

Minutes of the Communications Committee Meeting held on Wednesday 06 March 2019 at 10:00am at Dersingham Village Centre, Manor Road, Dersingham

Present: Cllr C Shepherd (Chair), Cllr A Bubb, Cllr B Hopkins, Cllr K Hathaway
Mr S Martyn and Jo Halpin Jones

In attendance: Geraldine Scanlon (Admin Assistant)

41. Apologies for absence.

Mr R Smyth.

42. To receive declarations of interest and request for Dispensations by Councillors in any of the Agenda Items listed.

None Received.

43. Minutes of the Meeting held on the 31 October 2018. These were recorded as being accurate record duly signed by Cllr Shepherd.

44. Village Voice

a. Current Financial Position

Councillor Hathaway advised she had looked through old magazines and noted there were more advertisers then. Councillor Shepherd had expressed concerns that the level of advertisers had reduced, and this had impacted on the Communications financial position. Although advert costs had not increased for the forthcoming tax year the addition of VAT on the adverts could also impact on the financial position. Councillor Bubb has agreed to approach new advertisers once he was no longer Editor. Councillor Bubb proposed each edition of the Village Voice be distributed to Ingoldisthorpe as most homes collect copies from the business drops done around the village. He was due to go to the Ingoldisthorpe Parish Council meeting and would make enquiries regarding possible distribution.

b. Content

Councillor Bubb explained there were lots of articles coming in due to the deadline being 12th March.

c. Advertisers & Finance.

The financial situation had been covered under minute 44a.

Councillor Shepherd asked if the new letter had been issued to Advertisers detailing the VAT increase, Deadline dates, offers for whole year advertising etc. Mrs Scanlon advised the Clerk usually issues the letter once the financial year has ended to avoid payments being made in the incorrect tax year. **It was resolved for Councillor Bubb, Mrs Scanlon and Mrs Halpin Jones to meet to discuss the amending of the letter.** Councillor Shepherd enquired how the handover of the advertising was going between the Clerk and the Admin Assistant. Mrs Scanlon advised with work commitments within the office there had been no opportunity to begin the handover process.

d. Distribution.

Mrs Scanlon advised the previous edition had been covered with no issues.

e. Editor.

Councillor Bubb advised there are no issues surrounding the Editor role. Jo Halpin Jones asked if there was a breakdown of the processes available that

highlights each person's role and when the actions are to be achieved. Mrs Scanlon advised she would put together a guide and email to Jo.

45. Village Voice Live

Councillor Bubb advised the last Village Voice live had been well attended. He had approached some speakers for future events and had had it suggested that a Saturday evening would be preferable for some speakers, however this may incur more of a cost for the event and therefore a bigger entrance fee.

It had been agreed that Councillor Bubb resumes the purchase of the raffle prizes for the Village Voice live.

46. Email

Councillor Shepherd advised she had been prompted to enter the password when logging into the Parish Council email. When the email was opened it seemed to work without the password being submitted. Mr Martyn advised if the service provider thinks there is something suspicious the password prompt may be shown. Councillor Shepherd had not heard of any problems from any other Councillors.

Councillor Shepherd asked if Councillors were using the correspondence email set up by the Clerk. There had been some items in there that should have been circulated to all Councillors, which the Clerk had emailed round after being asked.

Councillor Shepherd advised she had not been able to write an Email policy as it was either too prescriptive or too vague.

**47. Communication Strategy.
Publication Scheme.
Policies.**

Councillor Shepherd advised due to GDPR and Information Commissioners Office (ICO) requirements a Publication Scheme had to be shown on the Parish Council Websites. To enable people to know what Policies and Publications are available and how to obtain them. The majority will be held on the website or available as hardcopies from the Parish Council office. Mr Martyn asked for the updated policies to be emailed to him to upload onto the website. Councillor Shepherd advised she would forward them as soon as they were agreed and ready to be uploaded.

48. Website.

Councillor Shepherd asked if the website was up to date and showing all minutes. Mr Martyn advised everything he has received had been put on the website. There are two sections for the documents held. Recent Documents: for those that have been recently approved and adopted and Archive Documents: these are shown year by year in sections. He advised the Clerk uploads recent documents and they will show in the order they are uploaded.

Councillor Hathaway asked if the clubs within the village advise of any updates to their information as some are now out of date. Mr Martyn advised it was very rare to receive updates. **It was resolved for Councillor Hathaway to write a small article/letter as a reminder for group updates for the Parish Council Website.**

49. Social Media.

Facebook

Councillor Shepherd detailed the activity on the Dersingham Parish Council Facebook page since it was created in December 2017. Discussion was had regarding what posts had been added to Facebook and what could potentially be added in the future, agendas, Meeting dates and times, village events. It was felt the page needed to be maintained regularly with interesting features to maintain people's interest. Mr Martyn advised the nature of Facebook is the more you post information the more active your account is and viewed by more people, he updates the Facebook page for Dersingham Village Centre daily. Councillor Hathaway asked if the Parish page is advertised anywhere for example the Facebook logo shown in the Village Voice to raise awareness the page exists. **It was resolved for Councillor Shepherd to investigate further the updating of the Facebook page.**

50. Noticeboards.

Councillor Shepherd advised she had received quotes for a new noticeboard from the Clerk, however they were wall mounted boards not freestanding. Discussion was had regarding the location of the new noticeboard and the size required. Councillor Shepherd asked if the meeting dates were displayed on the boards. Mrs Scanlon advised she had been asked to remove them as meetings dates had been changed and the boards not updated, this has caused confusion and meant a Councillor had missed a meeting. Councillor Hathaway suggested the Post Office be approached with the idea of renting window space for the Parish Council to display posters, meeting times etc as the Window display in the previous Parish Council office used to generate a lot of interest due to its location. Councillor Shepherd advised no further action will be taken on the noticeboard until the outcome was known regarding the possible Post Office display. **It was resolved for Councillor Hopkins to approach Mr Lindsey requesting the use of the Post Office window for Parish Council display purposes.**

Councillor Bubb asked if it was possible to reserve the right to vire the money allocated from this year's budget to next as the location of the noticeboard is uncertain and therefore unable to make the purchase now. Councillor Shepherd felt this may be possible.

51. Image of Dersingham for Visit East of England Tourism Website.

Councillor Shepherd advised an email from Visit East of England had been received, asking if Dersingham wished to submit a picture for their new website. Various locations were discussed, and Jo Halpin Jones volunteered to take some pictures and circulate to the Committee. Councillor Hathaway asked if it was a single picture they required, or could a collage be submitted. Councillor Shepherd said it was unclear from the email what could be submitted or if there was a deadline. Jo Halpin Jones suggested if there was no deadline it may be worth waiting to select a picture until the trees and flowers were in bloom. **Councillor Shepherd is to speak with The Clerk for further information regarding text, picture size and deadline.**

52. Correspondence.

None received.

53. Items for inclusion at the next meeting.

54. Date of next meeting.

Wednesday 17 April 2019 at 10.00am at Dersingham Village Centre.

With no further business the meeting closed at 12.06am