

Notes of the Communications Working Group Meeting held virtually on Wednesday 3rd March 2021 at 10.00pm.

Present: Councillor C Shepherd (Chairman) and Councillor Bubb
Mr S Martyn and Jo Halpin Jones (Editor).

In attendance: Geraldine Scanlon (Communications Officer).

195. Apologies for absence.

It was resolved to accept apologies from Councillor Wright, Councillor Noble and Councillor R Anderson.

Councillor Shepherd stated the meeting was not an Extraordinary meeting as shown on the agenda also the minutes of the Communication Committee meeting held 06th January 2021 had not yet been approved and would need to be added to the next agenda.

The Chairman advised as only two Councillors were present the meeting would have to be held as a working group due to not being quorate. Those present could discuss agenda items however would not be able to approve any proposals made.

196. 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.

197. Notes of the meeting held as a working group 3rd February 2021.

a) To approve minutes.

It was resolved to approve the minutes and for the Chairman to sign as a true and accurate record

b) To consider matters arising.

There were no matters arising that are not agenda items

198. Minutes of the meeting held 17th February 2021.

a) To approve minutes.

It was resolved to approve the minutes and for the Chairman to sign as a true and accurate record

b) To consider matters arising.

There were no matters arising that are not agenda items.

199. Village Voice.

a) Current financial position.

Councillor C Shepherd had circulated the Budget Headings Transaction Details report to the Committee and advised the current Income from advertising was £13,175.28 and a total income of £15,975.28 with the inclusion of the precept and the expenditure is currently at £10,215.00. Jo Halpin-Jones stated there is the cost of two editions still to cover. Councillor C Shepherd said there would

only be the current edition to fund from this financial year as Village Voice 129 would be paid in the next financial year due to the Parish Councils payment structure. The shortfall previously expected would now be minimal.

Jo Halpin-Jones asked if the Parish Council intended to increase the price of advertising for the next year. Councillor C Shepherd said there had been no increase for several years. Councillor Bubb suggested the prices remain the same if Clanpress does not intend to increase their printing costs and the costs have been met for the current year. Mr Martyn said a price increase may deter advertisers under the current circumstances. Jo Halpin- Jones advised she would contact Clanpress for confirmation of the printing costs for 2021/22. Councillor C Shepherd proposed the advertising remained at the same price however this would have to be agreed by Full Council as the meeting was not quorate.

Jo Halpin-Jones reported she had looked through other local publications for advertisers to approach for the next financial year and advised she would commence work on the advertising, along with Mrs Scanlon through March.

b) Content.

Jo Halpin-Jones said she is working on an index of advertisers for the next edition. Councillor Bubb asked if it would be listed alphabetically or by categories. Jo Halpin-Jones confirmed it would be in categories with it being finalised once the magazine was ready to be printed to avoid incorrect listings. Jo reported there had not been a huge amount of content received to date. Councillor Bubb enquired if the deadline date of the 8th of March were to remain or if it was to be extended for a week. After discussion regarding the restrictions being eased, possibly permitting the distribution to be carried out by volunteers it was agreed to postpone the Village Voice deadline to 15th March. This would mean the magazine would be ready for distribution 31st March. Mr Martyn said distribution would also be down to the volunteers wishing to deliver. Mrs Scanlon advised she would contact volunteers nearer the time to ascertain how many would be willing to deliver the magazine.

Councillor Bubb asked if notification of the Annual Parish Meeting and Annual Parish Council Meeting would be placed in the next edition of Village Voice. Councillor Shepherd advised she would include something in her Chairman's report.

c) Advertisers & Finance.

Councillor Shepherd advised Jo Halpin-Jones and Mrs Scanlon would commence work on the advertising early April.

d) Distribution.

This item was covered on minute 199 b.

200. Website – Website Accessibility.

Councillor C Shepherd stated as the website accessibility was in place and up to date the item could now be removed from the agenda.

Mr Martyn advised there was nothing to report regarding the website.

Councillor Shepherd explained she would contact the Clerk regarding the removal of old documents from the current documents page on the website as minutes have been approved throughout the committees and should now be archived. Mr Martyn said he would only remove documents once the “draft” watermark had been removed, until that point, he considers the document to still be live.

201. Facebook.

Councillor C Shepherd reported there had been sporadic activity on the Parish Facebook page and she would contact the Clerk to request meeting dates be shown on Facebook.

202. Noticeboards.

Councillor Shepherd explained the Environment Committee had been discussing the maintenance of the noticeboards, however it is the responsibility of Communications to maintain the boards, therefore Councillor Shepherd asked Mrs Scanlon to check the boards and report any work that may need doing.

203. Correspondence.

Councillor Shepherd advised an article had been received from Norfolk Coast Partnership called "beach clean guardians needed". Jo Halpin-Jones explained the article had already been entered in the next edition of the Village Voice.

204. Items for inclusion at the next meeting.

Approval of minutes of the meeting held 6th January 2021.

205. Dates for Meetings for the rest of the year.

Wednesday 28th April 2021 to be held virtually at 10.00am

Councillor Shepherd asked the Committee to consider future meeting times and whether we should have evening meetings as currently Councillors Wright and Noble are, on occasion, unable to attend the Committee meetings due to work commitments. This then makes the Committee meeting a working group unable to vote on proposals etc. After discussion consensus was to wait for the new Committee structure in May to ascertain if potentially new Councillors wishing to join the Communications Committee and further consideration could be given to the time of meetings.

With no further business the meeting closed at 11.15am