

Minutes of the Communications Committee Meeting held Tuesday 19th April 2022 at 6.00pm, Garden Room, Dersingham Centre.

Present: Councillor C Shepherd, Councillor T Bubb, and Councillor M Noble
Mr S Martyn, Mr R Smyth and Jo Halpin Jones (Editor).

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

262. Apologies for absence.

It was resolved to accept apologies from Councillor R Anderson and Councillor J Stokes.

263. 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

264. To approve minutes of the Communications Committee Meeting held 1st March 2022.

a) To approve notes.

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

b) To consider matters arising.

There were no matters arising.

265. Village Voice.

a) Current financial position.

Councillor C Shepherd advised the income for advertising for 2021-22 showed a minus figure of £448.22 from the projected £12,000.00 (Budget code 605) for the year, however the expenditure for Village Voice was £724.40 in credit (Budget code 6005).

Councillor C Shepherd asked for an update regarding the advertising for the new financial year. Mrs Scanlon said there had been a good response with £9820.00 (incl VAT) had been achieved so far, there had been only three advertisers that had not wished to readvertise due to retiring.

Jo Halpin Jones asked the Committee for their opinion on "Advertorials", where a business requests a written article to accompany their paid advert. The matter was discussed at length and the decision made to allow advertorials on the proviso the paid advert is a half-page ad or bigger and the article is no longer than a half-page, a fee would be charged for the article, as it is deemed as part of the advert, however it would be at a reduced rate. Jo Halpin Jones advised there are few businesses that request an advertorial, but it is good to have a process in place.

Jo Halpin Jones said it had been previously agreed the invoicing for Village Voice would be changed to show advertisers have 14 days to make payment from the date of the invoice, however the invoice still shows 30 days and asked if the requested change could be made. Councillor C Shepherd thought it was possible for the change to be made.

b) Content.

Jo Halpin Jones advised there seemed to be fewer articles than usual. The reminder to contributors had been sent and, with the deadline approaching, more are expected to arrive.

c) Advertisers & Finance.

This item was covered in Minute 265a

d) Distribution.

Mrs Scanlon advised there are no issues with distributions to report.

e) Jubilee Pull-out.

Councillor Bubb reported he had had a good response from organisers of events; however, most have submitted portrait posters therefore the pull out has increased in size from an 8-page supplement to 12 pages. Concerns were raised regarding the additional weight to the magazine and the impact that would have on the distributors. Jo Halpin Jones suggested the next edition of the Village Voice be reduced to 68 pages to compensate for the additional weight. After discussion Councillor Bubb agreed to contact Clanpress to discuss options regarding how the pull out would be best put in the magazine.

Jo Halpin Jones asked if Councillor Bubb would forward the pull out to her once completed before it is sent to Clanpress. Councillor Bubb agreed to forward a PDF copy.

266. Website.

Mr Martyn stated the Covid information page had been archived on the website as previously discussed and had been replaced with a page of information relating to events for the Queens Platinum Jubilee weekend.

Mr Martyn asked if there was an update regarding the future running of the website. Councillor C Shepherd advised a working group had been formed however they had not met to date.

267. Facebook.

Mrs Scanlon advised she had sent Mr Martyn a friend request that morning to enable him to add her as an administrator on the Parish Council Facebook page.

268. Noticeboards.

Councillor C Shepherd advised there had been no progression on the previously agreed work needed on the noticeboards.

269. Correspondence.

None received.

270. Items for inclusion at the next meeting.

Remove the Queens Jubilee Pull-out.

271. Date of next meeting.

Tuesday 21 June 2022 at 6.00pm, Garden Room, Dersingham Village Centre.

Action points

Councillor C Shepherd.

- To ask the Clerk to change the invoice issued to advertisers to show payment to be made 14 days from the invoice date.

With no further business the meeting was closed at 7.00pm