

Penistone FM

Community Engagement Panel (CEP)

Minutes of meeting – 17th April 2013
19.00 at The Library, Penistone

Attending:-

Steve Webber (SW) – Community Director, Penistone FM (PFM)
Nigel Ball (NB) – BMBC Libraries Service
Liz Walker (LW) – Press Officer, Penistone Agricultural Society (PAS)
Nick Hoyland (NH) – Manager, Penistone Show
Jeanette Edwards – Chair, Penistone West Crime & Safety Sub-Group (CSSG)

Apologies for absence:-

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)
Keith Coulton (KC) – Town Clerk, Penistone Town Council (PTC)
Antoinette Drinkhill (AD) – Headteacher, St Johns Primary School
Father David Hopkins (DH) – Vicar, St Johns Church
Steve Roach (SR) – Penistone Scouts

Minutes

SW opened the meeting by thanking those who had attended. He explained that PFM News Director, Andrew Painten, was unable to attend the meeting as planned but that AP had sent a 'letter of introduction' to the meeting explaining how he believed PFM could assist local groups & organisations.

SW explained that the first cross campaign – the SYFR Household Electrical safety campaign had been successfully run on-air at PFM for the last 3 months and had been displayed on the Town Council website (which now has a specific Community Engagement section). He thanked all members of the CEP who had run with this campaign. Penistone Library in particular had contacted SYFR direct and had engaged fully with the SYFR poster campaign.

SW handed out copies of the PFM Community Poster (previously e-mailed to all members) and requested that they display these at their place of work. SYFR have already posted these in all local SYFR stations. He thanked those members who had displayed the posters.

SW then opened up the meeting for discussion about the next cross campaign and invited suggestions from the members present.

NB discussed that the National Careers Service had recently been launched as a re-brand of the 'Next Step' programme and, in the current climate, focus should be made on both employment training, CV writing, skills training etc of young people which was being done by the library service and Youth Centre outreach workers. Would this be a suitable cross campaign ?

LW & NH also discussed the need for the Agricultural Society to engage more with younger people, both on a level to assist with future show committee membership, to involve themselves at the Penistone Show and to help bring the 'local flavour' of the show to the fore. They advised that competitions around plant growing were in the advanced planning stages with local schools.

LW also wanted assistance with promoting local businesses to engage with the show committee, both from a sponsorship point of view but also to promote themselves as local businesses – specifically aimed at local arts & crafts which may have a niche market but also required publicity.

SW commented that at the previous CEP meeting in January 2013 Steve Roach had suggested that the 'theme' of the next CEP cross campaign could be 'youth' and in view of this the next cross campaign could focus on the 2 'youth ideas' suggested by NB & NH. NB & NH agreed to provide more details of their ideas by the end of April so that SW could draw up suitable campaign documents for CEP members.

JE noted the comments on AP's letter of introduction and with reference to the 'Question Time' style of debate stated that she was actively trying to promote a live debate / question session with the new Police & Crime Commissioner (PCC) Shaun Wright in Penistone in the near future. The PCC had expressed interest in this idea, JE had also suggested that he might like to be on-air with PFM and this was also positively received by the PCC.

All members present agreed that this style of programme would be a valuable addition to PFM's output and would interest a mix of current and a new different audience for PFM.

SW agreed to pass these comments to AP. JE agreed that AP could contact her with a view to progressing these ideas.

SW then summarised the meeting as follows:-

- i) PFM and all partners are committed to the general idea behind the CEP.
- ii) NB & NH were asked to provide, by the end of April, their ideas for a campaign based on youth involvement in the show and the work of the National Careers Service to form the next cross campaign.
- iii) LW was asked to provide details of her wish to promote the Agricultural Society amongst a younger audience and PFM will assist with this promotion.

- iv) JE was asked to continue discussions with the PCC as regards a public / on-air debate. PFM will assist in this as necessary.

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:-

July 24th 2013 - 7.00pm. Location to be confirmed.