

Communications Committee Report 2024-25

St Andrew's Annual Parochial Church Meeting, 27 April 2025

Background

Relaunched in January 2022, the Communications Committee has now completed three years' activity and continues to meet its original aims:

- To maintain and improve the standards of communication within the church community;
- Utilise new platforms of communication to reach a broader audience;
- Retain people who are part of our community, and to reach new audiences.

Membership and meetings 2024-25

The membership of the committee has remained stable, with one change. Forbes Mutch continues to co-ordinate and chair the group and is ably supported by Lou Cobb (PCC representative and social media), Alex Nicholas (graphic designer), Phil Probert (Secretary, website and social media) and Richard Taylor (magazine). Sadly, Kath Oates (outreach) had to withdraw from the committee owing to pressure on her time.

The committee met four times during the year, in April 2024, June 2024, September 2024, November 2024 and February 25. Meetings took place on Zoom.

Activity 2024-25

Apart from consistent publicity – posters, social media, the Messenger and the magazine – for events and seasons, key achievements this year have included:

- Improved co-ordination of **coffee morning publicity**, with on-brand posters ready for the 'next' CM on display at the 'current' one. Posters have been delivered to sites throughout Hertford each month. The inclusion of QR codes on posters, linking through to information on the church website, has continued successfully this year.
- Publicity for the launch of the **Children's Choir** in August/September 2024
- Update of the '**Personnel Board**' at the front of the church, with over 30 faces of key people now on display. These have been printed and arranged in-house in a way that allows further updates as required going forward. There are plans to display pictures of church activities, including services and the awayday but, although the photographs have been taken, each one requires permission from the people and parents of children featured and this is taking time.
- Discussion, authorisation and imminent construction of a **banner display** at the front of the church to publicise events, such as coffee mornings and folk concerts. The posts for the banners should be ready by May 2025. The main banner will be augmented by smaller 'feather posters' by the front entrance to the church.

Future projects

We continue to develop a new **welcome pack** with background about the church and information about activities, services and our position in the community. This will be available at the back of the church and will be aimed at visitors and first-timers.

Summary

After three years, it is safe to say that the Communications Committee continues to be the go-to point of reference for most church-linked publicity, producing a consistently high standard of communications in both printed and digital formats.

Forbes Mutch (Chair)

April 2025