

**Minutes of the Communications Committee Meeting held on Wednesday 23 October 2019 at 10:00am at Dersingham Village Centre, Manor Road, Dersingham**

**Present:** Cllr C Shepherd (Chairman), Cllr A Bubb, Cllr B Hopkins, Cllr M Noble  
Mr S Martyn, Mr R Smyth and Jo Halpin Jones

**In attendance:** Geraldine Scanlon (Admin Assistant).

**93. Apologies for absence.**

Cllr D Wright

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

Mr Martyn declared a pecuniary interest in agenda item 7 regarding budget setting for the website.

**95. Minutes of the Meeting held on the 26 June 2019.**

**a) To Approve minutes.**

These were recorded as being accurate record duly signed by Cllr Shepherd.

**b) To consider Matters Arising.**

None.

**96. Operation London Bridge.**

Councillor C Shepherd advised the working group had met and had discussed what would be needed in the event of the death of a senior royal family member. Some individuals had been given tasks, some of which have been completed and some ongoing. The work group is to meet again on the 18<sup>th</sup> November. Councillor Bubb gave his apologies for the next planned meeting.

**97. Village Voice**

**a. Current Financial Position**

Councillor C Shepherd advised she had obtained a new financial report, Budget Headings Transaction Details which enabled the Committee to see all expenditure and income through advertisers, Subscribers and Precept for the year to date. The expenditure needed a further £2223.00 added as there is currently an outstanding Clanpress invoice. Reviewing the figures Councillor C Shepherd advised there should be no shortfall within the Committee for this financial year.

Jo Halpin-Jones queried if the Parish Council was VAT registered and able to claim VAT back and asked if VAT was paid for the printing costs. Councillor Bubb advised VAT was not payable on printed works. Councillor C Shepherd the Parish Council had sought VAT advice when the Centre was being built and were advised to register.

Jo asked if the Committee wanted to strictly stick to a 72-page magazine and who was ultimately responsible for the ensuring the finances balance and no overspend is likely.

After discussion it was decided the magazine would run at 72 pages unless there was a special need to increase to 76. It would also be beneficial to the distributors as the magazine is very weighty at 80 plus pages.

b. Content

Jo Halpin Jones advised she is struggling with the next edition and the Christmas theme, currently she has no front page. Councillor Bubb advised Village Voice 120 was the 20<sup>th</sup> year of publication and suggested using the 1<sup>st</sup> edition, which can be found on the Historic Dersingham website, for Village Voice 121. Jo Halpin- Jones asked if the parishioners of Dersingham are aware the magazine goes to Wolferton, Anmer, Sandringham and West Newton. Councillor Bubb advised there was an article placed in the Village Voice when the decision was made to incorporate the other villages. Jo asked how much content was expected from the other villages and how much should she chase for articles etc as she no longer gets the Sandringham Newsletter. It was felt it was down to the individuals to submit articles as they receive the reminder of deadline.

There was a brief discussion regarding the suggested car parking fees to be applied at Sandringham. Councillor C Shepherd advised she had spoken to Sandringham Estate and invited them to attend the next Full Council meeting 28<sup>th</sup> October, this would not be a consultation. Garry Marsden and Edwards Parsons will attend.

c. Advertisers & Finance.

Jo Halpin-Jones asked whose responsibility it was to get new advertisers for the magazine. Councillor Bubb explained he is happy to approach any new businesses. It was decided any new advertisers would be approached by Councillor Bubb.

d. Distribution.

Mrs Scanlon advised that she and Councillor Hopkins had taken all the boxes to distributors. Councillor Hopkins said he was happy to remain delivering the boxes as it was done within two trips and took around an hour and a half. The magazine should be delivered to Parishioners by the Monday.

**98. Village Voice Live**

Councillor Bubb advised the last Village Voice Live, a talk on the British Library, had been very well attended.

November is Whata Hoot Gin evening

December will be the film Mrs Hulot's Holiday, with mince pies, sausage rolls and mulled wine.

January a talk on Scapa Flow by Dave Clack has been booked, with a talk on King's Lynn Minister for February and speaker David Reeve in March.

**99. Budget Setting**

Councillor Shepherd reviewed each budget line and set a figure for the next financial year. Village Voice expenditure is to be reduced to £14,000.00. The Village Voice Live and Dersingham Data Lines are to be removed. It was resolved for Councillor Shepherd to inform the Clerk of the relevant changes.

**100. Email**

Councillor Shepherd advised she had started on a document regarding Email protocol which is still ongoing

**101. Communication Strategy.  
Publication Scheme.  
Policies.**

Councillor Shepherd advised she had passed some policies, Financial Regulation, Standing Orders and terms of reference for the Committees, to Mr Martyn who had put them onto the website. There are some policies still being reviewed and will be forwarded to Mr Martyn once finalised and approved.

**102. Website**

Mr Martyn advised there was nothing to report regarding the website however whilst updating the list of current Councillors he noticed very few had a picture as previously requested by Communications Committee. After discussion Jo Halpin-Jones agreed to attend an agreed Parish Council meeting to obtain photographs of Councillors.

Mr Martyn advised he had created a page for the website as discussed at the Operation London Bridge working group meeting.

Councillor Shepherd asked Mr Martyn if he could provide a list of all active Dersingham.org.uk email addresses and where they were being re-directed too. Mr Martyn advised he had supplied the Clerk with the information recently upon her request.

Councillor Shepherd reported that a previous Parish Councillor had received an email via the Dersingham.org.uk address after stepping down as a Councillor. Mr Martyn said he had removed all those email address for those that were no longer currently Councillors, although he had never been asked to do so. Councillor Bubb stated it was the job of the Clerk to request Councillors to be removed once they leave the Parish Council.

**103. Social Media.  
Facebook**

Councillor Shepherd advised the Facebook page had been updated more recently.

Mr Martyn said he had been contacted by individuals that lived miles away asking why they would want to know about a Parish Councils meeting in Norfolk. After further discussion with the individuals it transpired the only way such notifications would have reached their Facebook pages was the Parish Council using paid advertising. Councillor Shepherd advised the Parish Council do not use paid advertising on Facebook. Mr Martyn advised the paid advertising is not something you could click on accidentally.

**104. Notice Boards**

Councillor Shepherd had met with Mr Martyn prior to the meeting to discuss a possible site for the new notice boards. There were a few possibilities suggested. It was felt it needed to be visible for people who walk past the centre or use the footpath through centre car park. The notice board would be a double freestanding board, one side for Parish Council notices the other used by the Dersingham Village Centre for events etc. It was felt it should be in keeping with the new village centre sign that is to replace the temporary one outside the

centre currently. Councillor Shepherd advised the cost of the board to hold 24 A4 sheets would be £930.00, the costs of which would be shared with the DVCA. The large notice board currently outside the centre will be removed once the new notice boards are in place. Mr Martyn advised the centre would ideally like some way of displaying the banners they have made advertising events as they currently use the temporary centre sign to secure banners. Councillor Bubb suggested tying the banners to two wooden stakes outside the centre. Councillor Shepherd advised that she would prepare a paper about the notice boards for the next liaison group meeting. They could also discuss banners at their next meeting.

**105. Correspondence.**

None received

**106. Items for inclusion at the next meeting.**

**107. Date and time of next meeting.**

8<sup>th</sup> January 2020 at 10.00am

Venue to be confirmed

With no further business the meeting closed at 11.20am