

Notes of LSP Communications Sub Group Meeting 2 November 2005 Gordon Room, Worthing Town Hall

Present:

Farhang Tahzib (AAW PCT) Chair
Hannah Goss (AAW PCT)
Cllr Ann Barlow (WBC)
Wendy Knight (WBC)
Anne Jones (WBC)
Roger Foregard (Federation of Small Businesses)
Sharon Clarke (Town Centre Initiative)
Clare Gardiner (WSCC)
Julia Carrette (WCVS)

Apologies:

Roy Barraclough (Fire & Rescue Service)

Farhang explained that the purpose of this meeting was to bring together media and communication resources in the different LSP partner organisations to pool ideas and find out what we were all doing.

Ann referred to the 'Reputation' Agenda and proposed 'budget growth bids' for 3 new WBC staff positions (Media & Communications, Community Engagement and External Funding)

Wendy spoke about her research into the viability of producing a 'residents' magazine for Worthing residents. This would be free and either available at selected outlets (like Worthing Plus) or delivered to all households (depending on cost although it was also noted that delivery is potentially more inclusive for those with disabilities). She was currently investigating a quarterly 'glossy' with a long shelf life and funded by advertising (60% editorial; 40% advertising). This will be a 'good news' publication, possibly concentrating on different themes in different issues. However, this has yet to receive Council approval and there is currently no time frame. It would not be produced till after April 2006 at the earliest.

Ann felt it would be feasible for LSP articles (ie articles on behalf of groups which are LSP partners) to appear in a WBC newsletter in due course. It would be necessary to establish an LSP editorial policy for articles for inclusion.

Roger indicated that Worthing 1st was also intending to produce a newsletter and expressed his disappointment that the convenor of the Worthing 1st Marketing, Communications & Inward Investment group, Vanessa Powell, had not been able to attend the meeting.

Sharon said that Tudor Printers print the Chamber of Commerce newsletter free of charge in return for advertising on the back page. Ann said that in the

past the Broadwater community newsletter had also been funded in this way (and the printers had submitted a list of potential advertisers to the committee for approval).

Sharon also regularly communicates with every retailer in the town and has recently produced and distributed a Christmas publication within Worthing and also to Littlehampton, Shoreham and Storrington (to encourage shopping in Worthing). She also distributes a newsletter to every business in the town every 4 weeks (the next one will be delivered wc 12 December).

Julia mentioned 'Inforumation', the 'minutes' of the Voluntary Sector Forum, which is short, sharp and punchy and covers 2 sides of A4.

Farhang felt that it would be good to produce a one-off LSP newsletter soon (in addition to the Annual Report). It was felt that this should concentrate on articles covering areas such as

- What has your organisation gained from being part of the LSP?
- What effect does the LSP have on the ordinary person on the street
- And include headlines such as 'LSP prevents pregnancy'!!

ie

What the LSP is

Who is part of the LSP

Success stories + photos

Feedback from 22 November Stakeholder Event

Julia volunteered to write an article on Corporate Social Responsibility (Worthing 1st is looking into the possibility of forming a Business Community Partnership). It was felt that it should be possible to tap into the social conscience of the private sector in Worthing (eg Norwich Union, Glaxo Smithkline).

Ideally the articles would be short and the format would include 'pull quotes' from the articles. In view of the likely long lead-in time it would not be suitable for short-term 'press release' type articles as they would be out of date before publication.

Resources

Sharon confirmed that delivery by the Post Office is currently £22 per 1,000 (ie £1056 for the 48,000 households in the Borough)

Printing costs also need to be paid for.

There is no WBC budget available for an LSP newsletter.

Time Scale

It was agreed that Farhang would email LSP partners to ask for articles by end November 2005 with the newsletter to be ready for partners to agree at the 24 January 2006 LSP meeting.

Hannah Goss and Clare Gardiner 'volunteered' to set up a newsletter template, probably in Publisher, so that the pulling together of future newsletters could 'rotate' around the partners. Clare will also update the 'Worthing Together Communications Strategy' and 'Protocol for Communications Work for Worthing Together' agreed by the LSP at their meeting on 22 October 2003.

Other Tactics

It was also felt that it would be a good idea to 'court' a local reporter with a community conscience and to thereby develop positive relationships. It was not felt to be a good idea to invite the local media to the LSP Stakeholder Event on 22 November. It was generally felt that Paul Holden at The Argus was likely to be more sympathetic than Jon Buss at the Worthing Herald.

The Communications Sub Group arranged to meet again at **10 am on Wednesday, 11 January** (in Committee Room 1, Worthing Town Hall)