

## Upwood and the Raveleys

### Community Led Plan: Communications Working Party. 23 June 2015

**Present:** Carol Bilverstone, Bob Child, Helen Green, Doug McLeod, Pauline McLeod.

**Apologies** received from Freda Fotheringham, Hayley Huskinson.

The team reviewed the compilation of comments relating to communication in the parish. They reflected on improvements made to date and created an action plan for the future.

**Noticeboards:** Although work to refurbish the existing noticeboards has been carried out by the parish council, it was felt that improvements could still be made. All agreed that each of the five areas of the parish would benefit from a joint parish council/community noticeboard accessible to a community representative in each area. Contact details of the representative and the parish logo should be displayed in each one.

The team suggested that:

- The noticeboard in Little Raveley should be moved to a central and accessible position.
- The noticeboard in Great Raveley would be more effective if it were located by the post box.
- Carol noted that a new noticeboard for Farm Close has been provided by Muir Housing Association and its installation by BPHA is imminent. It will be located in a more prominent position than the existing one. Its management and maintenance has been devolved to the parish council.
- Further research is required regarding the noticeboard at Fairmead. The team are unsure whether the residents' association is active and who owns the existing noticeboard.
- Upwood's noticeboard (currently in the churchyard) should be located on the grassed area by the book exchange.

**Action:** Relocation/shared management of the noticeboards will be raised at the next **parish council** meeting.

**Freda** will be asked to find out more about the status of the noticeboard and the residents' association at Fairmead.

#### **Parish Newsletter:**

Although some residents have asked for, and receive a digital copy of the newsletter, a paper copy will continue to be delivered to every household in the parish. It would be too complicated for the delivery teams to be selective especially as households change. The newsletter is also available for download from the website and is sent electronically to those who have moved away from the parish, and to various local organisations and contacts.

The newsletter editors have been proactively addressing the issues raised in the CLP questionnaire. The parish council has a regular slot on page three and it has featured on the front page on several occasions. A comprehensive diary of events is posted in every issue and "Who's who" is on the back page every time. It was suggested that a correspondent be appointed in each area of the parish. It was suggested that the newsletter's "who's who" contacts page should be posted in each of the noticeboards.

**Action: Pauline and the newsletter committee** will consider appointing a correspondent for each of the five areas of the parish. If there is space, they will add e-mail addresses for each contact. They will update the contacts page and share this for display in the noticeboards.

#### **The parish website:**

Steve Howes and Doug McLeod (webmasters) are currently trialling a new website and it is hoped that this will go live in September. The new site will be fluid (tablet and mobile phone friendly); it will be easier to manage; and will have a more contemporary feel. The website is promoted in every edition of the newsletter. The website now has a direct link to the Upwood Facebook page.

**Action: Doug** will investigate ways to count and monitor visitor activity.

**Carol** will talk to Steve about the possibility of signing up for automatic mailings of e.g. newsletters, agendas, minutes etc. as they are posted (the parish council is registered with the Information Commissioner for data protection so the gathering of personal contact details should not be an issue).

#### **Facebook:**

Approximately "220" people like the "Upwood" Facebook page and there is always a flurry of activity when photographs are posted of various local events. There are currently three site administrators. It was suggested that one or two administrators be appointed from each area of the parish to add to the variety and frequency of posts. Protocols would need to be agreed and consideration given to the

pros and cons of increased access. Doug agreed to address this with Steve Howes (the "owner" of the Facebook page). The Facebook page is promoted in every edition of the newsletter and there are links from and to the website.

**Action:** Doug will discuss the appointment of additional administrators with Steve.

**Parish Council:**

Although it is disappointing that only a few members of the public attend parish council meetings, in some ways this could be construed as a good thing. It is appreciated that people generally only approach the council with problems. There is typically greater attendance when contentious issues are on the agenda and people do attend if there is an item pertinent to them. It was suggested that an "open forum" at each meeting might encourage participation. It was also suggested that a young persons' open forum might help to engage younger members of the community. The team would also like to see a young persons' representative at parish council meetings.

**Action:** the parish council will be asked to consider holding an open forum at each meeting. It will also be asked to consider hosting a young persons' open forum; and recruiting a young persons' representative to attend each meeting.

**Broadband:**

All are disappointed with the so called "Superfast Broadband". Great Raveley residents have enlisted the support of County Councillor Michael Tew but were not aware that much of the rest of the parish are also dissatisfied with the service. Helen suggested that complaints via Twitter @btcare had resulted in visits from engineers. Doug suggested that a Facebook/website/newsletter survey asking "what's your broadband speed" could provide helpful evidence. Helen will connect the Great Raveley team with this working party in the hope that we can lobby for a better service throughout the parish.

The group discussed the need for Wi-Fi in the village hall. Cambridgeshire Acre are currently offering to support the installation costs. Consideration would need to be given to the ongoing cost. Bob suggested that the availability of Wi-Fi might open access to a broader range of users.

**Action:** Doug has launched the survey on the Facebook page. Responses were received almost instantly. Local subject matter experts have joined the debate. Carol has invited County Councillor Michael Tew to follow/join the conversation. Helen will connect the Great Raveley group with this working party.

Doug and Bob will talk to Steve about the possibility of installing Wi-Fi in the village hall.

**Infrastructure:**

Although Freda could not be present at the meeting, she asked the group to consider the location of the "Upwood" sign by the school which clearly excludes Fairmead. The group suggested that "Welcome to Upwood and the Raveleys" signs be installed at the parish boundary on each of the four approach roads (from Woodwalton, Huntingdon, Ramsey Heights and Bury) to demonstrate inclusivity.

**Action:** this will be taken to the parish council for consideration.

**Conclusion:**

Communication in this parish is good but there are always areas for improvement.

Carol/Doug/Pauline will continue to promote community services and items of community interest as they are received. Pauline will add contact details of community service providers to the who's who directory in the newsletter, space permitting.

It is proposed that a combined bid is submitted by the parish council to the Ramsey Windfarm initiative to address the following:

Newsletter: £600 to cover the provision of four colour pages in 12 issues + the purchase of a dedicated newsletter laptop at approximately £500.

Website: Approximately £100 to cover the renewal of the domain.

Noticeboards: Unknown cost to relocate/provide larger boards.

Infrastructure: Unknown cost to provide parish road signs.

Village Hall: Unknown monthly cost of Wi-Fi provision.

The closing date for applications is 02 September so support from the parish council to pursue this would need to be gained at its next meeting on 06 July.

Carol Silverstone  
23 June 2015

Following the meeting, Pauline has prepared the following for the next edition of the newsletter (formatting adapted slightly to fit this page):

### **A DIGITAL COPY**

*Did you know that you can receive a digital copy of this newsletter?  
If you would like to receive a digital copy please send your name and  
email address to*

*[upwoodnl@hotmail.co.uk](mailto:upwoodnl@hotmail.co.uk)*

*and you will be added to the distribution list.*

*N.B. You will still receive a paper one, delivered to your home.*

### **NEWSLETTER CONTRIBUTORS**

*The editorial team are delighted by the number of submissions received each month from the various clubs and societies that operate in the Parish, so please keep them coming. However we would love to receive news from each of the 5 distinct areas with the Parish as well.*

*So whether you live in Fairmead Park, Farm Close, Great Raveley, Little Raveley or Upwood we want to hear about what is happening in your community. It could, for example, be a party for residents, a successful fund raising event or a group of concerned residents working together to achieve a common aim. You tell us about it and we'll do our best to include your news in the next edition of the newsletter.*

*Please send all reports and photos to [upwoodnl@hotmail.co.uk](mailto:upwoodnl@hotmail.co.uk)  
We are looking forward to being inundated with news from across the Parish.*

### **WHAT'S YOUR BROADBAND CONNECTION SPEED?**

'Superfast' broadband came to the Parish over a year ago but for many residents who have signed up to this new service the service has been anything but superfast.

A working party is already investigating the problem in Great Raveley but what is the situation in the rest of the Parish?



An on-line survey is being conducted on the Upwood Facebook page so please go to this page and register the area of the parish you live, the name of the road and the connection speed.

An update of the situation will appear in a future edition of this newsletter.

CLP Communications Working Party

Pauline has also addressed the following:

- the Community Navigators and HACT – their contact details now appear on the back page of the newsletter.
- adding email addresses to all the contacts is being investigated but some are so long that this might only be possible for inclusion on the 5 noticeboard copies, which will hopefully be A4 size.
- asked the other 2 editors to include PC meeting dates in the diary of events, space permitting.
- drafted 3 separate articles for inclusion in the next edition of the newsletter covering the Broadband situation and the Facebook survey, asking for contributors from all 5 areas of the parish and mentioning the availability of digital copies and how to receive one.

Carol has made enquires with Cambridgeshire County Council regarding the potential installation of “welcome to the parish signs”. The response from the District Highway Manager refers to the TSRGD (Traffic Signs Regulations and General Directions 2002 & 2015) which allows signs for countries, counties, towns or villages but not parishes, so it would not be permissible to have signs for “Upwood and The Raveleys”. Carol has followed this with a request for a quotation to have the “Upwood” sign moved from its current location near the school to a position near to the entrance to Fairmead.