct interaction with members, and allows them to raise questions and issues. Council members will need to be active in the group for this to be effective. Careful moderation will be needed, and this shouldn't be done by council members.

## Appendix

### Detailed Website Feedback

This appendix provides a more detailed list of issues identified with the current Parish Council website, broken down into the functional areas of the site. This list focuses on issues that could be addressed relatively easily with the site, and it should be noted that the website is easy to navigate and use for its core purpose.

Note that there is some duplication of observed issues from the higher level review from the earlier section.

- **General**
  - While functional the site is quite plain in appearance, and some visual enhancements would improve the user experience
  - Most of the important information is distributed across individual PDFs – these take the user out of the site, and make cross correlation cumbersome
  - Cookie and Privacy Policy pages are blank – the contact form infers you're at least storing basic contact information, so should have a privacy notice for GDPR (although there are some exceptions for government)

- **Home**
  - There is no clear statement of the Parish Council's intentions or plans
  - The news rotator is a good feature, but should allow clicking to take the user directly to the appropriate page
  - The intent of the photo is fine, but takes up a lot of space. Perhaps add insets for key locations around the village
- **Our Role**
  - Some useful context here, but lost in a 'wall of text' – layout changes would make it more readable
  - How the council fulfils its core activities (representing the local community, delivering services to meet local needs, and improving quality of life and community wellbeing) isn't made clear
  - While the background is useful and interesting, it's lacking specifics that residents can relate to
- **Who's Who**
  - No photos for the council members
  - Not having consistent email domains stands out
- **News**
  - Seems thin on content
  - The poster should be a visible image, not a clickable link
- **Report It**
  - There is a lot of useful information here, improved formatting would make it easier to parse