

Minutes of the Communications Committee Meeting held on Wednesday 26 June 2019 at 10:00am at Dersingham Village Centre, Manor Road, Dersingham

Present: Cllr C Shepherd (Chairman), Cllr A Bubb, Cllr B Hopkins, Cllr M Noble (arrived 10.15), Mr S Martyn, Mr R Smyth and Jo Halpin Jones

In attendance: Geraldine Scanlon (Admin Assistant)

Election of Cllr C Shepherd and Chairman and Cllr A Bubb as Vice Chair.

67. Apologies for absence.

Cllr D Wright.

68. To receive declarations of interest and request for Dispensations by Councillors in any of the Agenda Items listed.

None Received.

69. Minutes of the Meeting held on the 17 April 2019.

a) To Approve minutes.

These were recorded as being accurate record duly signed by Cllr Shepherd.

b) To consider Matters Arising.

None.

70. Village Voice

a. Current Financial Position

Jo Halpin Jones advised she had been looking at the figures regarding the income from the adverts and the cost of the printing for the Village Voice and it appeared there is a possible shortfall of £2000.00 for the year. She enquired how the ratio should be for adverts to articles for the Village Voice. Cllr Bubb advised the absolute maximum would be 35% advertising and 75% features and articles. He said there is still time to sell adverts that should cover the possible shortfall and is happy to approach new advertisers. Jo Halpin Jones suggested the magazine be kept to 72 pages to control the printing costs, should the magazine need to increase to 76 pages it would cost a further £150.00. Further discussion was had regarding the size of the magazine, the areas Village Voice is distributed. The Village Voice will be a 72-page magazine where possible.

b. Content

Jo Halpin Jones advised she had asked the Clerk to issue the reminder email to contributors. Mr Smyth stated he had received the reminder. **It was resolved for Mrs Scanlon to ask the Clerk to supply Jo Halpin Jones with the contributors contact details to enable her to issue the reminder for future editions.**

Cllr Shepherd stated she would submit a Chairman's report and was aware the deadline was the 9th July, however wanted to leave it closer to deadline to cover imminent events, such as the Cycling Time Trials. Discussion was had regarding the Time trials and road closures. Cllr Shepherd stated there had been no consultation with the Parish Council regarding the event and very little information distributed.

c. Advertisers & Finance.

The financial situation had been covered under minute 70a.

d. Distribution.

Mrs Scanlon advised there had been no issues with the distribution of the last Village Voice.

71. Village Voice Live

Councillor Bubb advised the last Village Voice live was very disappointing with only 15 people attending the event. He was unsure if it was due to the weather conditions, subject matter or possibly people are losing interest in the event. As there are speakers booked for upcoming evenings, he will monitor the events and review the situation should it appear to be failing, with the possibility of no longer running the Village Voice Live or maybe having them less frequently. Cllr Bubb advised he had been unable to organise the Gin tasting as previously hope however he had contacted another company and was waiting a response. Cllr Noble advised he had some contacts for companies that may be able to help with a Gin evening and would forward the contact details to Cllr Bubb. Cllr Shepherd asked if the quality of raffle prizes had improved. Cllr Bubb said there have been no complaints recently.

72. Email

Cllr Shepherd said she had been having problems attaching documents to emails from her Dersingham.org.uk account if she was sending to lots of recipients, the email would go to the outbox and would then need to be forwarded from there. Mr Martyn advised it was not the Dersingham server that was the issue otherwise all users would experience the same problem. Cllr Shepherd advised that all Councillors were now being told to only use their Dersingham.org.uk accounts and not private emails after the Internal Audit had highlighted it in his report. Mr Martin advised there were solutions, one of which was GSuite a Google based product, however these possible solutions would prove costly as there would be a charge per account.

**73. Communication Strategy.
Publication Scheme.
Policies.**

Councillor Shepherd advised there was one document placed on the website regarding the Publication Scheme.

Both the Standing Order and Financial Regulations policies have been updated and once ready Cllr Shepherd will forward to Mr Martyn to be put on the Parish Council website

74. Website.

Mr Martyn advised the website currently averages 20 hits per day. There are rarely any updates requested for the Village Group page on the website and could therefore be out of date. Cllr Bubb suggested something be written for the Village Voice requesting the groups to send updates.

Cllr Shepherd said a Parishioner had brought up during the last Full Council Meeting the agenda had not been placed on the website prior to the meeting. It had been but was hard to find as there seemed to be no order in which the documents were displayed. Mr Martyn advised they would be displayed in the order they were put onto the website. He suggested the recent documents page

could be made into sections for documents to be displayed but that would rely on the Clerk uploading the documents to the correct section.

75. Social Media.

Facebook

Councillor Shepherd advised there had been little activity on the Parish Facebook page. Mr Martyn advised he had set the page up but was not an authorised user and therefore could not update it. Cllr Shepherd asked if everyone felt a Facebook page was needed as there is little information displayed and has very few followers. Mr Martyn stated it was a good way to get information out quickly to Parishioners and said for the Dersingham Centre he updates regularly the Facebook page but also writes a Blog to inform people what is going on. Cllr Shepherd advised she was also aware of the impact updating Facebook would have on staff time. **It was resolved for Cllr Shepherd to propose staffs time regarding social media updates gets taken to Staffing Committee.**

76. Noticeboards.

Cllr Shepherd advised she had spoken to DVCA regarding the issue of the current noticeboard outside the centre and the possibility of the Parish Council and DVCA buying a noticeboard each and displaying them side by side. It was agreed this would be reviewed once the outside works have been completed.

77. Correspondence

None received

78. Items for inclusion at the next meeting.

Councillors reviewed and updated the Communications Committee Terms of Reference. **It was resolved for Cllr Shepherd to amend the Terms of Reference and propose ratification at the next Full Council meeting.**

Date of next meeting.

Wednesday 21 August 2019 at 10.00am at Dersingham Village Centre.

With no further business the meeting closed at 11.15am