

Minutes of the Communications Working Group Meeting held Monday 22nd April 2024 at 7.00pm, The Loft, Dersingham Village Centre.

Present: Cllrs Coral Shepherd (Chairman) Tony Bubb, Jordan Stokes, and Mike Shepherd.

In attendance: Mrs Geraldine Scanlon (Assistant Business Manager (ABM) & Minute taker)
Jo Halpin Jones (Editor), and Rob Smyth.

The meeting started at 7.05pm

- 1 Apologies for Absence – Mr Stephen Martyn**
- 2 Declaration of interest and requests for dispensation in any of the agenda items listed - None received.**
- 3 Open meeting to allow public participation – None present.**
- 4 To approve minutes of the Communications Committee meetings held 28th February 2024.**
It was resolved for the Chairman to sign the minutes as a true and accurate record.

Review of the action points – action points were discussed and those completed removed.

To Consider any matters arising not shown as agenda items.
There were no matters arising that were not agenda items.
- 5 Review of the Communications Committee Finances.**
Cllr C Shepherd advised the financial reports had been circulated to committee members and advised the year end figures for 2023/24 were:
Income £20438.79 (Net)
Expenditure £18442.98 (Net)
- 6 Village Voice**
 - a) Content**
Jo Halpin Jones said she was still working on the front cover for the next edition. An article had been received from a contributor relating to WW2 which had several interesting photo's with it, and advised she may use one of them.
Cllr M Shepherd asked if an article could be included in the next edition of the VV to publicise the new Parish Council Website. Jo Halpin Jones said if the magazine was short on space, she would include it in her editors' notes. Cllr M Shepherd advised there is also a QR code that takes you straight to the website when scanned, which could also be included.
Cllr Bubb asked if it would be possible to have a fixed page in the VV for the Walking Group article as the new website will not have the information on it. Cllr M Shepherd advised Mr Martyn will be setting up a web page for the Walking Group and a link will be added to the new website to redirect traffic.
Cllr C Shepherd said the same will apply for the Dersingham History website, a link on the new website will redirect traffic to the history website.

b) Advertising

The ABM advised there had been a good response from businesses wishing to advertise throughout 2024/25 and said she was optimistic the projected income of £12000.00 was achievable as the current total is £10279 (Net).

c) Distribution

The ABM advised there was nothing to report regarding the distribution of the VV.

7

Website

Cllr M Shepherd advised he had placed the advertising rates and information on the Village Voice section on the website and asked for confirmation that the email addresses supplied were correct. Committee discussed the emails and agreed that abm@dersingham.org.uk should be used for the booking form and that villagevoice@dersingham.org.uk be used on the advertising rates and information sheet on the website.

Cllr M Shepherd stated he had shared the link to the new website with the Communications Committee for comments and feedback. The Committee discussed various things regarding the website, how to navigate around the site, if it is possible to identify the amount of traffic using the site, additional pictures for the gallery. Cllr M Shepherd explained some suggested changes to the website were not achievable as the template used would not permit them.

Cllr M Shepherd said the new site had documents from 2018 to date and people are already sending queries through the "Contact us" page, although the site is not officially live. Also, to avoid duplication of work for staff trying to maintain both the current and new websites and to relieve Mr Martyn from having to host the current PC site, Cllr M Shepherd proposed the new site be made live this week. The current website would have a link to redirect anyone visiting it to the new website. **It was resolved to approve the proposal.** Cllr M Shepherd advised he would liaise with Mr Martyn with a view to having the new website live by the end of the week.

Cllr M Shepherd stated that staff and councillors have a new gov.uk email address which is currently being used as an alias email and advised he would be sending a test email to everyone to ensure it can be received through their existing PC email.

8

Facebook

Cllr C Shepherd said she had looked at the PC Facebook page and it shows as permanently closed with no activity shown since 2022, she therefore proposed the PC Facebook account be removed and any further notifications be placed on the Dersingham Village Group page. **It was resolved to approve the proposal.** Cllr C Shepherd advised she would contact Mr Martyn regarding the matter.

9

Noticeboards

Cllr Bubb said the Perspex on the noticeboard at the library has gone opaque. Cllr C Shepherd added that she had looked at the board and it is still possible to see the information displayed, however a quote should be obtained to replace the Perspex.

Cllr M Shepherd noted that condensation gets into the noticeboard located at the Spar. Cllr C Shepherd said the new noticeboard purchased to replace the one at the co-op has been erected, the legs on the smaller board on Lynn Road have been replaced and replacement cork tiles have been bought for the Spar Board.

10

6th June 2024 80th Anniversary of D-Day.

Cllr C Shepherd advised Tropics are happy to attend the event and Cllr Robert Frost has agreed to light the beacon, he will also supply a trailer to stand the beacon on.

She said she is yet to speak to DVCA regarding using the hall to set tables and chairs up for those who will be attending. DVCA will also be asked if they would like to supply a bar for the event with profits going to the DVCA. Cllr C Shepherd asked the ABM to put the poster for the event on the noticeboards and to supply Cllr Stokes with a copy for the village Facebook group.

Cllr C Shepherd reported the BM had obtained three quotes for the purchase of a gas cylinder for the beacon. The committee discussed the quotations. **It was resolved to use the cheapest quote for the purchase of the gas cylinder.**

11 Correspondence

None received.

12 Items for inclusion on the next agenda

None received.

13 Date of next meeting

17th June 2024 at 7.00pm, the Loft, Dersingham Village Centre

With no further business the meeting was closed at 8.45pm

Action points:

Cllr C Shepherd.

- To speak with DVCA regarding the use of the hall and a bar for the 6th June 2024 80th Anniversary of D-Day
- To speak with Mr Martyn regarding the closure of the DPC Facebook page

Cllr M Shepherd

- To liaise with Mr Martyn regarding the “Go Live” of the new PC Website
- To send a test email to staff and councillors to ensure the gov.uk alias is being received via their existing PC email address.

ABM

- To obtain quotes to replace the perspex for the door of the noticeboard outside the Library