

Notes of the Communications Working Group Meeting held on 4 March Wednesday 2020 at 10:00am at Dersingham Village Centre, Manor Road, Dersingham

Present: Cllr C Shepherd (Chairman), Cllr A Bubb, Cllr B Hopkins, Cllr D Wright
Mr R Smyth and Jo Halpin Jones

In attendance: Geraldine Scanlon (Admin Assistant).

123. Apologies for absence.

Cllr M Noble and Mr S Martyn

124. Village Voice

a. Current Financial Position

Councillor Shepherd advised there was £4385 remaining in the Village Voice budget for this year however the printing costs for the final edition will need to be deducted from that amount. Jo Halpin Jones said the magazine may be a 76-page edition due to receiving several articles. Councillor Shepherd advised even with the additional pages there would still be a surplus at the year end. Councillor Bubb stated that it had been previously agreed that any surplus money remains in the Village Voice budget and not transferred to any other budget within the Parish Council.

b. Content

Jo Halpin Jones explained there have been lots of articles already received, with many of the regulars still to submit theirs. She also intended to have a feature about VE Day which would be a couple of pages, therefore she felt the magazine is likely to be 76 pages this edition.

c. Advertisers & Finance.

Councillor Shepherd asked for opinions regarding the advertising costs for the forth coming year, should the advertising prices remain the same or, as there had been no price increase for some time, is there one due? Last year the prices remained the same due to the added expense of the VAT charge. Mrs Scanlon had contacted Clanpress and they had confirmed there would be no printing cost increases for the next 12 months. Everyone discussed the issue and it was felt that as there was surplus left in budget this year and the advertisers had to pay more last year due to the added VAT costs the current advertising charges would remain the same. **Councillor Shepherd to seek ratification for advertising prices to remain the same for 2020/2021 from Full Council.**

d. Distribution.

Councillor Shepherd advised one of the distributors had contacted Mrs Scanlon regarding the round she delivers for Village Voice and asked if the round could be split into two as it was a large area to cover. The lady concerned was happy to continue to deliver a smaller round. Everyone reviewed the area concerned and felt it was possible to split the round. Jo Halpin Jones is to put a notice in the next edition of Village Voice asking for distribution volunteers and Councillor Bubb will also create a poster for the noticeboards. Councillor Shepherd will ask Councillor M Shepherd to split the round discussed using Parish Online and will notify Mrs Scanlon of the changes. Mrs Scanlon asked Councillor Bubb if he was prepared to help deliver the new split round, on this occasion, if the

lady concerned wanted the split to take immediate effect. This would give Mrs Scanlon the time to find someone willing to take the new round on a permanent basis. Councillor Bubb agreed.

Councillor Bubb enquired as to why Village Voice Live was no longer an agenda item. Councillor Shepherd had been approached by DVCA regarding the matter and it was felt by DVCA that Village Voice Live was an event they ran and did not need to be discussed at the Communication Committee meeting.

125. Communication Strategy

Publication Scheme

Councillor Shepherd advised there had been two more policies agreed by Full Council and she would forward them to Mr Martyn to be placed onto the Parish Council website.

There are a few policies still under review.

126. Website

Councillor Shepherd stated Mr Martyn had given his apologies and had nothing to report regarding the website.

127. Social Media.

Facebook.

Councillor Shepherd advised everyone that Mrs Scanlon would now be maintaining the Facebook page, this has yet to be transferred over. She suggested a meeting takes place between Mr Martyn, the Clerk, Mrs Scanlon and herself to make the appropriate changes.

128. Noticeboards.

Councillor Shepherd stated there was nothing new to report regarding the purchase of the noticeboard and its location outside the village centre. If the purchase is not made within this financial year the money will be vired over into next year. Councillor Hopkins said this will be the second year we have vired noticeboard money over.

129. Correspondence.

None received.

Councillor Wright reminded everyone that Councillor Bubb had suggested at Full Council an article or poster be put into the Village Voice to make people aware of the Social Club and the activities it runs or has booked. Councillor Hopkins said it was difficult to put together a list of events as the Social Club may only book something four weeks in advance, but the Village Voice goes out every two months and therefore dates aren't known at publication date. Councillor Shepherd asked if an article could be written just stating things the club runs in general without specific dates, more of an information page. Councillor Hopkins suggested Councillor Wright discusses the item at the Social Clubs AGM meeting due to be held at the end of March.

130 Items for inclusion at the next meeting

None

131. Date and time of next meeting.

Wednesday 22 April at 10.00

The Loft, Dersingham Village Centre

With no further business the meeting closed at 10.45am