

Communications Team

Information for PCC Meeting, 7th November 2016

Background

Following agreement by the PCC in January 2016, the Communications Team, comprising Rachel Archer, Ruth Peet (facilitator), Liz Sykes and Elaine Wakefield (until May), has been meeting since April. The team was established as a PCC Working Group at the PCC meeting in May.

We have looked at the following communication-related areas:

Website, Facebook, parish magazine, pew paper, branding, advertising, ministry planning, future feedback/consultation, rotas, central calendar, dissemination of meeting information (PCC and other groups), information given/displayed inside church, information displayed outside church, information displayed inside and outside Church House.

The need for attention to communication was clearly endorsed by the congregational feedback gathered in April/May 2016.

Proposals

There is still more to do in some areas (e.g. parish magazine) but we have compiled a list of proposals (pp 2-5 below).

From the proposals we have identified five areas for priority attention. They are:

- Website
- Rotas
- Future feedback/consultation
- Dissemination of meeting information (PCC and other groups)
- External church noticeboards

Consideration of communication-related issues has also enabled us to suggest possible enhancements to the parish administrative role/function (p 6 below).

At the PCC meeting, Ruth will give a presentation outlining these areas in more detail.

It is hoped that the PCC will be able to agree the proposals we may move forward with, consider possible changes to the parish administrative role/function, and advise on the future role and remit of the Communications Team.

Ruth Peet
18th October 2016

Proposals

Blue – already done/agreed.

Green – transferred to Back of Church & Porch (BC & P) Working Party (to prevent confusion and duplication of effort).

Area	Proposal
Website	<p>Add Terms of Reference for all committees and teams (once agreed by PCC 7/11).</p> <p>Add future meeting dates.</p> <p>Combine music and concerts pages.</p> <p>More editors to be arranged.</p> <p>New website administrator to replace Ruth in 2017.</p> <p>Important magazine content (e.g. obituaries) could be put on the website.</p> <p>Style specification to be produced.</p>
Facebook	<p>Twinkles Facebook page has been amalgamated with the main one.</p> <p>Rachel has been set up as administrator.</p> <p>Facebook administration and weekly updating to be transferred from Ruth to someone else in 2017.</p> <p>Responsibility for other weekly content (Twinkles/Sunday Clubs) to be transferred.</p>
Magazine	<p>Alan asked us to review the magazine – its purpose and content (still to meet with magazine team to do this).</p> <p>In principle, magazine should be kept; communicates useful information to those without computer access.</p> <p>Content must be accurate (e.g. reporting of outcome of PCC meetings).</p> <p>If individual views are included, it should be made clear that these are not necessarily the view of St. Mary's.</p> <p>Contributors must adhere to copy deadline.</p>

	<p>Magazine's future needs consideration (team members, changing media technology).</p> <p>Put church team structure (PCC and other groups) in magazine.</p>
Pew paper	<p>Current format to remain.</p> <p>Put liturgical content together on one sheet (music, readings and prayers); put news on a separate sheet.</p> <p>Include: prayer list (named people), recommendation to take pew paper home, ministry team contact details, nearest events listed first, explanation of giving/collection, explanation of taking of photos (safeguarding), website address (larger), Facebook and Twitter details.</p> <p>Do we need the weekly 'Sunday Link' content?</p> <p>Place in porch window in a frame. (Remove table). → BC&P working group.</p> <p>Porch version (to outside) to be A3 size.</p>
Branding	<p>Create a St. Mary's logo.</p> <p>Implement a consistent image across as much as possible/appropriate (e.g. letterhead).</p> <p>Provide a style specification for notices and leaflets.</p> <p>Brand events across different media.</p>
Advertising	<p>Internal</p> <p>Branded advertising has been well received.</p> <p>External</p> <p>Consider targeted Facebook advertising.</p> <p>Consider advertising of under-represented activities and groups, e.g. Messy Church.</p> <p>Look for local advertising locations and opportunities (e.g. Lavender House, Co-op, butcher, Tesco etc).</p>
Ministry planning	<p>The ministry team is already meeting once a month to plan worship and related events, currently to January 2018.</p> <p>Add ministry planning chart to website (with explanation).</p>
Future feedback/consultation	<p>Implement annual opportunity for gathering feedback, especially prior to the APCM.</p>

Rotas	<p>Implement an online rota management system that includes a reminder system (text/email).</p> <p>Combine all Sunday information on one rota.</p> <p>Deadline = 6 weeks in advance of rota month (e.g. December's rota to be published in full at end of October, therefore information deadline = 15th October).</p>
Central calendar	<p>Currently website calendar (limited flexibility).</p> <p>Keep website calendar but for administrative purposes supersede website calendar with more flexible, detailed rota system calendar.</p>
Communication of meeting information (PCC and other groups)	<p>PCC (9/5) have agreed draft minutes should be out within 10 days of a PCC meeting, and that papers should be circulated at least 10 days before the next meeting.</p> <p>Rather than try to publish detailed minutes of all groups, on the website page for each meeting/group, indicate the name of the person to contact for the latest information.</p> <p>Also list the same information in church.</p>
Information inside church	<p>Notices</p> <p>Could a more formal notice system be managed by the churchwardens?</p> <p>Should notices be announced to the evening congregation?</p> <p>Include notices on Powerpoint slides when appropriate.</p> <p>Porch</p> <p>Porch table: volunteer to have oversight of content.</p> <p>Consider a digital monitor (as part of AV system project?).</p> <p>Consider banners/posters related to worship theme/church season etc.</p> <p>Families' leaflets have been amalgamated.</p> <p>Tower storage area → BC&P working group.</p> <p>Pew paper holders to be replaced → BC&P working group.</p> <p>Remove church opening times frame? → BC&P working group.</p> <p>Replace notice board → BC&P working group.</p> <p>Research possibilities for the area → BC&P working group.</p>

	<p>Back of Church</p> <p>Administrator needs guidance on what information is appropriate for the church.</p> <p>Visitor book. Place inside church with pen.</p> <p>Rota board. Needs new title.</p> <p>Book cupboard – tidy and stock with relevant books → BC&P working group.</p> <p>Lost property – need proper box/place. → BC&P working group.</p> <p>Notice boards need replacing. → BC&P working group?</p> <p>Gift area – Keep? Replace with newer goods? → BC&P working group.</p> <p>Remove loose money boxes. → BC&P working group.</p>
<p>Information outside church</p>	<p>Signs</p> <p>‘Church open’ sign. New one? Repaint? Brand with St. Mary’s logo/colours.</p> <p>Notice Boards</p> <p>Replace blue main church details board.</p> <p>Replace white board and blue poster board.</p> <p>Reflect St. Mary’s logo/colours.</p>
<p>Church House</p>	<p>Inside</p> <p>Content of some noticeboards needs correcting.</p> <p>St. Mary’s (large) board in hallway – needs new title, background and content.</p> <p>Events board in lobby – add how to hire the halls.</p> <p>Space to left of Buchan Hall doors (in lobby) – add notice board for St. Mary’s information.</p> <p>Use notice boards in Buchan and Warwick Halls.</p> <p>Opposite kitchen doorway – safeguarding information has been displayed.</p> <p>Outside</p> <p>Board on wall of Church House – address confusing information (tenants look like Church House staff).</p>

	<p>Parish Office</p> <p>Tidy up and decorate parish office.</p> <p>Introduce set times when it is staffed and open for enquiries (and the phone and emails are answered).</p>
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Possible administrator functions

- Website administration and updating (2017 on).
- Facebook administration and posting (2017 on).
- Monthly parish magazine printing and distribution (as now).
- Weekly production of pew paper (as now).
- Manage (branded) stationery stocks.
- Maintain central calendar.
- Production of full rota, using online system, on monthly basis.
- Manage dissemination of meeting information – online and hard copy (as now).
- Oversee content of church notice boards in Church House.
- Work in Parish Office during agreed open times.