

Minutes of the Communications Meeting held Tuesday 31st August 2021 at 6.00pm, Garden Room, Dersingham Village Centre.

Present: Councillor C Shepherd, Councillor R Anderson, Councillor T Bubb, and Councillor J Stokes (Arrived 6.55pm)
Mr S Martyn (Left 6.45pm), Mr R Smythe and Jo Halpin Jones (Editor).

In attendance: Mrs Geraldine Scanlon (Communications Officer & Minute taker).

228. Apologies for absence.

None received.

229. 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

230. To approve notes of the Communications Committee Meeting held 29th June 2021.

a) To approve notes.

It was resolved for the notes to be signed by the Chairman as a true record without amendment.

b) To consider matters arising.

Councillor C Shepherd reminded the election of the Chairman and Vice Chairman had previously been deferred as the Committee was not quorate and asked for proposals for Chairman.

Councillor Bubb nominated Councillor C Shepherd. **It was resolved to approve Councillor C Shepherd as Chairman of the Communications Committee.**

Councillor C Shepherd asked for proposals for Vice Chairman.

Councillor Bubb proposed Councillor R Anderson. **It was resolved to approve Councillor R Anderson as Vice Chairman of the Communications Committee.**

All other items were covered within the agenda.

Jo Halpin Jones suggested bringing agenda item 5-Website forward to enable Mr Martyn to address any issues as he needed to leave the meeting at 6.45pm.

231. Village Voice.

a) Current financial position.

Jo Halpin Jones advised she had contacted various companies regarding advertising however there had been very few that committed to advertising. Councillor Bubb suggested offering new advertisers an editorial to go alongside their advert as an incentive to advertise. Jo Halpin Jones said this is something we already do but was worth considering in the future.

b) Content.

Jo Halpin Jones asked opinion on the current font and line/paragraph spacing used in the magazine and said other journalistic publications would have no line spacing but use indentations at the start of a paragraph. Mr Martyn said he has always thought the magazine looked professional, but it may be beneficial to do a comparison between the current and suggested lay out. After discussion Jo Halpin Jones suggested she, as there was time before the next edition Village Voice 133, would try various fonts and line spacing.

c) Advertisers.

This item was covered by minute number 231a

d) Distribution.

Mrs Scanlon advised she had received an email from a volunteer stating he would no longer be able to deliver the Village Voice, currently there are enough reserve volunteers to cover the delivery however suggested putting another advert in the Village Voice and in the noticeboards.

e) Advertiser's form.

Jo Halpin Jones had amended, and circulated, the booking form and composed an accompanying covering letter as discussed at the previous Communications meeting. Councillor Bubb raised a couple of points which were discussed, and any necessary amendments noted. Councillor C Shepherd asked for completed booking forms to be sent to Mrs Scanlon and not the Village Voice email address. Jo Halpin Jones asked if it remained that payment should not be made until an invoice had been received by the advertiser. Councillor C Shepherd confirmed payment should only be made when invoiced and we should discourage cash as a payment method. Jo Halpin Jones said she would make the necessary amendments regarding payments both on the booking form and in the Village Voice magazine. **It was resolved to adopt the new booking form once relevant amendments had been made.**

232. Website.

Councillor C Shepherd advised she would review the COVID information held on the website and inform Mr Martyn of any changes required. Mr Martyn stated the COVID information had attracted the most traffic on the website and all the links remain live.

Councillor Bubb said Village Voice Live is resuming and he is awaiting confirmation from Mr Murray regarding his availability for Tuesday 12th October. Discussion was had regarding the advertising of the event. Jo Halpin Jones suggested alternating Village Voice Live and DVCA posters on the back page of the Magazine. It was agreed for the Village Voice Live poster to be placed on the back cover and the directory of advertisers to go on the inside back cover for the next edition of the Village Voice.

233. Facebook.

Councillor C Shepherd stated she had not viewed the Parish Councils Facebook page recently and with the Clerk being on annual leave there would have been little activity on the page. Councillor C Shepherd suggested a post be added to Facebook to ask for volunteers to plant the 400 trees on the Warren. Councillor Stokes suggested the trees be planted on a Friday and Saturday allowing more people to volunteer. Councillor Bubb asked if the school could be approached, and the children help as a project. Councillor C

Shepherd said she would write something in her chairman's piece for the Village Voice.

234. Noticeboards.

Councillor Shepherd asked Mrs Scanlon if she had written a report on the condition of the notice boards. Mrs Scanlon said she would write a report and circulate it to Committee members. Mrs Scanlon advised she had been told there was now a notice board in the corridor of the village centre that the Parish Council could display posters/information on.

235. Correspondence.

None received.

236. Items for inclusion at the next meeting.

None received.

237. Dates for meetings for rest of year.

Tuesday 2nd November 2021 at 6.00pm, Garden Room.

With no further business the meeting was closed at 11.50am

Action points.

DRAFT