

Minutes of the Communications Meeting held Monday 19th August 2024 at 7.00pm, The Loft, Dersingham Village Centre.

Present: Cllrs Coral Shepherd (Chairman) Tony Bubb, 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 7.03pm

- 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 17th June 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.
Cllr C Shepherd reported, after her plea for new Councillors in the last edition of the Village Voice there have been two parishioners who have expressed an interest. As there are no meetings throughout August, they have been invited to attend meetings throughout September.
- 5 Review of the Communications Committee Finances.**

Cllr C Shepherd advised the financial reports had been circulated via SharePoint and asked the non-councillors how they review the financial reports as they are unable to access SharePoint. The ABM said she attaches the reports when the Agenda and Minutes are issued.

Cllr C Shepherd asked if there was an update regarding the two Aged Debtors. The ABM said she had spoken to one today and was assured it would be paid today. The other she had had problems contacting so will post the invoice. Cllr C Shepherd said should payments not be received by the next village Voice deadline that adverts will be removed.
- 6 Village Voice**
 - a) Content**

Jo Halpin Jones said she had sent the deadline date reminder to contributors and advised there had been little content received to date. Jo asked if there were any suggestions for new content. Cllr Bubb suggested bringing back the “That’s My Business” feature, which is an article written by the business owner detailing their business which is then placed with their paying advert.

b) Advertising

The ABM advised there has been a few new businesses expressing an interest in advertising in the magazine, however there is usually no response from the business once they receive the booking form, follow up emails and calls have also resulted in no response.

Cllr Bubb said he had noticed the quality of some of the smaller ads was poor, the writing is almost illegible and suggested asking the advertiser if they wished to increase the advert size. Jo said she reworks the adverts to get the best quality possible.

Cllr C Shepherd asked if the committee thought it would be advisable to discuss the advertising rates for the 2025/26 financial year at the next communications meeting and asked how our prices compare with other local magazines. Jo Halpin Jones advised that our prices were a little more expensive. The ABM said she wondered if the price was a reason advertisers do not respond once they received the booking form after making initial contact.

The committee discussed various businesses that could be approached to advertise. Cllr M Shepherd said the Income Budget Code 605 Advertisement Village Voice is currently £269 above the budgeted income.

c) Distribution

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

One couple had decided they were no longer able to deliver their round, but replacement volunteers had been found.

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Website

Cllr M Shepherd said the new website is virtually up to date with all information and documents transferred from the old website, and felt it was now possible to close the old website. Mr Smyth said the new website is very impressive.

Cllr C Shepherd said there have been several parishioners using the "Contact Us" facility on the website for a variety of reasons.

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Noticeboards

Library Noticeboard

The ABM said she would arrange to meet with Cllr Bubb.

Cllr C Shepherd asked if the ABM had experienced problems with the locks on the noticeboard located on Lynn Road, as when she had unlocked the barrel lock came out from the frame. The ABM said she had had problems locking it occasionally but never had the barrel fall out. After discussion it was agreed new locks be purchased for the noticeboard.

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Events

Cllr C Shepherd stated the VE Day celebrations for 2025 is to take place Thursday 8th May 2025. Pageantmaster Bruno Peek has announced people will be encouraged to light Beacons at 9.30pm and that parties would take place throughout the day. Cllr C Shepherd asked the committee if they had any suggestions to mark the celebrations. Cllr T Bubb said it would be easier to commit to an event once it has been announced if the 8th May was to be a Bank Holiday. Cllr C Shepherd suggested a meeting takes place in September for local groups, such as DVCA, Scouts, Guides, Social Club, Dersingham Day Club, WI, Sportsground, to discuss each group's events or activity.

Jo said she no longer receives articles from Sandringham with local updates for the magazine. Cllr C Shepherd said she would contact Edward Parsons regarding the matter.

10 Correspondence

None received.

11 Items for inclusion on the next agenda

To discuss the yearly thank you to Parish Council volunteers (Village Voice distributors and Task Force)

12 Date of next meeting

21st October 2024 at 7.00pm, the Loft, Dersingham Village Centre

With no further business the meeting was closed at 8.05pm

Action points:

Cllr C Shepherd.

- To contact Mr Parsons regarding Sandringham articles for the Village Voice.

ABM

- To meet Cllr Bubbs re the Library noticeboard and obtain quotes to replace the perspex on the noticeboard.
- To post a copy of the invoice to a listed aged debtor.
- To look into replacement barrel locks for the noticeboard located on Lynn Road