

LYMPSTONE PARISH COUNCIL
Minutes of the Communications Committee meeting
17th November 2010

Apologies: Cllrs Acca, Bailey & Whiter and Harland Walshaw.

Present: Cllrs Longhurst, Carter and Friend, with Don Mildenhall, Clive Wilson and Liz Griffiths.

Absent: Cllr Atkins, Pete Hardy and Phillipa Rowe

To receive any Declarations of Interest:

Cllr Carter expressed an interest in his capacity as Editor of the Herald

Minutes of last meeting and associated action points:

It was felt that these would be dealt with in discussions below.

Update on progress with the village website:

- Tim will present the **website** to Rob, Liz and Bryony on Nov 22nd, and will be providing the necessary **training** for them to access and use the website. It will only be available to those with the necessary password up until February. Thereafter, it will be "going live", and the PC would need to take financial responsibility for the site.
- Liz reported that of the 30+ **businesses** approached, 10 or so have responded, most opting for a free entry on the website. Businesses which advertise in the Herald will also be included, and this should provide the basis for a good directory. It was agreed that persuading people to participate would be made easier by having access to the website.
- Take-up by **clubs and societies** is mixed; with many requesting that they be listed. Some need prompting for more information, and others need prompting for a response. Thanks to Bryony for her work so far.
- Rob has approached Sheila Stone to include **images** from the Lymptone calendar on the banner. Sue Patterson and Rob Longhurst will use some gallery space, and it is hoped that a comprehensive picture gallery will develop over time.
- Back issues of the **Herald** from the past 12 months will be included.
- The Clerk is drafting information for the PC. Minutes and agendas since January 2009 will be included.
- It was agreed that careful consideration should be given to the ways in which the website is publicised and promoted.
- Once Tim has handed over the website, it looks likely that without an editor, it will be run by a **team** of people. Bryony is happy to upload information, but is not willing to write copy. Liz will act as advertising coordinator and Jan Teague (assistant editor on the Herald) has expressed a willingness to act as copy writer. It was agreed that this would provide a strong link between the website and the Herald.

Format of the Herald, and editorial issues:

- Cllr Longhurst explained that potential Government legislation could impact on the Herald, but it was agreed that as it is an apolitical community newsletter,

sponsored by the PC, rather than an organ of the PC, we could continue to operate. These features of the Herald have been ratified in its Terms of Reference. (At this point Cllr Friend left to attend another function)

- **Advertising:** This ebbs and flows throughout the year, but not on a regular cycle. The Herald has grown considerably over the years, particularly under the strong and successful editorship of Cllr Carter. It boasts many more pages, contains proportionally less editorial and fewer photographs, and demonstrates a healthy balance of income-generating advertising space.
- In light of its growth, and as a requirement of the PC, Cllr Longhurst moved that the committee should formulate a **budget** for 2010/11.
- *Cllr Carter was unwilling to provide budgetary information or to accept the supervisory role of the committee and left the meeting, despite being asked to stay by Cllr Longhurst. Cllr Longhurst wished to have it noted in the minutes that this is the 2ⁿ time that Cllr Carter has removed himself from such discussions at these meetings, thus seriously inconveniencing a councillor and 3 co-optees. This has held up council business significantly, and will necessitate another meeting. Without cooperation from Cllr Carter, it is difficult to envisage a constructive link between the PC, this committee, the Herald and the website.*
- Clive Wilson put it to the committee that without Cllr Carter's answers to questions 4.1 to 4.5 raised in his paper of November 2010 (attached as an appendix to these minutes), it would be difficult to plan any budget for the coming year. The committee therefore agreed to continue the discussion based on its own **estimates**.
- It was agreed that the website and Herald budgets clearly need to be linked, whilst maintaining separate accounts, particularly for advertising income.
- Recognising that expenses may be higher in its first year, it was agreed that the committee should recommend **website** running costs for this year at £750. The aim would be to generate an advertising income of £700. The **Herald** has an estimated income of around £7000 per annum, with estimated running costs around £4000. It was suggested that some surplus income should be returned to a PC communications budget, and that the rest could be considered for targeting at other village projects, rather than it being subsumed into the precept. A clear proposal for this suggestion needs to be put before the PC.
- Concerns were raised regarding a new contract set up for printing the Herald. Since Optima Graphics have gone bust, a new arrangement has been made, but it was unclear whether this had been agreed by the PC. Again, without Cllr Carter, it was hard to verify these issues. A tendering process would be necessary, and a clear contract drawn up between the
- PC and successful printers.

VLH

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