

# **MINUTES OF THE TETTENHALL COMMUNITY FORUM**

## **The Parish Rooms, Tettenhall at 6.30 pm**

### **8<sup>th</sup> August 2024**

#### **1 APOLOGIES**

There were no apologies and there were 12 local residents in attendance. Jennifer Grice was unable to stay for the meeting but attended at the beginning to register her thanks for the support that she and her neighbours had received in relation to objecting to the Appeal by Cornerstone in their application to erect a 5G mast.

#### **2 MATTERS ARISING;**

##### **Rock Junction Update**

No response yet from WCC regarding the petition. Robin Hacking (RH) reported he had sent a complaint to WCC regarding the foliage obscuring the lights as reported by Malcolm Rudge at a previous meeting.

##### **Registration of TDCT with WCC**

Neal Kelshaw (NK) has made further progress on preparing the registration paperwork. A draft document is available and a proposal relating to the involvement of Ward Councillors has been added. This to be discussed at the next Steering Group on Wednesday 14<sup>th</sup> August when it is expected that Ward Councillors from Tettenhall Regis and Tettenhall Wightwick will be present.

##### **Trees**

To be scheduled for a future meeting.

##### **Contact with Local MP**

Fran Jackson had successfully contacted our local MP, Warinder Juss. The indication is that he is still settling in. Contact with him will be established at a future date to brief him on the activities of the Trust.

##### **Contact with Councillor Bateman**

Councillor Bateman is a Ward Councillor for Wednesfield. We need to establish a dialogue with him regarding the Aethelflaed project. Sally Garner (SG) will make an initial approach.

##### **Planning**

Some concerns were expressed at the indication that a pre-planning application had been sent to WCC for a Masonic Lodge to be built at the Wolverhampton Cricket Club. We will wait to see if a formal planning application materialises.

#### **3 5G MAST AND RULE 6 APPLICATION**

RH and LH produced approximately 300 leaflets which were distributed by various Forum members in the Tynninghame Avenue, Codsall Road, Knights Avenue, Lothians Road and other adjacent cul-de-sacs. These leaflets encouraged residents to raise objections to the Appeal by Cornerstone. In addition RH had sent in an objection on behalf of the Forum and similarly NK had sent in an objection from the Trust. NK had also submitted a Rule 6 objection (an objection from an organisation not previously consulted). The Rule 6 objection had been accepted and after consideration of the wording the Forum advised on some minor adjustments.

#### **4 COMMUNITY CONSULTATION WITH WMPC RE ENFORCEMENTS**

Nick Berriman (NB) and Steve Robinson (SR) are gathering information for a questionnaire to give residents the opportunity to identify policing priorities for the district, particularly in relation to traffic violations and lack of enforcement of these.

The rest of the meeting was focussed on this topic. NB expressed the importance of getting the views of people in all of the 12 villages making up the district. NK pointed out that a number of the recent new members of the Trust who joined after the leafleting campaign were from these areas and could be contacted directly to create a wide ranging assessment of the concerns across the district.

#### **5 ANY OTHER BUSINESS**

Nicola Rudge (NR) presented her initial thoughts and proposals for a Social Media Strategy for Promoting Tettenhall Community Forum, a copy of which is attached to these minutes. This is an increasingly important topic as volumes increase across our social media platforms. NR is unable to attend the next two meetings but a full discussion on this topic will be scheduled for the meeting on 19<sup>th</sup> September.

Jane Meek (JM) raised a question about the timing of meetings and whether attendance could be improved by choosing a different time. After a discussion the meeting agreed to keep the meeting time as 6.30pm for the time being.

**Next meeting 22<sup>nd</sup> August 2024 at the Parish Rooms, Tettenhall at 6.30pm**

#### **AGENDA:**

- 1 Presentation of a plan for the Aethelflaed project by Becky Cresewell.
- 2 Cameras on Long Lake Avenue.
- 3 Matters arising from the items identified on the previous agenda to be discussed as time permits.



## **Social Media Strategy for Promoting Tettenhall Community Forum**

**Objective:** Increase awareness, engagement, and trust in the organisation through consistent, engaging, and informative social media content.

### **Platforms:**

1. Facebook – Tettenhall Local Community
2. Twitter
3. Instagram
4. Nextdoor

### **Content Themes**

1. Education and Information: Provide valuable insights and knowledge related to the trust/forums mission and activities.
2. Success Stories and Testimonials: Share real-life impact stories.
3. Behind-the-Scenes: Humanise the organisation by showcasing the team and promote activities we are doing
4. Events and Announcements: Promote upcoming events and important announcements.
5. Engagement and Interaction: Encourage followers to participate in discussions and polls

### **Weekly Activities**

1. Engage with Followers:
  - o Respond to comments and messages promptly.
  - o Like and share relevant posts from followers and partners.
  - o Check and approve posts
2. Content Planning:
  - o Review analytics to understand what content performs best.
  - o Plan next week's content based on insights and upcoming events.
3. Networking:
  - o Follow and engage with relevant influencers, partners, and stakeholders.
  - o Participate in relevant groups and forums to increase visibility.
4. Collaboration:
  - o Collaborate with influencers or partners for guest posts or takeovers.
5. Monitoring:
  - o Keep track of posts on social media and approval strategy
  - o Keep track of social media trends and adapt the strategy as needed.
  - o Monitor mentions and feedback to maintain the trust's positive reputation.

### **Monthly goals:**

- Increase Followers: Aim for a specific percentage increase in followers on each platform
- Boost Engagement: Increase likes, comments, shares, and retweets by a set percentage
- Drive Traffic: Increase traffic to the trust's website from social media

### **Groups/people to engage with:**

- Local community groups and businesses for Tettenhall Wightwick/Tettenhall Regis area
- Local projects e.g Smestow, historical projects, Tettenhall museum