

Minutes of the Communications Committee Meeting held on Wednesday 5 December 2018 at 10:00am at Dersingham Village Centre, Manor Road, Dersingham

Present: Cllr C Shepherd (Chair), Cllr A Bubb, Cllr K Hathaway, Cllr R Frost, Cllr M Noble, Cllr B Hopkins, Mr S Martyn & Mr Symth

In attendance: Geraldine Scanlon (Admin Assistant).

13 Apologies for absence.

None Received.

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

None Received.

15 Notes of the Meeting held on the 31 October 2018. These were recorded as being accurate record after the following amendment made and duly signed by Cllr Shepherd.

Mr Martyn stated under minute item 3 the new Editors name had been spelt incorrectly and should show as Mrs Jo Halpin Jones.

16. Matters Arising

Editor

Mr Martyn advised Mrs Jo Halpin Jones used that name for her artist work carried out and was unsure how she wished to be addressed for the purpose of Editorship. Cllr Shepherd suggested contacting Mrs Halpin Jones to establish the how she wished to be addressed.

17. Village Voice

a. Current Financial Position

Mrs Scanlon advised there were a couple of outstanding payments for ads and the Clerk was to chase.

Cllr Shepherd advised the Parish Council had to register for VAT due to the Village Voice generating an income from the advertising. The registration for VAT means those who advertise with the Village Voice magazine and are not registered themselves for VAT will see an increase in their advertising rates once the VAT is applied. Cllr Bubb suggested an increase in the advertising rates as there has been no increase for the past three years. Cllr Shepherd felt an increase would not be beneficial at this time as there will be an increase for the VAT and as Village Voice is currently struggling to get advertisers it was felt the prices would remain the same and will be reviewed again next year. Discussion was had regarding charging the Village Centre to advertise their forthcoming events, it was felt that if the function is to generate a profit for the event organisers then an advertising fee would be charged however if no profit is made the advert will be given free of charge.

b. Content

Cllr Bubb advised he was very pleased with the current magazine and had received lots of good comments from various sources. There has not been much received for the next edition of the Village Voice. Cllr Hathaway said she had enjoyed the limericks. Cllr Bubb is to reintroduced Old Map Corner, however, there has been no replacement found for the gardening article.

c. Advertisers & Finance

Cllr Shepherd reviewed the Committee Budget Sheet with the view to setting the budgets for the forthcoming financial year. **It was resolved for Cllr Shepherd to inform the Clerk of budget changes made.**

Cllr Hopkins asked if the noticeboard that had been removed from outside the Recreation Ground would be replaced. Cllr Shepherd advised there were no plans to replace it at present. Discussion regarding the need for a further noticeboard within the village and the location. Cllr Shepherd advised she had not yet received quotes from the Clerk for the purchase of a new noticeboard. **It was resolved to purchase a new noticeboard from the current budget and place it in storage until a location can be agreed.**

d. Distribution

Mrs Scanlon advised there are no problems with the distribution of the Village Voice. All rounds are being covered. Mr Collingham had expressed interest in purchasing the original art work used for the cover of Village Voice 115 to be displayed at the Village Centre. Cllr Bubb advised it was for sale for £125.00. Cllr Shepherd suggested it should be something dealt with by the Dersingham Centre Association.

e. Editor

There were no issues surrounding the Editor.

18. Village Voice Live

Cllr Bubb had organised speakers for Village Voice live, Jim Scott talking on the Snettisham Reserves and another speaker on West Norfolk Railways. Mr Martyn asked Cllr Bubb to forward the Village Voice live posters to him to enable him to place on the relevant website.

19. Email

Cllr Shepherd advised that Cllr M Shepherd had had technical issues with his Dersingham.org email address. Mr Martyn stated every time a forwarder is used it increases the possibility of that email failing and not being delivered to the intended party or being delivery to the spam file instead.

Cllr Shepherd stated as the main method of communication is via email an Email Protocol needed to be established. Currently email trails can be difficult to follow as some users tend to not answer for all to see, delete parts of emails or start a new email in response to an email trail already established. This causes problems when trying to follow an email on a topic to completion. Having an Email Protocol in place would eliminate some of these issues.

The Clerk has created a Gmail mailbox to which she will send email correspondence received and that it is felt may be of interest to Councillors. It is then the Councillors responsibility to access the mailbox, Councillors are reminded to mark the emails as "Unread" once they have finished to allow other Councillors to see new emails received. Mr Martyn advised Google have a rule, that any mailbox created that has multiple emails and users accessing it, may well block the account as their preferred method for such email use would be Google Suite.

20. Communication Strategy.

Cllr Shepherd advised she had nothing to report.

21. Website.

Mr Martyn advised there are no issues with the Website.

Cllr Shepherd stated the Publication Scheme was not on the Website and needed to be. Mr Martyn advised he had not received the scheme and would update the website as soon as it was received. Cllr Shepherd advised there are several protocols and procedures that needed to be put onto the website, these include, Publication Scheme, Full Council Protocol, Complaints Procedure etc. **It was resolved for Cllr Shepherd to undertake with the Clerk.**

Mr Martyn enquired if the Councillors pictures held on the website would be updated as there are now new Councillors. Cllr Shepherd advised this is something that needs following up.

22. Social Media.

-Facebook

Cllr Shepherd stated the Christmas Lights switch on and Borough Council meeting had been posted on Facebook. However, updates were sporadic, and Dersingham Parish Council only had 16/17 followers, she felt she was not convinced of its merits, so this should be reviewed in a couple of months with the view to closing the Facebook account. Cllr Bubb suggested an article for the Village Voice to raise awareness and Cllr Hathaway also suggested the Facebook Logo be displayed in the Village Voice. **It was resolved for Cllr Shepherd to submit an article regarding Facebook for the next edition of Village Voice.**

23. Notice boards.

This item was previously covered under minute item 5c.

24. Correspondence.

None received.

25. Items for inclusion at the next meeting.

26. Date of next meeting.

Wednesday 9 January 2019 at 10.00am at Dersingham Village Centre.

With no further business the meeting closed at 11:20am