

A meeting of the Newsletter Working Group of Halberton Parish Council
will be held in the Committee Room at Village Hall, Halberton
on Tuesday, 2 July 2024 at 7.30pm

All Members of the Working Group are summonsed to attend for the purpose of transacting the business specified in the Agenda below.

Susan McGeever
Clerk, Halberton Parish Council
25 June 2024

AGENDA

ITEM		REPORT PAGE
1	Apologies	N/A
2	Declaration of Interest	N/A
3	Public Forum	N/A
4	Approval of the Minutes dated 5 March 2024	2-4
5	Matters arising from the aforementioned Minutes - reader's survey – analysis of forms	N/A
6	Working Group Membership/Secretary/Recruitment and distribution of workload for Issue 174	N/A
7	Comments about the previous edition of the Newsletter	N/A
8	Business Directory	N/A
9	Consideration of contents for the next edition of the Newsletter	N/A
10	Important Dates for Newsletter production and mailing	N/A
11	Local distribution and distribution coverage	N/A
12	Date of next meeting	N/A

ITEM		Report Page
4	Approval of the Minutes dated 5 March 2024	2 to 3

Halberton Parish Council

Minutes of the Newsletter Working Group Meeting on 5th March 2024

Present: The Clerk, together with Councillor Graham (Chair), D Charles, J Wooding, C Jobson and I Batchelor (as Chairman of the Parish Council)

D Charles recorded the minutes

1. Apologies

None

2. Declarations of interest

None

3. Public Forum

No members of the public were present.

4. Approval of Minutes dated 2 January 2024

The minutes were approved as accurate and signed by The Chair.

5. Matters arising from the aforementioned Minutes

5.1 Readers survey

DC introduced the draft of a survey, the questions being based on similar surveys produced by the other Parish Councils. In broad terms it is designed to collect information about what recipients think of the Halberton Newsletter, to identify the main sources that residents get information and news from and to gather limited demographic information. For the results to be viable at least 100 responses are required and he suggested that, based on past experience, if the survey were only to be printed in the newsletter it would elicit very little response. He suggested that the survey should be distributed and collected via those people who deliver newsletters. A wide ranging discussion followed:

b) The idea of collecting information via those who deliver newsletters was agreed in principle although the logistics of doing this need to be determined. Further suggestions were to ask Ian Campbell to garner responses on a day at the school gate, for Parish Councillors to talk to attendees at the Duck Race BBQ (11th May) and at the Parish Annual Meeting.

Action. D Charles and J Wooding

c) Various amendments and improvements to the draft survey were suggested.

Action. D Charles to produce an amended version of the questionnaire and email to Working Group members for comment.

5.2 Recycling

Noted that the printers have confirmed that the Newsletter is fully recyclable.

Action: The Clerk to include a notice or logo to that effect in all future editions.

6. Working Group Membership / Recruitment and distribution of workload

No volunteers have come forward to fill the vacant roles on the Working Group itself. A volunteer has come forward from Ash Thomas offering to help with proof reading and to possibly submit articles for publication.

7. Comments about the previous edition of the Newsletter

There have been one or two reports that the expansion of the section covering Parish Council activity has been welcomed.

Could we give greater priority to the cover photograph please. Another call for more readers photographs is required, perhaps using "Whats App". **Action Clerk.**

8. Business Directory

a) Advertising

C Jobson reported that for the next edition we have lost one half page advert and gained a full page one. One enquiry is pending. Estimated revenue for the next edition, based on 31 ¾ pages of advertising, is £989.50.

I Bachelor will help with contacting businesses and asked for a list of those that have dropped off the Newsletter so he can contact them. **Action; Chris Jobson.**

The Clerk suggested that comparison with advertisers in the Cullompton Directory may be a useful way of identifying potential advertisers. **Action: Clerk**

b) Advertising charges for charities.

The policy to date has been that if the advertisement is for services that are to the benefit of parishioners (for example Caring Friends) then adverts from charitable / voluntary organisations are free. An anomaly arises when, for example, a charitable organisation wishes to place a generalised advertisement, for example a call for more volunteers. Should this be charged for or not?

It was agreed that in such cases, in order to qualify for free advertising, the organisation should be invited to produce an "advertorial" type of entry, describing the services they can offer directly to parishioners, with the addition of a call for volunteers. **Action; C Jobson**

9. Consideration of the contents for the next edition of the newsletter

- a) The usual articles / advertisements from Councillors, St Andrews, Mid Devon Singers, Bell Ringers, etc. to be requested **Action; Clerk**
- b) Tribute to Barrie Corden emphasising his contribution to the locality. **Action: Councillor Graham**
- c) Halberton History Group **Action; J Wooding**
- d) Road closures and traffic news **Action: D Charles**
- e) Neighbourhood Watch. Local crime figures are still not available online. Possible article to be about Councillor Advocacy or Vision Zero. **Action; Clerk, D Charles.**
- e) Cover photograph. Agreed something on a VAR Smiley Faces theme. **Action: D Charles**
- f) Promotion of the Duck Race; **Action: Clerk**
- g) DCC walking and cycling routes article. **Action: Clerk**
- h) D Day. General article including what's on in the wider area. **Action: J Wooding**
- l) Also noted that for the June / July edition the celebration of the anniversary of the horse drawn barge should be included. **Action; Clerk**

10 Important dates for Newsletter production and mailing

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|-----------------------------------|--|
| • Deadline for articles | 15 th March |
| • Deadline for Business Directory | 18 th March |
| • Newsletter to Brightsea | 20 th March |
| • Delivery to Village Hall | 27 th March (for distribution after Easter weekend) |

11 Local distribution and coverage

- a) I Batchelor offered to assist with deliveries if there are problems in the future
- b) Additional print run copies; it may be possible to re-instate the Swan's Neck Cafe / Farm Shop as a distribution point. **Action: Clerk**

12. Date of next meeting

Unless advised otherwise the next meeting of the Working Group will take place on Tuesday 7th May 2024.