

Notes of the Communications Committee Meeting held virtually on Wednesday 9th September 2020 at 10:00am.

Present: Cllr C Shepherd (Chairman), Cllr M Noble Cllr B Hopkins, Mr R Smyth, Mr S Martyn.

In attendance: Geraldine Scanlon (Communications Officer).

Actual meeting start time 10.20am

151. Apologies for absence.

None received.

152. Please indicate if there are any interests, which should be declared. A declaration of an interest should indicate the nature of the interest (if not already declared on the Register of Interests) and the agenda item to which it relates. If a disclosable pecuniary interest is declared, the member should withdraw from the room whilst the matter is discussed.

None received

153. Minutes of meeting held on 22 July 2020

a) To approve minutes

It was resolved to approve the minutes as a true and accurate record.

b) To consider matters arising.

There were no matters arising that are not agenda items.

154. Village Voice

a. Current Financial Position

The Village Voice is currently running at a loss. Councillor Shepherd advised she hoped there would be more advertisers in the next editions however there would still be a shortfall. Councillor Hopkins suggested a proportion of the Grant money received from Borough Council to cover the Covid expenses incurred could be used to pay for some of the magazine printing costs. Mrs Scanlon advised businesses seemed more cautious this year to last year and could only assume it was due to the uncertainty surrounding the Covid virus. Councillor Noble suggested as there is no longer a discount applied to advertising for the remainder of the year an additional discount be given to encourage businesses to advertise. **After discussion it was resolved to offer a 10% on advertising for the remainder of the year.**

Mr Martyn advised he had seen several of the businesses advertising on the local Dersingham Village page on Facebook, which of course is a free way to advertise. The group is growing in members and is therefore being seen by many people all of which are not necessarily local. This may well be having an impact on businesses wishing to pay for advertising in the magazine. Councillor Shepherd asked the Committee to give some thought as to how the magazine could be produced in the future to make it more cost effective.

b. Content

Mrs Scanlon advised the magazine was currently with the proof-readers. Clanpress will receive the magazine Monday 14th September. There had been a large volume of articles received taking the magazine to a 76-page edition.

c. Advertisers & Finance.

Item covered in 154 (a)

d. Distribution.

Distributors will be contacted next week regarding the delivery of the next edition however Mrs Scanlon felt there would be no issues with deliveries. Councillor Hopkins asked if the delivery would be taken out to distributors for the next edition. Councillor Shepherd advised that the rule still applies that Councillor Hopkins and Mrs Scanlon could not car share for the deliveries. **It was resolved for Mrs Scanlon to contact distributors and arrange collection of the magazine from the Parish Council office.**

155. Website.

Mr Martyn advised the accessibility statement had been completed, making the Parish Council website compliant with the Governments guidelines. The deadline for the statement to be publicised is 18th September and Mr Martyn confirmed he had already uploaded the statement onto the website. Councillor Shepherd thanked Mr Martyn for his work.

Mr Martyn advised the Clerk uploads Parish Council Minutes and Agendas. He was aware that most documents are still shown as “draft” documents and had not been replaced by the approved version. Mr Martyn would normally archive documents once they had been approved however, he is currently unable to do this as they are effectively still a live document.

156. Facebook.

Councillor Shepherd said she was aware the Parish Councils Facebook page was rarely updated. There is a Dersingham Village page and a DVCA page that have a high number of followers and members, both pages are updated regularly and therefore Councillor Shepherd questioned the need for a Parish Council page, suggesting the Parish Council approach the organisers of the other groups with the view to incorporating Council announcements within their pages and closing the councils Facebook page. **It was resolved to discuss the Parish Councils Facebook page at Full Council.**

157. Noticeboards.

Councillor Shepherd advised whilst there was no formal update regarding the purchase or location of the noticeboards at the village centre, she intended to obtain up to date costings and discuss with the DVCA.

158. Correspondence.

None received.

159. Items for inclusion at the next meeting.

To retain same agenda.

160. Date of next meeting.

4th November 2020 to be held virtually.

With no further business the meeting closed at 10.55am

