

Penistone FM

Community Engagement Panel (CEP)

Minutes of meeting – 16th January 2013

19.00 at The Resource Centre, St Johns Community Centre, Penistone

Attending:-

Steve Webber (SW) – Community Engagement Officer, Penistone FM (PFM)

Keith Coulton (KC) – Town Clerk, Penistone Town Council (PTC)

Nigel Ball (NB) – BMBC Libraries Service

Antoinette Drinkhill (AD) – Headteacher, St Johns Primary School

Father David Hopkins (DH) – Vicar, St Johns Church

Steve Roach (SR) – Penistone Scouts

Liz Walker (LW) – Press Officer, Penistone Agricultural Society (PAS)

Nick Hoyland (NH) – Manager, Penistone Show

Apologies for absence:-

Jeanette Edwards – Chair, Penistone West Crime & Safety Sub-Group (CSSG)

Alex Mills – Communications Team Leader, South Yorkshire Fire & Rescue (SYFR)

Nichola Garbett – Police Officer, South Yorkshire Police (SYP)

Wynford Morgan – Practice Manager, Penistone Group Practice (PGP)

Mark Sims – Penistone Round Table (PRT)

Minutes

SW opened the meeting by thanking those who had attended. He explained that he had taken over as Community Director from the previous incumbent, Ian France. He briefly re-iterated the reason for the CEP in that Penistone FM (as a Community Radio Station) had made a commitment in its bid to Ofcom to hold such meetings and, more importantly, as a Community Radio Station in an area with such strong community 'feel' as Penistone SW felt strongly that PFM could & should encourage all the partners around the table to work together when promoting events, campaigns etc within Penistone and the immediate locality.

SW explained that the re-focussed CEP meeting would be held every three months.

SW explained that PFM would act as a 'hub' and a focal point for such community based ideas but that all partners would be expected to cross-promote each others events / campaigns so as to obtain greater spread of such items.

This could be done in a variety of ways, hard copy posters or handouts in our offices, places of work etc and/or by website & social media such as 'Twitter' & 'Facebook', both of which PFM utilise.

As an example, and in order to kick-start the process, SW showed the meeting the recent press release from SYFR which forms their 1st safety campaign for 2013 focussing on 'Household Electrical Safety'. SW explained that he would be producing a Community News Flyer for the PFM studio which would be read out by PFM presenters as a regular 'Community News' feature on PFM shows. SW will also be receiving posters from SYFR and these, together with links to the press release, would be sent to all partners. Partners would be asked to use this information in whatever way they can to help promote this safety campaign.

SW then opened up the meeting for comments:-

LW commented that PAS has proposed that a statue of a Whitefaced Woodland sheep be donated to the town and installed in a prominent position but that as yet no permanent location had been determined with BMBC Highways Officers. SW confirmed that an item asking for residents thoughts on a suitable location could be a future 'campaign' that all partners could be involved in.

NH confirmed that at the next Penistone Show, the Society wanted more local businesses to exhibit, but perhaps focussing on local industries, cottage, artisan or manufacturing etc. Again, SW confirmed that this could be a cross-promoted campaign.

SR commented that if the CEP meetings were to be held every three months then we should perhaps theme our campaigns around this cycle. It was agreed that this was a good idea. SR further commented upon the CEP being a bearer of good news and promoting the good things that our young people do (a view echoed by AD & NB). He also discussed the use by other local groups of shared resources in a similar manner to the Community Equipment Bank (ie perhaps local music groups could share equipment rather than have individual stocks).

DH agreed that the CEP was a worthwhile idea and that the Church would play a full part in the process.

AD – who will be a link point to the other local Primary schools in our area – agreed that the school(s) could be used to promote local campaigns / events through handouts taken home by pupils, reaching a target adult audience in this manner.

NB also agreed that the Library service would be a willing participant in the CEP and its efforts. He agreed with SR that Young People could be assisted, citing an example of the 'Junior Job Club' attempting to alleviate worklessness in young people.

KC confirmed that PTC was happy to use its website & offices to promote any partners campaigns. He also offered that PTC would like to see news of its efforts and work within the area being promoted, as most residents were probably not aware of what PTC actually did in terms of projects in the area.

SW then summarised the meeting as follows:-

- i) PFM and all partners are committed to the general idea behind the CEP.
- ii) All partners were asked to go away and e-mail the group with their thoughts & proposals, and at the next meeting a single theme would be determined for the following quarter. SW confirmed that this single theme would not preclude the CEP from cross-promoting a unique one-off event, ie such as a school concert. Partners are asked to contact SW with news of such events and he will issue the appropriate flyers etc to the other partners.

Note – attached to these minutes will be an electronic copy of the Community News template, which partners are asked to try to use. Such news requests should be e-mailed to community@penistonefm.co.uk

- iii) All partners agreed that their e-mails addresses could now be shared with other partners, rather than using Bcc when e-mailing. SW is to check with absent partners if they too agreed with this proposal.
- iv) Meetings would be rotated around partners premises (where applicable).

Note - SW is happy to show partners around the PFM premises for those who have not been to the studio. Please e-mail SW if you wish to take up this offer.

SW thanked all for their attendance and closed the meeting.

The next meeting was agreed to be:-

17th April 2013 - 7.00pm at Penistone Library.