

Notes of the Communications Working Party Meeting held on Wednesday 9 May 2018 at 10:00am at Council Offices, Post Office Road, Dersingham

Present: Cllr C Shepherd, Cllr T Bubb and Mr S Martyn

In attendance: Geraldine Scanlon (Admin Assistant).

Apologies for absence.

Apologies were received from Sarah Bristow (Clerk)

Notes of the Meeting held on the 27 March 2018. These were recorded as being an accurate record and duly signed by Cllr Shepherd.

Matters Arising

Nothing that is not on the current agenda.

Village Voice

a. Editor

Cllr Bubb advised he will continue as Editor, certainly until this time next year, however should a volunteer wish to take the role on in the meantime Cllr Bubb will step down as Editor. Cllr Shepherd asked when would be best to advertise for a new Editor, Cllr Bubb suggested this time next year.

b. Current Financial Situation

Cllr Shepherd advised there was a small amount of money left from tax year 2017/18 and felt it was appropriate to carry forward into the current year in case there is a shortfall through advertising revenue. Cllr Bubb advised it had always been agreed any surplus would be carried forward.

c. Content

Cllr Bubb stated the request for limericks to be submitted had been well received and another has been another opening line entered in the next edition. Cllr Bubb had contacted the couple who had been writing features regarding gardening, however had no response for the current edition. It was felt the gardening article had been well received therefore Cllr Bubb is to pursue other avenues, with the hope of getting a regular submission.

d. Advertisers & Finance

Cllr Shepherd advised the Clerk had issued the privacy statement consent to all advertisers and had initially had a slow response. Mrs Scanlon advised the Clerk had worked hard to follow up with each advertiser and had managed to get in the excess of £12,000.00 worth of advertising in.

e. Distribution

Mrs Scanlon asked if all distributors should be contacted under section 6-C of the GDPR guidelines, this is to advise volunteers the council needs consent to hold their details and will direct them to our Privacy Policy on the Parish Council Website. Cllr Shepherd agreed section 6-C would be adequate as no marketing is involved when contacting distributors as they are volunteers only. Cllr Bubb said he would add a paragraph when issuing his round robin to all those who contribute with articles advising of the Privacy Policy. Mr Martyn confirmed the Privacy Policy was on the website.

f. Data

Cllr Shepherd advised she had received a table from Cllr Payne showing the groups currently listed in the Dersingham Data 2017/18 that could be used as an insert in the Village Voice and replace the Data. Cllr Bubb requested the table be removed from the document as it is difficult to convert when using publisher. Cllr Bubb suggested it be formatted as a list only.

Data Protection was discussed with regards to the names held on the table for each group. **It was resolved for the Clerk to check policy issues regarding names on the template.**

Village Voice Live

Cllr Bubb advised Village Voice Live was established to hold a function where Parishioners were able to meet Councillors and raise awareness throughout the village of Parishioners needs etc. With any surplus monies from events purchasing the projector, screen and noticeboards. Cllr Bubb advised he is happy to continue finding speakers for the event however if Village Voice Live is to now be run by Dersingham Village Centre Association they will then become responsible for both purchasing and running the refreshments as well as raffles. The format of Village Voice Live appears to work however DVCA may wish to change it. Mr Martyn agreed the current 45 mins talk, refreshments and a further 45 mins talk with a cut off at 9.30pm worked incredibly well. Cllr Shepherd asked if Cllr Bubb had discussed this with the DVCA. Cllr Bubb advised he had only spoken with regards to the booking of Tuesday evenings at present. Cllr Bubb also stated that once the DVCA had Village Voice running he would be happy to allocate the back page of Village Voice to advertise the events as they had been previously.

Communication Strategy

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

Website

Mr Martyn advised the Clerk had sent three Privacy Statements that had now been put on the website.

There are still some outstanding photographs of Councillors.

Cllr Shepherd asked is the Clerk had given Mr Martyn Standing Orders and procedure notes to be placed on the website, Mr Martyn advised he had not received them to date.

Social Media

Facebook. Cllr Shepherd was aware the Facebook page had not been updated, mostly due to the Clerk being exceptionally busy. Mr Martyn advised Facebook will remove accounts after a certain time due to user inactivity and needed to be updated at least weekly. **It was resolved for Cllr Shepherd to discuss option with the Clerk.**

Noticeboards

Cllr Shepherd advised she had received a request from Cllr Payne for a noticeboard to be placed along Manor Road, near Petals coffee shop. Petals have stipulated they will not display posters etc in the shop however Cllr Payne felt it a noticeboard in the area would be viewed by both locals and visitors. It was discussed and felt a noticeboard to the side of Petals would not necessarily be seen by passers-by. Cllr Shepherd suggested we continue using the three currently owned by the Parish Council and review once the Parish Office has been moved and footfall in the area can be monitored.

Correspondence

Nothing received.

Items for the Next Meeting.

Agenda to remain the same.

Date of Next Meeting

Wednesday 4 July 2018 at 10:00am at the Parish Office

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