

## **Notes of the Communications Working Party Meeting held on Wednesday 31 May 2017 at 9.30am at Council Offices, Post Office Road, Dersingham**

**Present:** Cllr C Shepherd

**In attendance:** Mr J Vost, B/Cllr Bubb Arrived at 10:15 , Mr Robert Smyth, Stephen Martyn, Sarah Bristow (Clerk) Geraldine Scanlon ( Admin Assistant)

### **Apologies for absence.**

Cllr Payne had given her apologies

Cllr Shepherd advised that the meeting had been called as a de-brief session and to explain that there was not enough Councillors willing to sit on a Communication Committee that it had been made a working party reporting to Full Council.

Cllr Shepherd advised that everyone was generally very pleased and felt good about the last edition. There were some issues regarding advertising quality, which were kindly addressed by Clanpress. Every advert from now on should be supplied in a jpeg format at a resolution of 300dpi minimum. This will save this situation happening again. Mr Smyth agreed that it was good for it to go out. Cllr Shepherd asked if all advertisers had been put in. The Clerk advised that Katherine Giggs had been missed and had been offered her money back or a full page in the next edition but had not got back with her request as yet.

Cllr Shepherd then went on to say that it must be proof read and because of the deadline being put back and the printing issues this did not happen but there were several people willing to undertake this role. In future three copies to be pulled off in draft and given to Mrs Mann, Mrs Hopkins and Mr Smyth for checking.

Cllr Shepherd said that it had been said that there was a lot of white space within the magazine but after asking several people of the new paragraph layout had been well received and the gaps with the adverts should not happen now the first issue is out of the way.

Mr Vost was concerned regarding distribution and advised that he had made suggestions within his paper that he send through. Cllr Shepherd said that it is mainly for Dersingham but there is no harm in checking with Mr Colson if more copies were needed to cover Sandringham, West Newton and Wolverton. The Clerk to undertake this. Mr Vost said that he wanted it in the Visitors Centre at Sandringham and felt that the distribution needed to be checked to find out totally if everyone was getting a copy as he was being informed otherwise.

Cllr Shepherd then got down to the issue of title and how everyone felt that it must have Village Voice on the cover as without it had lost its identity.

Cllr Bubb then arrived at the meeting.

Cllr Shepherd asked Mr Vost if he was willing for it to go back to Village Voice. Mr Vost explained that he was given that right as Editor to change the front cover and said that it had not lost its identity and Village Voice still ran through the magazine.

Mr Vost then walked out of the meeting. Meeting abandoned, next meeting planned for the 27<sup>th</sup> June as previously set for Communication Committee.

Cllr Shepherd asked that Terms of Reference and Communication Strategy be discussed at the next meeting.

With no further business the meeting closed at 10:20pm.

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