

Penistone FM

Community Engagement Panel (CEP)

Minutes of meeting – 18th June
19.00 at PFM's Offices, 9a High Street, Penistone

Attending:-

Steve Webber (SW) – Community Director, Penistone FM (PFM)
Keith Coulton (KC) – Town Clerk, Penistone Town Council (PTC)
Ann Farr (AF) – Deputy Headteacher, St Johns Primary School
John Openshaw (JO) – Lead Officer, Penistone Ward Alliance (WA)
Charlotte Tomlinson (ST) – Officer, Penistone Ward Alliance (WA)

Apologies for absence:-

Jeanette Edwards – Chair, Penistone West Crime & Safety Sub-Group (CSSG)
Tracy Morley – Thurlstone Community Group
Ingrid Law – Millhouse Green Community Association
Father David Hopkins – Penistone Church

Minutes

SW opened the meeting by thanking those who had attended. He went through the protocol for visitors in the PFM building, ie fire / kitchen / toilet arrangements.

He then explained that he had taken over as Community Director from January 2013. As the CEP members had changed from the initial 2013 make-up he 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 future CEP meetings would be held quarterly, but that due to his hospitalisation in early 2014 there would be a further 3 meetings in 2014.

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.

SW explained that the 1st cross-campaign had been the press release from SYFR which formed their 1st safety campaign for 2013 focussing on 'Household Electrical Safety'. SW explained that he had produced a Community News Flyer for the PFM studio which was read out by PFM presenters as a regular 'Community News' feature on PFM shows. SW had also received posters from SYFR and these, together with links to the press release, were sent to all partners. Partners were asked to use this information in whatever way they could to help promote the safety campaign.

He then explained that the 2nd cross-campaign was supposed to have been a call by the Agricultural Society for younger members to join, the tentative proposals for the 3rd had been the work of the library in youth education. Regretably, due to the timing of the Penistone Show in 2013, the retirement of the then Press Secretary and the then Library Manager being re-located by BMBC, both proposed campaigns failed to get off the ground.

SW went on to show the members present the way that PFM received and converted input from community groups to broadcast output, ie using Community News flyer templates and input from the PFM website.

SW then opened up the meeting for comments:-

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 agreed that part of the work of the CEP was to report what the members had achieved, not just what events / campaigns they wished to promote. It is equally important for the CEP to tell the wider community what our local achievements are as to promote a charity concert. SW asked KC to send him information on a 6 monthly basis.
ACTION KC

AF explained that the school issues weekly updates of 'school life'. SW asked that these be copied to PFM for him to determine if they were usable, ie to promote a concert / fund raising event. ACTION AF

JO & CT explained that the Ward Alliance was part of the new Barnsley Council Area Council arrangements for promoting volunteer involvement in the community and that the WA also meets regularly to discuss progress and to disseminate grants to local groups. SW explained that PFM and the WA were already in talks about how they could operate together, with PFM acting as the information hub as explained above. JO said that the newly launched "Love Where You Live" campaign could be promoted by PFM as part of this proposed arrangement. JO is to send information about the scheme to SW for interim promotion. ACTION JO

CT stated that it would be useful if other parts of the Penistone community could be encouraged to form their own local community groups, which KC agreed had been raised

at a recent PTC meeting. SW asked CT to produce a series of flyers which PFM would promote and assist with delivery to targeted local areas. It was agreed that Cubley & Springvale / Green Road are areas that can be readily 'ring fenced' for local identity purposes and would be targeted in early September – due to the forthcoming summer holidays. SW also agreed in that he had been approached (as a Town Council member) about a possible community clean-up on Green Road, Penistone that this was a worthwhile community based project.

All partners present agreed that meetings could be held in rotation at each others premises and, if necessary, to assist with the start-up meeting of a community group.

All partners present agreed to use their own premises / websites / social media to promote each others work. SW explained that he would not issue all Community News flyers (approx. 40 per month produced) to all partners but that particular large / special events would be issued out for partners to cross-promote.

AF agreed to use the local schools pyramid information scheme to advise of the use of the community news template form and/or the PFM website for each school to promote their own events. ACTION AF

SW stated that although the Penistone Group Practice had not accepted any invitations to attend and / or join the CEP, he was going to contact the Kingswell Surgery with a view to inviting them onto the CEP. The dual purpose behind this invitation was to allow the CEP to promote health & medical information and use the surgery premises for important posters / flyers. Surgeries, because of their high footfall, offer an excellent opportunity to promote the work of the CEP. ACTION SW

SW also said that it was obvious that some invited members of the CEP could not offer either off-duty or evening time to attend and that he was to further re-assess the CEP membership and requested that members think about who they would like to see on the CEP and offer suggestions via e-mail. ACTION ALL.

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 SW with their thoughts & proposals. Partners are asked to contact SW with news of any events they wish to promote 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 are requested that their work e-mail addresses can 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. ACTION ALL to confirm.
- iv) Meetings would be rotated around partners premises (where applicable).

SW then showed those partners present around the station and as part of that tour a brief discussion was held with the live studio presenter – Harriet Fielding – who was presenting her weekly Wednesday ‘Rock Show’.

SW thanked all for their attendance and closed the meeting.

The next meeting was agreed to be:-

Mid to end August. Suggested dates are 14th or 21st August 2014. SW to confirm.