

Minutes of the Communications Committee Meeting held on Wednesday 08 January 2020 at 10:00am at Dersingham Village Centre, Manor Road, Dersingham

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

In attendance: Geraldine Scanlon (Admin Assistant).

108. Apologies for absence.

Cllr D Wright and Cllr M Noble

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

Mr Martyn declared a pecuniary interest in agenda item 10 the website.

110. Minutes of the Meeting held on the 23 October 2019.

a) To Approve minutes.

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

b) To consider Matters Arising.

None.

111. Operation London Bridge.

Councillor C Shepherd advised the working group had met before Christmas. With regards to Forth bridge everything is now in place for when the event takes place.

112. Village Voice

a. Current Financial Position

Councillor C Shepherd discussed the aged debtor shown, regarding a payment outstanding for an advert in Village Voice. Payment had not been made as no invoice had been received. The Clerk had issued the invoice and had been received on Monday 6th January 2020, the cheque had been written for the outstanding amount and for the next two editions and would be left for the Clerk. The issue of how invoices are issued was discussed as it seemed on occasion invoices issued from the EDGE package were not being received by the recipient. **It was resolved for Councillor Shepherd and Mrs Scanlon to speak with the Clerk regarding the invoice process.**

Jo Halpin-Jones enquired if her honorarium is an expense covered by the Village Voice income. Councillor Shepherd said she would discuss payments with the Clerk. Councillor Bubb advised it is usually covered by the Precept setting. The advert ratio to content was discussed as Jo felt the magazine was getting close to capacity for advertising. Councillor Bubb said a 30% ratio was the usual target with the ability to increase to 35%.

b. Content

Jo Halpin-Jones asked what people's opinion was regarding the surrounding villages, Ingoldisthorpe, Sandringham and West Newton, submitting articles for the Village Voice. Is it ok to include their submissions and how hard should she chase for articles to be submitted? After discussion it was agreed that should

articles be received, they can be included but the onus is on the contributor to meet deadlines.

c. Advertisers & Finance.

Jo Halpin-Jones advised she would like to review the deadline dates for the next years editions of Village Voice as currently the deadline falls on a Tuesday and with Mrs Scanlon only working the Wednesday it can put pressure on for the magazine to be completed on time to be given to the proof readers. She therefore proposed the deadline be moved to the Friday before, this would enable Jo to work over the weekend and for Mrs Scanlon to complete the magazine the following week. Councillor Shepherd expressed concerns if the date was moved back there was almost a month between deadline and distribution to the Parishioners therefore events and information may already be out of date. Mr Martyn suggested the deadline move to Monday at 10am giving two clear days for the magazine to be completed. **It was resolved to change the deadline date to Monday 10am.**

d. Distribution.

Mrs Scanlon advised there are no issues with distribution.

113. Village Voice Live

Councillor Bubb advised he wanted to see figures regarding the income and expenditure on the Village Voice Live to see if it is running at a loss. He had asked David Collingham but had not been supplied with the information. Mr Martyn said he should contact Victoria Ward who could give him the figures. Councillor Bubb also expressed concerns about the poor attendance to Village Voice Live and suggested it may be the price increase from £3.00 to £5.00, for a couple wishing to attend it was a £4.00 increase which could make a big difference. It was felt there could be a number of reasons why attendance is diminishing the price increase, the venue being overwhelmingly large for such a small group, the possibility the concept had run its course and was no longer something that people wished to attend. Councillor Bubb suggested ideas to maybe reduce the charge of £5.00 by stopping the raffle and charging only £3.50/£4.00 admittance, using the Garden Room instead of the Hall. Councillor Shepherd advised she was to attend a DVCA Trustee meeting this evening and would raise the issue there.

114. Budget Setting

Councillor Shepherd said although the budget setting had been completed, she would like to add £1500.00 to the Communications budget to cover a veteran's tea party for both VE and VJ celebrations, which had been agreed by Full Council previously. This was agreed by the committee. The party was to be held 8th May and invitations will be extended to those that not only fought in World War two but those that were in the fire/police services, land army etc. Councillor Shepherd had written about the tea party in the previous edition of Village Voice but had received no response, therefore other methods of invitations would be considered.

115. Email

Councillor Shepherd advised there was nothing to report.

**116 Communication Strategy.
Publication Scheme.
Policies.**

Councillor Shepherd advised a further two policies had been given to Mr Martyn who had put them on the website. There are some Staffing policies to be finalised and will then be forwarded to Mr Martyn.

117. Website

Mr Martyn advised there is a legal requirement for all website to be fully accessible to those visually impaired. This is achieved by the screen reader being able to successfully read the website concerned. Mr Martyn had run some tests on the Dersingham Parish Council Website, and it suggested the website was 85-90% successful for use with the screen reader. Smaller organisations may not have to reach 100% accuracy as they are only expected to meet a proportionate amount.

**118. Social Media.
Facebook**

Councillor Shepherd advised the Facebook page had not been updated since November with updates being sporadic.

Mr Martyn asked if the messenger service was being regularly checked as queries often come through. Councillor Shepherd advised committee she intended to discuss the subject at the next Staffing Committee meeting regarding the updating and maintenance of Facebook. Councillor Shepherd also enquired if another administrator could be added to the account. Mr Martyn advised there would be no issue in another user being added.

119. Notice Boards

Councillor Shepherd advised she had been asked to write a report outlining the costings etc for the DVCA/ Parish Council liaison group to enable them to decide if a noticeboard would be purchased. Therefore, there is no further information regarding the Parish Council purchasing a noticeboard until the liaison group have met.

120. Correspondence.
None received

121. Items for inclusion at the next meeting.

122. Date and time of next meeting.

4th March 2020 at 10.00am
Venue to be confirmed

With no further business the meeting closed at 11.15am