

**Minutes of the Communications Meeting held Thursday 26<sup>th</sup> February 2026 at 2.00pm in the Loft, Dersingham Village Centre.**

**Present:** Cllrs Coral Shepherd (Chairman) Tony Bubb, Su Foxley, Mike Shepherd, and Brett Thomas (Left 2.39pm)

**In attendance:** Mrs Geraldine Scanlon (Assistant Business Manager (ABM) & Minute taker) and Jo Halpin-Jones (Editor)

**Not in attendance:** Cllr J Stokes

1. **Apologies for Absence** – Mr Rob Smyth (Assistant Editor)
2. **Declaration of interest and requests for dispensation in any of the agenda items listed**  
- None received
3. **Open meeting to allow public participation-** No Parishioners present.
4. **To approve the minutes of the Communications Committee meeting held 18<sup>th</sup> December 2025**  
It was resolved for the Chairman to sign the minutes as a true and accurate record.

**To review any action points.**

The action points were reviewed and those completed were removed.

Jo Halpin Jones explained she had contacted Biagio's regarding advertising but had received no response.

**To consider matters arising – None**

The Chairman suggested bringing item 10 Village Map forward on the agenda to allow Cllr Thomas to be involved in the discussion. Committee agreed to bring the item forward.

**Village Map**

Cllr B Thomas said he had asked for this item to be on the agenda as he had seen several Village Maps whilst on walks in surrounding villages. He showed an example of a map in Pott Row. He felt a map would help visitors to the area but also local parishioners. The Committee discussed at length possible locations, what would be displayed on the map, how detailed the map would need to be, if local amenities would be shown etc. and the size of the map. Cllr M Shepherd advised that he would be able to use Parish Online to create a draft version of a map however, he could not do so currently due to working on other commitments. Cllr Thomas said he was happy that the idea of a map is being considered and would be willing to revisit the idea in the future.

**5. Review of the Communications Committee Finances and Spending Plans.**

Cllr C Shepherd advised there were no issues with the committee finances. Cllr C Shepherd explained there is still a considerable amount remaining in the 6035 Events code, this is due to the events held throughout 2025/26 costing nominal amounts.

Income code 605 Advertisement Village Voice was £15,393.71 to 31<sup>st</sup> January 2026 which will leave surplus funds after the payment to Clanpress for the next edition of the magazine. Cllr Bubb asked if the surplus would be vired over to next year's budget. Cllr C Shepherd

advised the surplus for both the Village Voice and Events would be transferred to Project Reserves.

**6. Village Voice Content**

Jo Halpin Jones advised the Committee that a letter had been received expressing views on the recent articles written by Cllr Anderson regarding Evolution. She had forwarded the letter to Cllr C Shepherd who had agreed to publish the letter in the next edition of the Village Voice to allow all points of view to be acknowledged.

Jo Halpin Jones advised she will work with the ABM on edition 160 of the village voice, this will allow the ABM to contact current advertisers in March for the 2026/27 year.

**Advertising**

The ABM said she would contact advertisers in the latter part of March and said she would reiterate that payment should not be made until the invoice has been received in the 2026/27 tax year. This will hopefully avoid payments being made in the incorrect tax year.

Jo Halpin Jones said she would update the booking form and information letter for 2026/27 advertising.

**Distribution**

The ABM said she had been contacted by another three or four people volunteering to go on the reserve distribution list after an advert was placed in the last edition of Village Voice.

**7. Website**

Cllr M Shepherd advised there were no updates regarding the website.

The ABM said she would amend the village voice deadline dates for 2026/27 and update the PC website.

**8. Noticeboards**

Cllr C Shepherd advised there was no update regarding the purchase and location of a Parish Council noticeboard for the village centre

**9. Editor Update**

The ABM said she had been assisting the editor with processing articles, photos and posters that have been received however there are certain aspect she was unable to deal with as she did not currently have the appropriate software. Cllr Foxley asked if anyone else had applied for the editor's role. Cllr C Shepherd explained there had been two candidates that, unfortunately, had not been appropriate for the position. Cllr M Shepherd advised he had been looking into software that will be suitable to use once Microsoft Publisher is no longer supported. He said he had found Canva Affinity, which is free to download and use if the AI function is not required. Cllr M Shepherd said he had downloaded affinity and had been able to upload a previous Village Voice PDF into affinity, the document had been successfully interpreted and was editable. After discussion it was agreed that Cllr M Shepherd would download Affinity onto the ABM laptop.

**10. Village Map**

This item was discussed after minute item 4

**11. Correspondence**

None received

**11. Items for inclusion on the next agenda**

Village map

**12. Date of next meeting**

23<sup>rd</sup> April 2026 at 2.00pm, The Loft.

With no further business the meeting closed at 3.21 pm

**Action points:**

**Editor**

- To prepare the advertising booking forms and information letter for 2026/27

**Cllr C Shepherd**

- To contact Sandringham Estate regarding articles for the Village Voice
- To obtain prices for a new noticeboard to be located at the village centre and to report them to the Finance & Admin Committee as part of the Communication Committee spending plans. Once discussed at F&A, Cllr C Shepherd will then seek approval from Full Council for the funding to come from the project reserves.

**Cllr M Shepherd**

- To register with Google Analytics
- To install Affintiy onto the ABM's laptop

**ABM**

- To contact current advertisers in March for the 2026/27
- To update the Village Voice deadline information for the PC website