



COMMUNICATIONS COMMITTEE MEETING

Monday 21st January 2019
7:30pm Conygre Hall, North Road

MINUTES

| Ref: | Minutes | Action |
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| Present: | Veronica Packham (Chairing), David Collett, Sheila Clarke, Mary Anne Ansell, Madeleine Potts (Newsletter Editor), Liz Casson (Hub Coordinator) Chris Gittins (Clerk) | |
| Welcome and Apologies | The Chairman welcomed those attending. Dave Lorriman were absent. | |
| Minutes of last meeting | Minutes of the meeting in December were approved and signed by the Chairman. | |
| <p>Hub Library LC reported that:</p> <ul style="list-style-type: none"> • The Hub is going well with a steady use. • The 20+ volunteers are working well and new ones have come forward and are trained by LC and Annette Kirby. • Because much of the training was not useful, she has had to help volunteers to learn on the job. • Her contract has been extended by the PC to end of March, with a further review February. • There is still much to do including more publicity and establishing the Coordinating Group is a priority. • The groups of Mothers and Babies, Pre-school Story Time and the Memories groups are well attended. • Prices of refreshments were increased in the New Year. • The free Dial a Ride to the Hub has not been used and so will not continue. <p>Newsletter Actions on formatting and reminders to contributors had been completed.</p> <p>DC and the Clerk had met and made the following proposals to reduce the net costs to the PC and to have more quality editorial space:</p> <ul style="list-style-type: none"> • Reduce the number of advert pages by 2 and to increase the business advertising rates by 20% for ¼ and ½ page and 50% for full page. Voluntary group prices to remain the same. The last time rates were reviewed was in 2015. <p>This will result in income per edition:</p> <p>Full pages x2 - 120 ½ page x12 - 360 ¼ page x19 - 342 TOTAL £ 822/edition x 11 = £9,042</p> | | |

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| <p>If costs are the same £11,630 this will result in a net cost from £3,400 down to £2,558.</p> <p>This assumes that 2 pages of advertisers will drop out. If they do not then their adverts could continue but would provide funding for more editorial anyway.</p> <ul style="list-style-type: none"> • More interesting editorial by increasing the News section by a page and by targeting groups or people to promote their activity through a Profile page or 2 each month, as suggested by MP. Ideas include: Conygre Trust and sports, and other groups profiling themselves with future plans, not past activities. • DC proposed that a business listing would not be popular with businesses and would take a lot of time to set up. • To make changes in the May 2019 edition, with notices to go to advertisers asap, subject to approval by the PC in February. • DC had got a quote from KC Printing: 40 pages in full colour on 115gsm Silk FCA paper. £480 (36 pages would be £440) Need five days to print at the end of the month as currently produce nine other Parish magazines and about to add Temple Cloud. Maybe consider moving distribution forward by a week when turnaround time could be less. Not available on recycled paper as it does not suit high-speed machine. Fosseway Press 40 pages in black and white on recycled paper £712 40 pages with eight pages in colour £948 <p>Website & Social Media and Enewsletter Nothing to add at this stage.</p> <p>Report to the Parish Council To report the above as progress and planned proposals for changes.</p> | | Clerk |
| Next meeting | To be arranged | Clerk |

There being no further business the Chairman closed the meeting at 9.10 pm

Chairman: _____

Date: _____