

**Notes of the Communications Committee Meeting held virtually on Wednesday 4<sup>th</sup> November 2020 at 10:00am.**

**Present:** Cllr C Shepherd (Chairman), Cllr Bubb- left 10.55 and Cllr B Hopkins. Mr S Martyn and Jo Halpin Jones (Editor).

**In attendance:** Geraldine Scanlon (Communications Officer).

Actual meeting start time 10.20am

**161. Apologies for absence.**

Cllr Noble, Cllr Wright.

**162. 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

**163. Minutes of meeting held on 9<sup>th</sup> September 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.

**164. Village Voice**

**a. Current Financial Position**

Jo Halpin Jones stated there was insufficient time to review the finances when the Budget Comparison is received only ten minutes before the meeting start time and asked if these could be circulated earlier. However, she had been looking at the magazine's financial situation and felt that, should the magazine remain as a 72 page edition for the remainder of the year, the deficit would become more manageable, with the shortfall being around £500.00.

Councillor Hopkins asked if the money under 6035 Events could be vired over to cover the shortfall on the Village Voice as the events the money was originally allocated for would no longer be held. Councillor C Shepherd advised some would need to be retained but there was a possibility that funds not used on the VE and VJ celebrations could be transferred.

Councillor C Shepherd advised she would request a more detailed report on Communications expenditure and income to be extracted from the Edge package. She will then circulate to all committee members to give an updated status on the financial situation.

Jo Halpin Jones advised Village Voice 125 had been a 64 page edition however she thought the invoice had been for a 68 page edition resulting in the Parish Council being overcharged and will contact Clanpress to confirm correct amount.

### **b. Content**

Jo Halpin Jones advised it can be difficult to ascertain the volume of content at this stage as there are still outstanding regular submissions from contributors. The deadline is next Monday and there are usually a lot of submissions in this final week.

Discussion was had regarding content, with possible cancellations of events due to the imminent second lockdown due to start 5<sup>th</sup> November due to Covid 19.

Councillor C Shepherd advised she intended to ask for Parishioners to consider volunteering to become a Parish Councillor in her Chairmans report for the Village Voice. Jo Halpin Jones said she would, if provided with the text, be willing to create an advert for the Village Voice back page requesting volunteers.

### **c. Advertisers & Finance.**

Finance covered in 164 (a)

Jo Halpin Jones queried why the agenda item included both advertising and finances when finances have previously been discussed. Councillor C Shepherd will request the finance part of 4c be removed.

Mrs Scanlon advised there had been several new adverts received. Councillor Bubb suggested the new managers of the Coach & Horses be approached along with Councillor C Shepherd suggesting Petals coffee shop being approached. Jo Halpin Jones advised she had attempted to contact Petals numerous times however she had been unsuccessful; she will continue to try and contact both businesses.

### **d. Distribution.**

Mrs Scanlon asked if distributors were to be asked if they wish to deliver as the next magazine will be printed during the lockdown. Councillor C Shepherd agreed for Mrs Scanlon to contact distributors but to remind everyone of precautions to take i.e. to wear masks and gloves. Councillors Bubb and C Shepherd along with Mr Martyn volunteered to deliver if rounds were not covered.

Mrs Scanlon raised the issue of the Business drop previously delivered by Mrs Hathaway who no longer felt she was able to maintain the round. Councillor C Shepherd said she had carried out the business drop for the last edition and felt the round needs revising. However, it remains there is currently no volunteer to distribute the business drop.

Jo Halpin Jones enquired about the volunteers Christmas event 9<sup>th</sup> December she had pencilled in, is this still planned to take place?

Councillor Bubb suggested, considering the current social distancing and potential extension of the upcoming lockdown, a gift be purchased for each distributor/ contributor rather than a social gathering by way of a thank you.

After discussion it was felt that to purchase gifts for distributors and contributors would be unmanageable. Mrs Scanlon suggested an ecard be sent to contributors and a gift purchased for distributors. It was decided for Councillor C Shepherd to obtain prices for chocolates for distributors and Jo Halpin Jones to investigate ecard/creating a card for contributors.

## **165. Budget Setting.**

Councillor C Shepherd advised the budget for 2021/21 needed to be discussed and agreed.

**It was resolved for Communications expenditure to remain the same with only one amendment to 6035 Events, which is to be reduced to £1000.00.**

Councillor Bubb left the meeting at 11.00am

The meeting was no longer quorate therefore the remainder of the meeting was held as a Working Group. Please see notes below.

**166. Website.**

Mr Martyn advised community-based information had recently been uploaded on the recent documents tab, meant for agendas and minutes, of the Parish website. Whilst he saw no problem with the information being displayed, he felt, if this is where such things were to remain, then they needed to be regularly checked and removed once the event date had passed etc.

Councillor C Shepherd felt such announcements would be best placed on the Parish Councils Facebook page. Councillor Hopkins agreed the website should remain for official documents only.

Mr Martyn stated there were historic unadopted minutes on the website that he had not archived as, until approved, they are a live document. Councillor C Shepherd advised all minutes had now been approved, although some were awaiting signatures.

Councillor C Shepherd advised she was in the process of completing the Big Lottery form, once this was done she would review the information held on the website regarding the Covid virus and forward an update including information regarding the second lockdown to Mr Martyn to be uploaded.

Jo Halpin Jones advised she had received a request from DVCA to place a four-page lottery insert/ pull out in the next edition of the Village Voice. She had contacted Clanpress who had agreed to publish the insert with no additional charge.

The Clerk had attended a virtual conference and had advised Full Council the font size on the website needed to be at 16 point to meet the accessibility standards now imposed. Mr Martyn advised the accessibility statement requires the font to be adjustable and would be adjusted not by font size but percentage. Documents would need to be adjusted from the standard 100% to 200% etc and advised the Parish Councils website is compliant with the requirements of the accessibility statement.

**167. Facebook.**

Councillor C Shepherd advised the Facebook page had recently been updated more frequently and therefore the number of followers had started to increase. Mr Martyn said the Dersingham Village Group page had a vast number of followers, it was well run with items for sale, businesses advertising and interesting discussions regarding the village.

**168. Noticeboards.**

There was no update regarding the noticeboards. Mrs Scanlon had advised the cork was in poor condition in the noticeboards, especially the Spar/Thaxters board. Discussion was had regarding the ability to replace the cork rather than the entire noticeboard. Councillor C Shepherd suggested investigating the cost of replacing the boards with magnetic boards. Mrs Scanlon said the magnetic

boards were more difficult to update, if there is any wind the posters tend to blow away whereas those pinned do not.

**169. Correspondence.**

Councillor C Shepherd advised Mr Burrall had submitted photographs, from his time as a Parish Council Chairman, to the Parish Council. The Clerk had suggested they were to be stored in the Councils drop box however Councillor C Shepherd said the Council did not have a drop box. The photos had also been submitted to the Dersingham History website therefore after discussion it was agreed the photos be archived by those running the Dersingham History website as the Parish Council has no facility to store them. Jo Halpin Jones asked if Mr Burrall had been a Chairman of the Parish Council. Councillor C Shepherd advised she would confirm and advise Jo accordingly.

Mrs Scanlon advised a letter had been received from Mrs Blaney notifying of Mr Blaney's passing. She had asked for a small acknowledgment be placed in the next edition of the Village Voice. Discussion was had regarding the notification being printed. It was decided such requests would be an editorial decision.

A letter of praise and acknowledgment regarding the high standard of the Village Voice had been received.

**170. Items for inclusion for the next Communications agenda.**

No items suggested however the removal of Finance (Village Voice c) to show advertisers only.

**171. Date of next meeting.**

Wednesday 6<sup>th</sup> January to be held virtually at 10.00am

With no further business the meeting closed at 11.26am