



Windlesham Parish Council

Joanna Whitfield
Clerk to the Council
Tel: 01276 471675
Email: clerk@windleshampc.gov.uk
Website: www.windleshampc.gov.uk

The Council Offices
The Avenue
Lightwater
Surrey
GU18 5RG

MINUTES OF A MEETING OF WINDLESHAM PARISH COUNCIL'S COMMUNICATIONS COMMITTEE

Held on Monday 13th October 2025 at 6:30pm at Lightwater Library, 83A Guildford Road, Lightwater, GU18 5SB

Bagshot Cllrs		Lightwater Cllrs		Windlesham Cllrs	
Willgoss	P	Malcaus-Cooper	P	Lewis	A
Wilson	P	Stevens	P	Richardson	S

In attendance: Sarah Wakefield – Assistant Clerk to the Council
Cllr Turner – Lightwater Councillor
S Kiernan – Communications and Engagement Officer
Mr Hodges Long – Resident
Cllr Alf Turner
Cllr James Harris

Cllr Malcaus Cooper took the Chair

P - present A – apologies PA – part of meeting - no information
S – Substitute E- Ex-Officio

		Action
COMM/25/17	Apologies for absence Apologies for absence were received from Cllr Lewis	
COMM/25/18	Declarations of interest None	
COMM/25/19	Public question time Mr Hodges-Long, a member of the public, raised a query seeking clarification regarding the staffing structure of the Parish Council. He referred to the listed positions of Clerk, Responsible Financial Officer (RFO), Assistant Clerk, Cemeteries/Operations Co-ordinator, and Communications Officer. Mr Hodges-Long requested information on staff salaries. Councillor Malcaus-Cooper advised that staff costs are published within the Annual Governance and Accountability Return (AGAR).	

	Mr Hodges-Long further queried the costings associated with the proposed mailshot. Councillor Malcaus-Cooper confirmed that this matter would be addressed later in the meeting.	
COMM/25/20	Exclusion of the press and public. Agreed that the following items be dealt with after the public, including the press, have been excluded under S1(2) of the Public Bodies (Admission to Meetings) Act 1960: There were no items to be discussed in the confidential part of the meeting.	
COMM/25/21	To review recent communications activities including social media statistics The Communications Officer provided members with an update on recent communications activities, including social media statistics, as detailed in the meeting papers. It was noted that Windlesham Parish Council had run a paid Facebook post to assist in reaching residents with information regarding the SHBC Community Governance Review consultation. Members acknowledged the information presented Councillor Richardson enquired about communications relating to the Heathpark Wood development. It was confirmed that this would be clarified with the Windlesham Village Committee to identify the appropriate point of contact with the developer Persimmon. Discussion also took place regarding the forthcoming A322 works. It was agreed that the Communications Officer would liaise with the Clerk regarding communications on this matter. Councillor Wilson questioned the value of paid social media boosts, noting that engagement often increased only around controversial issues. He also queried the overall effectiveness of the Parish Council's Facebook page. The Communications Officer advised that many councils operate Facebook pages as an essential communication tool. Councillor Richardson expressed a need for council meetings to be easier to find and suggested a page on the website listing the meetings. Councillor Malcaus-Cooper suggested creating Facebook events for meetings to make them more accessible to residents. It was resolved that the Communications Officer would action this.	Comms Officer
COMM/25/22	Consideration of Direct Mailshots for Inclusive Community Engagement and Proposal for Guidelines and Spending Authority At the August meeting, members had raised the importance of reaching residents who are not online and had considered the use of parish-wide mailshots as a method of communication. Quotes were obtained and presented to members for consideration.	Clerk, Comms Officer, Chair & Vice Chair

	Discussion took place regarding the costings. Cllr Wilson noted that Surrey Heath Borough Council's mailshot spend was significantly lower. It was suggested that the Communications Officer speak with SHBC's comms team to investigate. Cllr Malcaus-Cooper highlighted the need to reach residents who are not online. Councillor Richardson suggested better use of parish and cemetery noticeboards to enhance communication and requested guidance on Councillors' communications. The Assistant Clerk agreed to circulate the relevant information. Members were asked to take a vote to agree on whether to send a mailshot to every household in the Parish to deliver communications. 1. Cllr Malcaus-Cooper proposed, Cllr Stevens seconded, and it was resolved that with 3 in favour and 2 against, to delegate authority to the clerk in conjunction with the chair and vice chair of the communications committee to produce and deliver a direct mailshot for the community when necessary. Members were then asked to select a budget and choose a supplier from the quotations presented in the table. 2. Councillor Stevens proposed, Councillor Willgoss seconded, and it was resolved with 4 in favour, 0 against and 1 abstention to proceed with Quote A, unless a more suitable and cost-effective option becomes available, and to delegate authority to the Clerk and the Communications Officer to investigate more economical alternatives.	
COMM/25/23	Discuss and approve provision for further communications related to the Community Governance Review (CGR), should the process proceed to a second phase of consultation. Members were invited to discuss what communications the Parish Council would like to provide on the CGR results once they are published by SHBC. Cllr Wilson advised that all CGR communications should come from SHBC to avoid contradictions. Cllr Willgoss highlighted the need for residents to understand local impacts. Cllr Richardson questioned how differing views could be managed, and Cllr Malcaus-Cooper stressed that any Council approved communication must be factual and sensitive. Cllr Malcaus-Cooper noted the Council's duty to inform, especially if SHBC lacks parish-specific detail. There was a brief exchange on maintaining neutrality before Cllr Malcaus-Cooper restored order. Cllr Stevens proposed, Cllr Malcaus-Cooper seconded, and it was resolved unanimously to defer the decision on CGR communications until WPC has more information following the results.	Clerk, Comms Officer, Chair & Vice Chair

COMM/25/24	To review the Communications Strategy The Communications Officer provided a brief update on the recent revisions to the Communications Strategy. Cllr Richardson requested clarification on the three key objectives within the strategy and how these would be delivered. It was agreed that the Communications Officer will review and confirm the three key objectives of the Communications Strategy, outline how progress towards these will be measured, and present the findings at the next meeting for discussion.	Comms Officer
COMM/25/25	To consider potential contributions to Village Life Magazine Members received information regarding Village Life magazine, including details of its distribution areas and contribution costs. It was noted that members were keen to reach residents who are not online. Some members queried that they had not personally received the magazine and raised concerns regarding its delivery. Cllr Malcaus-Cooper suggested exploring a 3 month trial contribution. Following discussion, Cllr Malcaus-Cooper called a vote, and it was resolved with 4 in favour, 1 against, 0 abstentions to trial a half-page advertisement in Village Life magazine for three consecutive months, subject to the Communications Officer first investigating delivery arrangements and being satisfied that the magazine reaches residents effectively.	Clerk, Comms Officer, Chair & Vice Chair
COMM/25/26	To discuss a Parish Council YouTube Channel Members considered the proposal to establish a WPC YouTube channel, intended to host recordings of council meetings once the Meeting Owl system is operational. It was unanimously agreed to proceed with the creation of the channel.	Comms Officer
COMM/25/27	Potential Christmas Communications Members reviewed proposals for the forthcoming Christmas communications, including the publication of a festive newsletter and the organisation of a Christmas Trail in each village. Following a brief discussion, Cllr Malacus-Cooper called a vote, and it was resolved, with 4 votes in favour, 1 against, and 0 abstentions, to delegate authority to the Clerk and Communications Officer to deliver the initiative, with expenditure of up to £30, subject to the Communications Officer's capacity and workload.	Clerk & Comms Officer

COMM/25/28	Communications Officer Update	
	Nothing to report.	

There being no further business, the meeting closed at 19:32.