



CHURCH CROOKHAM PARISH COUNCIL

Community Engagement & Events Committee Minutes

Date: 16/07/2026
Place: Meeting Room
In attendance: Cllr Ed Molyneux, Cllr Kate Stewart
Also: Clerk, Claire Inglis, Cllr Saunders, Cllr Hill, CCO Lauren McNiven

Meeting commenced at 9:30

26/001	Apologies for absence None received
26/002	Dispensations To receive any written requests for disclosable pecuniary interest dispensations from members. None received
26/003	Declaration of interest relating to any item on the agenda. To receive any declarations of interest from members. None received
26/004	Chair's announcements Cllr Stewart thanked all present for joining this first committee meeting
26/005	Public Session No public present
26/006	Terms of Reference and delegations arrangements To review Terms of Reference for New Committee The TOR were reviewed as a reminder of the scope of the committee Main aims: To promote the Parish Council and its objectives

	To promote community events that serve the whole To encourage proactive communication (rather than reactive as far as possible) To encourage positive engagement with the community, district & county councillors and local community groups To create a COMMS HUB centrally accessible annual calendar of rolling events, comm content, Master plan , engagement calendar. It was agreed that a Teams channel could work as an effective portal accessible by staff and councillors for regular contributions to the community engagement and events content and processes. Clerk seeks input from Councillors on how this might best be supported.
26/007	Events To consider strategy for Event management process To give context to what is currently happening in terms of community events that CCPC these include: Annually Spring Festival / Christmas Event / Annual Residents Meeting - relook at format of this event / Support of the Fleet Phoenix Summer Fridays Other adhoc events Community Litter picks / Sensory Garden days / Bulb planting / Special one-off events e.g. Ten year anniversary, Farnborough Airport consultation Possible additions Coffee with Councillors out in the wider community e.g. local cafes within Church Crookham. The main annual events have timeline timetables and there is now a "lessons learned and actions" document falling out of the Spring Festival to be implemented. Christmas Event timeline is about to be commenced - will fit into the development of the COMMS HUB The aim is to ensure safe events that appeal to as wide as demographic of the community as possible.

	To look to recruit a steady band of volunteers from amongst the wider community whilst recognising on the day that they need to be safeguarded. Budget and Actuals data were discussed under agenda item 26/010
26/008	Communication To consider all Communication streams and implement a high level plan Current Communication streams: Quarterly hard copy newsletter - development includes access in other venues hard copy and QR code for online Website - develop a more regular update process for pages Social Media - Facebook and Instagram - looking for a uniform approach to this Noticeboards - Verne, Memorial Hall, Comm centre - external boards to be revamped to make more obvious CCPC and increase presence Other local print and electronic comms where CCPC advertise e.g Here for Hart Development work Bulletins - to be developed e.g. decisions discussion points from monthly meetings? Project updates - Need to add to "Comms Hub" E-newsletters - Octoplus as the platform we have a small sign up list for this but has not been progressed probably a high priority to try to roll out Scoops - Putting out info on what happening in wider community e.g. what are CVPC, FTC, EHPC sharing? Review of comms over weekends / past week to share with community The discussion on Communication included how we respond to engagement with residents and wider groups in the community. It was agreed to first listen and then respond to improve understanding of the sector. This will become more important as Parish and Town Councils become the constant during the Local Government Reorganisation process. Budget and actuals data were discussed under 26/010
26/009	Engagement To consider all Engagement processes and implement a high level strategy

	Discussions concluded with consideration for the big picture in terms of a cohesive Engagement / Communication / Events strategy. To determine what indicates success of the committee's aims through establishing a baseline of residents perception of CCPC .e.g. Establish CCPC current "approval rating" through a short survey of measurables. To review the branding of the parish council to consolidate across all platforms. In terms of current engagement this is through: CCPC Meetings / Annual residents meeting / All comm streams / Liaison with other organisations - Mens Shed, Phoenix, MOD, Scouts / Grant recipients It was agreed to develop greater engagement through e.g Coffee with Councillor, Suggestions Box																																																
26/010	Budget 2026/2027 To consider and review appropriate budget lines Promotion & Publicity - Currently a £7.5k budget utilised for printing and delivery of the quarterly newsletter in its current format; subscriptions to software to create content. There is scope within the budget for Facebook additional promotions and to seek out other supportive software if applicable. <table border="1"><thead><tr><th colspan="4">Promotion and Publicity</th></tr><tr><th></th><th>24/25</th><th>25/26</th><th>26/27 YTD</th></tr></thead><tbody><tr><td>Budget</td><td>5,800</td><td>7,500</td><td>7,500</td></tr><tr><td>Actuals</td><td></td><td></td><td></td></tr><tr><td>Newsletter printer smaller edition</td><td>2,184</td><td></td><td></td></tr><tr><td>Newsletter delivery smaller edition</td><td>1,092</td><td></td><td></td></tr><tr><td>Newsletter printer bigger edition</td><td>980</td><td>3,920</td><td>980</td></tr><tr><td>Newsletter delivery bigger edition</td><td>307</td><td>1,226</td><td></td></tr><tr><td>Canva and Octopus Subscriptions</td><td>31</td><td>252</td><td>63</td></tr><tr><td>CC Logo</td><td></td><td>750</td><td></td></tr><tr><td>Other - banners etc.</td><td>133</td><td>158</td><td>217</td></tr><tr><td>Total Actuals</td><td>4,726</td><td>6,306</td><td>1,260</td></tr></tbody></table> Parish Events - Currently a £9k budget which has increased from £4k over a 2-year period. Mostly due to success of CCPC hosted events and increasing the scale of them and full financial support for Fleet Phoenix Summer Projects.	Promotion and Publicity					24/25	25/26	26/27 YTD	Budget	5,800	7,500	7,500	Actuals				Newsletter printer smaller edition	2,184			Newsletter delivery smaller edition	1,092			Newsletter printer bigger edition	980	3,920	980	Newsletter delivery bigger edition	307	1,226		Canva and Octopus Subscriptions	31	252	63	CC Logo		750		Other - banners etc.	133	158	217	Total Actuals	4,726	6,306	1,260
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Events			
	24/25	25/26	26/27 YTD
Budget	4,000	6,080	9,000
Actuals			
Litter Picks	140	173	124
SportsFest / Spring Fest	2,729	3,633	3,941
Christmas Event	834	1,803	
Fleet Phoenix Summer Project		2,030	3,224
10 year Anniversary		215	
Other	154	30	26
Total Actuals	3,858	7,885	7,315

It was agreed to monitor both budgets to ensure they align with the needs of the Committee's aims.

26/011

Date of next meeting

It was agreed to hold bi-monthly meetings

Next date to be agreed for September

Meeting closed at 10.35am

Signed _____

Dated _____