

Notes of the Communications Working Party Meeting held on Tuesday 27 March 2018 at 10:00am at Council Offices, Post Office Road, Dersingham

Present: Cllr C Shepherd, Cllr S Payne, Mr S Martyn & Mr Symth

In attendance: Sarah Bristow (Clerk) & Geraldine Scanlon (Admin Assistant).

Apologies for absence.

Apologies were received from Cllr T Bubb, & Cllr Jo Sanpher

Notes of the Meeting held on the 20 February 2018. These were recorded as being accurate record and duly signed by Cllr Shepherd.

Matters Arising

Nothing that is not on the current agenda.

Village Voice

a. Current Financial Position

The Clerk handed round a Committee Budget Sheet, the Clerk advised the last payment for printing has not been added. Cllr Payne advised that the advertising was slightly down on the budget but overall the income and expenditure would even out.

c. Content

Cllr Payne advised that the report from Cllr Anderson re smart meters was well written. Mrs Scanlon said that not much content has been received as yet as the last edition has only just recently been distributed.

d. Advertisers & Finance

The Clerk advised that there was a problem with the advert on the back page. The previous advert for this company had been left out of the magazine so he was offered the back page but this time the contact details have been left off. The Clerk advised that the website copy had been corrected. Mrs Scanlon explained that when it was copied over from Cllr Bubb to herself because it was white it was left on the left over blank page and could not be seen. Cllr Bubb had advised that advertisements are not currently proof read. **It was resolved for the Clerk to contact the advertiser, explain the situation, and offer him another back page in the next edition.** Cllr Payne advised that another ad was not looking very clear and the advertiser had asked for the page to be placed free of charge in the next edition.

The Clerk advised that the publication schedule needed to be set as Clanpress were asking and the Clerk needed to go out to advertiser for the next financial year. Mrs Scanlon advised that Cllr Bubb had set two editions publication dates but she did not have an update for the last edition so there is just the two sets. **It was resolved for the Clerk to use Cllr Bubb's two dates for the first two editions and to complete the balance of the year and use for the advertising and to update Clanpress.**

e. Distribution

Cllr Shepherd had asked Mrs Scanlon if there had been a handover of the distribution of the last edition. Mrs Scanlon said that it had not helped because she was on annual leave. Cllr Payne advised that she had asked the Clerk to undertake for this edition. The Clerk advised that she was able to sort out the boxes as they were brought into the office, which is the easiest way to sort. Cllr Payne advised that she was left with a round for delivery, which she had not been asked but she had undertaken. Cllr Payne also advised that one of the new distributor's addresses was incorrect and she had not received the houses she needed to deliver to.

DATA

Cllr Payne advised that she had started to put together a list of groups etc to fit onto a couple of pages of Village Voice. The Clerk advised that it would be nice to have as a pull out in the centre. **It was resolved for Cllr Payne to continue to work on this piece and for Data to be part of the Village Voice and not a copy in its own right.**

Village Voice Live

Cllr Payne advised that this would have to be a DVCA event so that the VAT regarding the new hall would not be affected. Cllr Bubb will need to start talking with Mr Collingham regarding the schedule. Mr Martyn advised that it had been pencilled in for the second Tuesday in the month. Cllr Payne advised that she could see Tuesday's being Village Event night.

Communication Strategy

Cllr Shepherd advised that nothing had been achieved on this at present.

Website

Cllr Martyn advised that the photographs which he had are on the website. It is now down to Councillors giving updated photographs as they do not like the current copy or for the ones that have not been taken are to provide if they would like a photo to be present. Cllr Shepherd asked about the policies. The Clerk advised that she had not put them on the website as they really needed reviewing before putting on. **It was resolved for the Clerk to get the copies on and work out a schedule of review.**

Social Media

Facebook. The Clerk advised that Mr Martyn had made the site and she had access but had not had time to undertake many post and agreed to work on further. Cllr Shepherd handed round a Social Media Policy, as attached. **It was resolved to recommend to Full Council that this policy is adopted.**

Noticeboards

Cllr Payne advised that she had not measured the office window. Cllr Shepherd agreed to obtain the information from Cllr Davey. Cllr Payne asked if a noticeboard would be better outside the new office than having something up the window. **It was resolved for the Clerk to ask Mr Sutton if he still had any left from when he closed down, as the currently one is very brittle and a couple of the pouches had snapped.** Mrs Scanlon advised that the noticeboards at Thaxters, and opposite the Co-Op were full of condensation making it very hard to see. Cllr Payne advised that they were not sealed now and needed a seal of silicon and holes drilled in the base to allow air to circulate.

Correspondence

Nothing received.

Items for the Next Meeting.

Data to become an item under Village Voice.

Date of Next Meeting

Wednesday 9th May 2018 at 10:00am at the Parish Office

With no further business the meeting closed at 11:15am

Financial Budget Comparison

Comparison between 01/04/17 and 27/03/18 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	£1,800.00	-£200.00
605	Advertisement Village Voice	£16,000.00	£15,351.35	-£648.65
610	Village Voice Subscriptions	£0.00	£29.75	£29.75
615	Village Voice Live	£200.00	£311.12	£111.12
Total Income		£18,200.00	£17,492.22	-£707.78
Expenditure				
6000	Dersingham Data	£2,000.00	£2,150.00	-£150.00
6005	Village Voice	£15,500.00	£14,183.88	£1,316.12
6010	Village Voice Live	£200.00	£345.12	-£145.12
6015	Postage Village Voice	£50.00	£0.00	£50.00
6020	Postage Data	£0.00	£0.00	£0.00
6025	Public Noticeboards	£350.00	£45.00	£305.00
6030	Website	£300.00	£300.00	£0.00
Total Expenditure		£18,400.00	£17,024.00	£1,376.00

Dersingham Parish Council – Policy for use of Social Media

The aim of this policy is to set out a code of practice to provide guidance for staff and all parish councillors in the use of social media (Facebook and Twitter).

Nominated members of staff /councillors will be responsible for posting and monitoring content of the councils facebook page. They will have the authority to remove any posts made by third parties which are deemed to be defamatory, libellous, racist, sexist, obscene, threatening language or derogatory. Such posts must be reported to facebook and the Clerk.

The Parish Council Facebook will be used to:

1. Distribute agendas, post minutes and dates of meetings.
2. Advertise events and activities
3. Publish news stories
4. Advertise vacancies
5. Share information e.g. Police, Library, Health, schools, clubs etc.
6. Announce new information
7. Carry out surveys
8. Upload images

When using social media parish councillors, volunteers and council staff must be mindful of the information they post in both a personal and council capacity and keep the tone of any comments respectful and informative. Content should be accurate, objective, balanced and informative and should avoid guesswork, exaggeration and offensive and obscene language.

Parish councillors, volunteers and council staff must not hide their identity using false names or pseudonyms, present personal opinions as those of the council or in a way that might cause embarrassment to the council, post content that is contrary to the democratic decisions of the council, post controversial or potentially inflammatory remarks, engage in personal attacks, online fights and hostile communications, use an individual's name unless given written permission to do so, publish photographs or videos of minors without parental permission, post any information that infringes the copyright of others, post any comments that are defamatory, libellous, racist, sexist, obscene, threatening language or derogatory, post online activity that constitutes bullying or harassment. Councillors' views posted in any capacity in advance of matters to be debated by the council at a council or committee meeting may constitute Pre-disposition, Pre- determination or Bias and may require the individual to declare an interest at council meetings.

Anyone with concerns regarding content placed on social media sites that denigrate parish councillors, volunteers, council staff or residents should report them to the Clerk of the Council.