

Notes of the Communications Committee Working Party held on Wednesday 11 February 2015 at Council Offices, Post Office Road, Dersingham at 9.30am.

Present: Cllr S Daniels

In attendance: Borough Councillor A Bubb, S Davis, Robert Smyth & Sarah Bristow (Clerk)

171 Apologies for absence  
Everyone Present

172 **Village Voice**

Financial Situation income/expenses – Percentage Advertising

Mr Davis handed round a spreadsheet with all the figures and the Clerk handed round a copy of the Communication Account Budgets Report. Mr Davis said that the Village Voice was now in profit and any extra monies for March/April will be all surplus. Mr Davis wanted to thank Mrs Stevenson for all her hard work before she went on maternity leave and for the Clerk for picking up the reins since.

Mr Davis said that from not having a very good start with advertising the Magazine would finish the year in good financial order.

Mr Davis advised that Clanpress have confirmed that there will be no price increase in printing cost for the next financial year.

Content

Mr Davis said that he had worked hard on getting advertisers not to duplicate articles in cross catchment local publications. Mr Davis felt that he did not want to open the magazine to neighbouring parishes and felt that he wanted to keep the magazine as it is for the coming year.

VAT Situation

The Clerk advised that she had sent off the form asking for permission to de-register for VAT from the 1 April 2015.

Advertising

It was decided that the offer of pay for six get one copy free would still stand. It was felt that another incentive was needed so it was decided that blocks of three or more taking up by the second issue would receive a 10% reduction. The new prices were set at eighth of page £17.50, Quarter £27.50, Half £50.00 and a Full Page £95.00. The side covers were now to be charged at £110.00. These to be offered first to the current advertisers. These could also be borderless. No advertisers in future will be given preference of placement within the magazine. Payments to remain the same etc one strike and no payment no further ad until payment is made.

Cllr Bubb asked for clear instruction when he needed to typeset an advertisement. The Clerk said that she would forward adverts asking Cllr Bubb to undertake.

### Staffing

The Clerk advised that the Council were going to undertake a review of staff and a relevant job description would be produced prior to advertising for a temporary replacement for Mrs Stevenson.

Mr Davis advised that he has set that he will finish as Editor after the 100 edition, which is June 2016. Mr Davis said that he would like to get someone to take over and train alongside him. The Clerk advised that she would make sure that advertisers were contacted at the start of the year if a replacement was not in place. Mrs Bristow also said that she would respond to emails on a Thursday/Friday. Mr Davis said that he would like to advertise for someone to work as an understudy. Cllr Daniels felt that this was a good idea. Cllr Daniels to report decisions to Full Council.

### Noticeboards

Cllr Bubb said that they could do with a clean and the community noticeboard needs to be replaced. Cllr Daniels asked the Clerk to obtain quotes to replace. Cllr Bubb advised that it needs to be magnetic.

### Village Voice Live

Cllr Bubb went through the programme for the next few months. July is currently not filled. Any ideas of speakers to Cllr Bubb.

### Website

The Clerk advised that she had asked and received one quote to undertake the setting up of a new website and most will offer to maintain which can be offset with advertising.

Mr Davis said that Steve Martin can put together a decent website.

The Clerk advised that she needs to set up a direct debit for the one and one account until a new site can be up and running. Mr Davis said that he paid for December to February inc.

Mr Davis said that it would be nice to have a new way forward for Village Voice after the 100 edition and a new website at the same time. The Clerk advised that it should not take much more than six weeks to get a new website up and running.

With no further business the meeting closed at 11:35am.