



Windlesham Parish Council

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6th May 2026

To: Cllrs Malcaus Cooper, Lewis, Willgoss, Hardless

And all members of Council as nominated substitutes

You are hereby summoned to attend the meeting of the Communications Committee to be held at Lightwater Library, 83A Guildford Road, Lightwater on **11th May at 18:30** to act upon the under-mentioned business.

Yours sincerely

**Joanna Whitfield
Clerk to the Council**

MEETING INFORMATION

Members of the public are invited to attend this meeting or if you wish to submit any questions or comment on any of the items on this agenda without attending, please email clerk@windleshampc.gov.uk by midday on 11th May. Please note that all written submissions for public participation are limited to 150 words and where possible will be read aloud at the meeting, along with the name of the person submitting the comment. If you do not wish your name to be made public at the meeting, you must specify this to the Clerk in writing at the time of submission.

AGENDA

- 1. To elect a Chairman and Vice Chairman of the Committee**
- 2. Apologies for absence**
- 3. To note the Communications Committee Terms of Reference 2026-2027**
- 4. Declarations of interest:** Members to declare any interest, including Disclosable Pecuniary Interests they may have in agenda items that accord with the requirements of the Parish Council's Code of Conduct and to consider any requests from members for dispensations that accord with the Localism Act 2011 S33(b-e)

5. **Public question time**
6. **Exclusion of the press and public.** To agree any items to be dealt with after the public, including the press, have been excluded under S1(2) of the Public Bodies (Admission to Meetings) Act 1960
7. **To review recent communications activities**
8. **Discuss and approve provision for further communications related to the Community Governance Review (CGR)**
9. **Communications Officer Update**

Exclusion of the press and public - To exclude members of the public, including the press, for consideration of items excluded under S1(2) of the Public Bodies (Admission to Meetings) Act 1960.

CONFIDENTIAL BUSINESS

Windlesham Parish Council

Communications Committee – Terms of Reference 2026-2027

The role of the Communications Committee is to consider all external Council communications.

1. Membership of the committee will consist of a maximum of 9 members, consisting of a maximum of 3 representatives from each village. To ensure that each village remains adequately represented in the event of a member's absence, any nominated substitute must be a member of the same village committee as the original appointed representative.
2. Non-members of the Council may be appointed to serve on the Committee in an advisory capacity. Such appointments shall be made by recommendation to Full Council and confirmed by a resolution of the Council.

Non-councillor members, advisory members, subject-matter experts and other invited attendees shall withdraw from the meeting for any item of confidential or exempt business unless the Committee resolves that their continued attendance is necessary for that item. Any person permitted to remain must comply with the Council's confidentiality and data protection requirements and must not disclose confidential information or personal data without lawful authority.

FUNCTIONS:

The Communications Committee will have the following duties and shall be empowered, within the current structure, to:

- Develop and implement a communications strategy based on the current media policy.
- Create and update a consistent corporate identity to be used in Parish Council communications.
- To prepare a draft budget for consideration at the Budget meetings in Sept/Oct each year.
- Liaise with local organisations with regard to communications.
- To make use of a full range of media opportunities to promote Windlesham Parish Council, including social media.
- Any other communications issues as requested by Full Council.

Delegated Spending Authority

In order to undertake its functions, the Communications Committee is authorised to spend to the following limits:

- With effect from 1st April 26 this committee will have a budget of £8,500 as agreed in the Full Council budget.

- All expenditure requirements in excess of the authorised limit to be agreed in advance of expenditure commitment by resolution of the Council.

The Chairman shall:

- Agree to the minutes of the Communications Committee at Full Council meetings, subject to approval.

Item 7 – To review recent communications activities

Reporting period: 28 Jan – 27 April

Social media statistics for the reporting period are set out in the accompanying charts and screenshots. Overall performance reflects steady engagement across platforms, with stronger results where content related directly to local issues and community participation.

Facebook

Facebook continued to be the Parish Council's highest-performing digital channel during this period, delivering the greatest reach and engagement, as shown in the Facebook statistics provided on the next page.

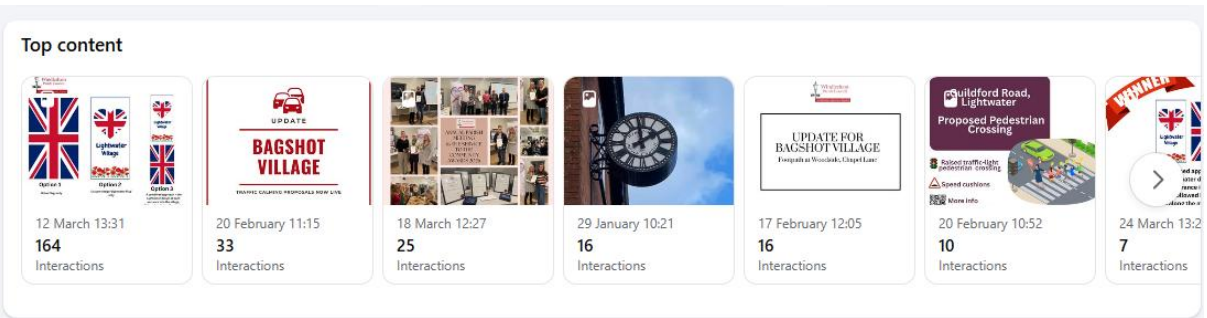
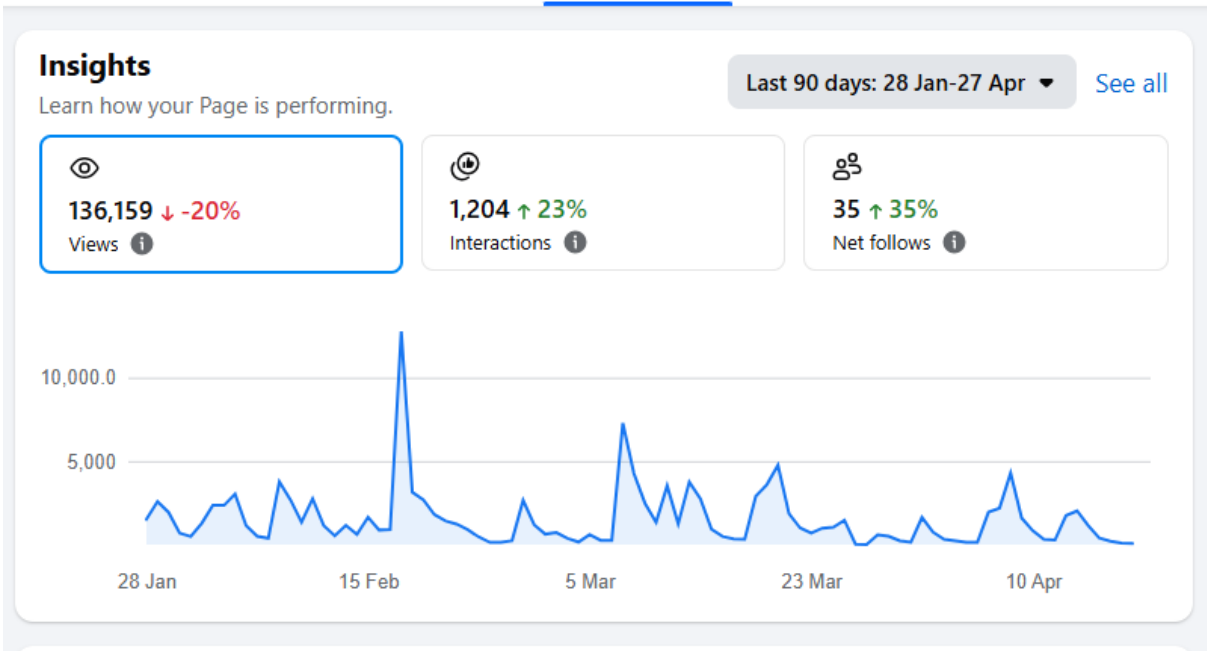
- Engagement increased on posts linked to traffic and infrastructure, consultations, community award announcements and good news stories
- Content with a clear call to action such as the flag poll generated noticeably higher interaction levels
- Visual posts performed more strongly than general notices

Top-performing Facebook content (by engagement):

- *Bagshot Village Traffic and Infrastructure update*
- *Lightwater Flags Poll*
- *Annual Parish Meeting and Community Awards*

These posts recorded the highest interaction levels during the period, demonstrating that residents are most responsive to content that directly affects daily life or invites participation.

Graphs & Statistics



Instagram

Instagram statistics show lower overall engagement when compared to Facebook, which is consistent with previous reporting periods.

- Instagram continues to support awareness rather than high interaction
- Performance is strongest when used alongside Facebook to reinforce key messages visually
- Engagement trends remain stable across the reporting period



Printed Communications – Reach and Distribution


In addition to digital channels, council communications continued through a range of printed publications, supporting inclusive access to information.

Publications delivered during the period:

- *Windlesham Magazine* – March / April
- *Village Life* – March edition
- *Village Life* – April edition
- *Round & About* – May edition
- *Roundabout* – May edition
- *Windlesham Magazine* – May/June

The **Round & About** publication continues to provide the widest single distribution, reaching approximately **20,723 homes** across Camberley, Bagshot, and Lightwater.

Windlesham Magazine – March/April





01276 471676

ANNUAL PARISH MEETING




The Parish Council invites all electors to attend the Annual Parish Meeting 2026.



This is an opportunity for residents to come together and discuss community matters.

 **Tuesday 17th March 2026**
Refreshments from 7:15pm for a 7:30pm start

 **The Lumley Room at The Hub**
The Field of Remembrance, Kennel Lane, Windlesham, GU20 6AA

• Open forum for electors to discuss issues important to their communities

• More details available on the Parish Council website and social media pages: windleshampc.gov.uk    Nextdoor



Village Life March

UPDATES FOR THE 3 VILLAGES



Bagshot

- The committee is delighted to support Curley Park Rangers Fc and Bagshot Good Companions with grant funding.
- A new pathway is planned for installation at School Lane Field this spring.
- SCC Highways has drafted the initial designs for the proposed traffic improvements in the village. We'll share the next steps with residents as soon as the plans are finalised.

Lightwater

- A grant has been awarded to the Lightwater Society to support village events, including this summer's music festival.
- The committee has agreed to review options for reintroducing flags in the village this summer.
- Work is progressing on upgrading the fencing and making further improvements at Lightwater Cemetery.

Windlesham

- Grants have been approved for both the Over 60s Lunch Club and the Derby and Joan Club.
- Village speed surveys are complete, and Surrey County Council Highways has confirmed that Windlesham is included in Tranche 2 of the county's 20mph programme. The village now moves to the next stage. More details will be shared as SCC sets out the upcoming stages of the process.
- Neighbourhood Plan review progress was considered at the recent committee meeting. The working party will take forward the next steps, with further updates to follow.

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Village Life April

COMMUNITY SPIRIT CELEBRATED AT THE ANNUAL PARISH MEETING



Residents came together in March for the WPC Annual Parish Meeting, hosted by Chairman Cllr Valerie White, who welcomed attendees and reflected on another year of local achievements.

A highlight of the evening was the presentation of the Annual Service to the Community Awards, recognising outstanding volunteers from Bagshot, Lightwater and Windlesham.

Award Recipients

Bagshot

- Rachael Welch – Dogs Walk This Way Rescue
dogswalkthiswayrescue.com

Lightwater

- 1st Lightwater Scouts – Group Award
- Gill Cole – Lightwater Village School PTA
- Junior Award - Cameron - Lightwater Scouts

Windlesham

- George Gilbert - Windlesham Society
- Windlesham Village Fete Committee - Group Award
- Shelley & Jerry Lawson - Windlesham Village Picnic

The Parish Council congratulates all recipients and thanks every volunteer who continues to enrich community life across the parish.



Round & About – May

(20,723 homes in Camberley, Bagshot, Lightwater & also expanding to Windlesham)

LOCAL LIFE

SHINING



Another year of local achievements and community spirit have been commemorated by Windlesham Parish Council



Community champions have been celebrated at Windlesham Parish Council's Annual Service to the Community Awards.

As guests enjoyed prosecco and cake, the ceremony honoured the volunteers whose dedication enriches and supports the villages.

Those recognised with well-deserved awards on the evening included:

Rachael Welch of Dogs Walk This Way Rescue in Bagshot. She was honoured for her tireless work rescuing and caring for dogs (and now cats) providing emergency care, and always prioritising animal and community welfare.

1st Lightwater Scouts received the Group Award which recognises the exceptional work of leaders and volunteers across Squirrels, Beavers, Cubs, Scouts and Explorers. Special mentions went to Dr Christabel "Chrissy" Welding, Helen Christian, Paul Reynolds, Jonathan Emery, Teresa Murphy, Alison Porter.

STARS



Gill Cole's longstanding service to Lightwater Village School PTA was also acknowledged.

The Junior Award went to Cameron of Lightwater Scouts who was celebrated for outstanding commitment as a Young Leader, supporting both Cubs and Scouts.

In Windlesham, a very happy George Gilbert was recognised for organising village litter picks and community-pride initiatives working to keep the village in top condition and looking good.

Praise for the year-round work delivering the village fete, Christmas event and for support to the community went to Windlesham Village Fete Committee while Shelley and Jerry Lawson were celebrated for bringing residents together through the Windlesham Village Picnic.

The parish meeting also gave attendees an update on the council's ongoing projects and finances and continued with an open forum, which gave electors the opportunity to share their views, raise concerns, and discuss matters important to the community.

● This year's Windlesham Village Fete takes place on Saturday, 20th June at Windlesham Field of Remembrance, Kennel Lane. In addition to all the usual fun events, the fete will feature an array of classic cars on display. For more information and to get involved with volunteering please see windleshamfete.com

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Roundabout (Lightwater) – May

Local news

Windlesham Parish Council *Community Spirit Shines at Annual Parish Meeting*

Residents gathered in March for the Windlesham Parish Council Annual Parish Meeting, where Chairman Cllr Valerie White welcomed attendees and provided an update on the Council's ongoing projects and finances.

A highlight of the evening was the Annual Service to the Community Awards, celebrating the volunteers whose dedication continues to enrich and support our villages. After the awards ceremony, guests enjoyed prosecco and cakes. The meeting then continued with an open forum, giving electors the opportunity to share their views, raise concerns, and discuss matters important to the community.

We look forward to welcoming residents again next year. In the meantime, please visit our website to access the Annual Report and the information presented on the night.

Those recognised with well-deserved awards on the evening included:

- Lightwater**

1st Lightwater Scouts – Group Award
Recognising the exceptional work of leaders and volunteers across Squirrels, Beavers, Cubs, Scouts and Explorers. Special Mentions: Dr Christabel "Chrissy" Wedding, Helen Christian, Paul Reynolds, Jonathan Emery, Teresa Murphy, Alison Porter.

Gill Cole – for longstanding service to Lightwater Village School PTA.

Junior Award:- Cameron – Lightwater Scouts - Celebrated for outstanding commitment as a Young Leader, supporting both Cubs and Scouts.



Local news

- Bagshot**

Rachael Welch – Dogs Walk This Way Rescue, honoured for her tireless work rescuing and caring for dogs (and now cats) providing emergency care, and always prioritising animal and community welfare.

- Windlesham**

George Gilbert – Recognised for organising village litter picks and community-pride initiatives.



Lightwater Village Schools is hosting it's very first Summer Festival for the newly merged schools. LVS-Fest will take place on June 7th 2026 and we would love to get the community involved!

SPONSORSHIP

If you would like to sponsor items for the festival from staging to gazebos please email Chair.lvspta@gmail.com

RAFFLE PRIZES

We are looking for prizes for our raffle which will be drawn on the day. If you would like to donate please email Comms.lvspta@gmail.com

Windlesham Magazine – May/June

Community Spirit Shines at Annual Parish Meeting

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Those recognised with well-deserved awards on the evening included:

Windlesham

George Gilbert - Recognised for organising village litter picks and community-pride initiatives.

Windlesham Village Fete Committee – Honoured for year-round work delivering the Fete, Christmas event and community support.

Shelley and Jerry Lawson – Celebrated for bringing residents together and supporting local charities through the Windlesham Village Picnic.



Bagshot Village

Rachael Welch – Dogs Walk This Way Rescue Honoured for her tireless work rescuing and caring for dogs (and now cats) providing emergency care, and always prioritising animal and community welfare.

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Lightwater Village

1st Lightwater Scouts – Group Award Recognising the exceptional work of leaders and volunteers across Squirrels, Beavers, Cubs, Scouts and Explorers.

Special Mentions: Dr Christabel "Chrissy" Welding, Helen Christian, Paul Reynolds, Jonathan Emery, Teresa Murphy, Alison Porter

Gill Cole – for longstanding service to Lightwater Village School PTA

Junior Award: – Cameron – Lightwater Scouts - Celebrated for outstanding commitment as a Young Leader, supporting both Cubs and Scouts.

Other Communication Methods

Annual Parish Meeting – Display Boards & Annual Report

At the Annual Parish Meeting, display boards were used to highlight key updates and achievements from across the year, providing residents with a clear overview of Parish Council activity.

- Boards included key projects, service updates, finances and achievements
- The Annual Report was handed to residents on arrival, with additional copies available around the room providing a detailed summary of Parish Council work over the past year

Noticeboards

Parish council noticeboards across the three villages continue to be regularly updated with current information, including:

- Meetings and events
- Consultations and public notices
- Key Parish Council updates

Noticeboards remain an important communication tool, particularly for residents who do not regularly access online platforms.

Factors Affecting the Statistics

Members should note that statutory election-period communication restrictions were in place for part of the reporting period.

- These restrictions limited the volume and type of content that could be published
- This may have had a direct impact on overall reach and engagement figures shown in the statistics
- The figures should therefore be viewed in context

Statistical Insights and Key Takeaways

- Posts focused on local issues and consultations consistently achieve the strongest engagement
- Facebook remains the most effective platform for resident interaction
- Instagram supports visibility but is secondary in terms of measurable engagement
- Printed and physical communications (magazines, display boards, noticeboards) remain essential
- Engagement figures are likely to increase outside of election-restricted periods

Councillors are **asked to note** the social media statistics and communications activity.

Item 8 – To discuss and approve provision for further communications related to the Community Governance Review (CGR)

Purpose

To seek Communications Committee members agreement on the scope, approach and resourcing for further communications activity relating to the Community Governance Review (CGR), following Surrey Heath Borough Council's decision on 18 February 2026 to recommend the creation of a separate parish council for Windlesham village, with Bagshot and Lightwater remaining as a combined parish, with the new arrangements proposed to take effect from April 2027

Background

The Community Governance Review (CGR) is progressing through its final stages. At the SHBC meeting on 18 February 2026, a set of draft recommendations were agreed and the review was advanced to Stage 3 (final public consultation).

The Stage 3 draft recommendations propose:

- The creation of a **separate parish council for Windlesham village**; and
- The retention of a **combined Bagshot and Lightwater Parish Council**, excluding Windlesham.

Stage 3 of consultation closed on 20 March 2026. The CGR Reorganisation Order is currently expected before the summer recess. The approved arrangements are intended to come into effect from April 2027.

Proposed Communications Activity

Further communications relating to the CGR will be ongoing and delivered as and when information becomes available, and will make use of a mix of digital, print and face-to-face engagement to ensure residents across all villages are kept informed.

Digital Communications

Use of social media channels covering all villages, including:

- Short, accessible posts and videos
- Sharing and amplifying relevant information from Surrey Heath Borough Council (SHBC) and Surrey County Council (SCC), where appropriate and applicable
- A dedicated page on the parish council website: Regularly updated as new information becomes available

Print Communications

- Coverage in local magazines to reach residents who are not online
- Information included in the parish council newsletter
- Where necessary, use of printed materials delivered by mailshot to residents

In-Person Engagement and Councillor Meet Sessions

- In addition to digital and print communications, councillors may want to explore the idea of holding in-person councillor meet sessions to support residents' understanding of the CGR outcomes.
-

Key Messages

Communications will focus on:

- What will change
 - What will remain the same
 - What happens during the transition period, and how continuity will be maintained
 - Timescales for implementation, particularly leading up to April 2027
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Actions required:

Members are asked review and approve the proposed communications plan for the Community Governance Review, including the channels and activities outlined above.

Item 9 - Communication Officer Update

- **Liaison with Surrey Police**

Council Officers have met with PC Nathan Wells, the newly appointed Neighbourhood Officer for the Six Villages, who is keen to work closely with the Parish Council. PC Wells has agreed to support parish council communications through the newsletter and social media to help keep residents informed.

- **Meet the Beat Sessions**

PC Wells and PCSO Godber have been in contact with the Communications Officer to work together on organising Meet the Beat sessions across the three villages. A session is currently being arranged for Lightwater, and they are happy to assist with organising additional sessions should other areas wish to take part.

- **Village Life Magazine**

As of 9th April, *Village Life* ceased publication with immediate effect. Discussions have taken place with *CommunityAd* (Bagshot, Lightwater & Windlesham) and *Round & About* magazine to explore alternative options for parish communications and advertising. Both publications are open to supporting the Parish Council with complimentary editorial content. In addition, regular content is provided to *Round & About* (Lightwater) and *Windlesham Magazine* where appropriate.