

Notes of the Communications Working Party Meeting held on Tuesday 5 September 2017 at 10:00am at Council Offices, Post Office Road, Dersingham

Present: Cllr C Shepherd

In attendance: B/Cllr Bubb, Cllr J Sanpher, Mr Patrick Preston, Sarah Bristow (Clerk) Geraldine Scanlon (Admin Assistant)

Apologies for absence.

Apologies were received from Mr Robert Smyth and Mr Stephen Martyn.

Notes of the Meeting held on the 27 June 2017. These were recorded as being accurate record and duly signed by Cllr Shepherd.

Village Voice

a. Current Financial Position

The Clerk handed round a Committee Budget Sheet. Everything in order. The Clerk advised that she had three new Advertisers for the next edition.

b. Content

Mr Preston advised that he felt the deadline for articles needs to be pulled back so that there is more time between the deadline for articles and sending the draft to the proof readers. Mr Preston said that he was finding that checking every article for content was proving more time consuming than he had anticipated. Mr Preston advised that he needed greater clarity about the content of articles in respect of inclusion of possible free advertising. Mr Preston advised that he felt that most of the articles that he had received needed to be amended as it could be considered that they were advertising something or may upset someone. It was agreed that where the author was named at the end of the article the author could include their professional qualifications, employers name or company name as this would clarify their expertise in respect of the content of their article. Mr Bubb advised that even though each one needed to be looked at individually the usual subscribers were experienced and should not need much editing. The Clerk asked Mrs Scanlon how many pages were still waiting to be filled. Mrs Scanlon said that she had reduced the magazine down to 76 pages had currently about 30 pages waiting to be filled. Mr Preston advised that he did not know how long it would take to edit articles but would try to get to Mrs Scanlon for the deadline.

c. Advertisers & Finance

The Clerk advised that she had signed up three new ads and had a couple more enquiries. Cllr Bubb advised that he had spoke to the owners of the new Tea Shop opening at the top of Manor Road regarding advertising. Cllr Bubb advised that they do need to advertise but not sure of their opening date at present.

Data

Cllr Bubb asked if Dolphin Graphics were undertaking the printing of Data. The Committee had previous agreed that Dolphin would undertake the Data this year. Cllr Bubb agreed to talk with them and obtain some A2 paper to work on the map. Mrs Scanlon has already started to obtain updates and asked if she was undertaking advertising. The Clerk advised that what has been resolved but was not sure where Mrs Scanlon had time within her current hours. Cllr Bubb asked Cllr Shepherd if she might produce one or two articles for Data. One on why did you move to Dersingham and one on Neighbourhood Plan. Cllr Shepherd agreed to look at these.

Cllr Bubb said that he was going on leave on the 14 October and would like Data to be in the Printers whilst he is away and ready for him to pick up for distribution at the end of October.

Working Party Terms of Reference

These to go to Full Council for Approval at the end of the month.

Communication Strategy

Cllr Shepherd advised that she had been busy during the Summer on the Neighbourhood Plan but would look at the Strategy again soon.

Website

Cllr Shepherd advised that she would like to see Councillor Photos up on the website. The Clerk to try and arrange a photographer to undertake.

Noticeboards

The Clerk advised that Cllr Payne had agreed with the Sports Ground Management to move the noticeboard by the Recreation Ground over to the Sport Field. The Clerk advised that the Sports Ground Management would like it fixed to the end wall of the pavilion. The Clerk to get the noticeboard moved.

Correspondence

None received

Items for the Next Meeting.

Cllr Sanpher agreed to undertake a Facebook Page. Cllr Shepherd advised that it would have to be a no comments allowed site as the Clerk does not have the time to undertake and would need approval from the whole Council before she could answer any comments. Social Media to be placed on the next agenda.

Date of Next Meeting

Tuesday 3 October 2017 at 10:00am at the Parish Office

With no further business, the meeting closed at 11:12am.

Financial Budget Comparison

Comparison between 01/04/17 and 30/08/17 inclusive.
Excludes transactions with an invoice date prior to 01/04/17

		2017/18	Actual Net	Balance
Communications				
Income				
600	Advertisement Dersingham Data	£2,000.00	£0.00	-£2,000.00
605	Advertisement Village Voice	£16,000.00	£13,891.35	-£2,108.65
610	Village Voice Subscriptions	£0.00	£25.50	£25.50
615	Village Voice Live	£200.00	£478.00	£278.00
Total Income		£18,200.00	£14,394.85	-£3,805.15
Expenditure				
6000	Dersingham Data	£2,000.00	£0.00	£2,000.00
6005	Village Voice	£15,500.00	£4,980.00	£10,520.00
6010	Village Voice Live	£200.00	£271.70	-£71.70
6015	Postage Village Voice	£50.00	£0.00	£50.00
6020	Postage Data	£0.00	£0.00	£0.00
6025	Public Noticeboards	£350.00	£0.00	£350.00
6030	Website	£300.00	£0.00	£300.00
Total Expenditure		£18,400.00	£5,251.70	£13,148.30