

# SILVER END PARISH COUNCIL

Minutes of the Extraordinary Meeting held on 20<sup>th</sup> March 2018, in the Parish Council Office.

**Present:** Cllr Galley (Chair,) Cllr Ashford, Cllr Hughes, Cllr Bugg, Cllr McDonald, Mrs Temple (Clerk) and Ms Redmond.

**0318/EO1 Apologies for absence:** Cllr Waine, Cllr Fecitt, Cllr Hopkins, Cllr Vickers, Cllr Holmes, Cllr Hayward and Cllr Murray.

## **Absent without apologies:**

None

## **0318/EO2 Format of the magazine**

All agreed that there is very little issue with the format. Cllr Ashford suggested that the text could be larger with Cllr McDonald adding that if all text is the same size the number of the pages could be reduced. It states in the policy that font should be 10/11. Also spacing could be reduced. Cllr Galley suggested, and it was agreed, that these types of issues should be picked up by the Working Party. Talked about various articles and whether they could have been reduced but the general feeling was that Ms Redmond had done a fantastic job and that she couldn't have done much to improve things. All decisions regarding format should be made by the Working Party and all final decisions made based on the policy.

Ms Redmond will continue to remind groups that reports should be 300 words max and in the correct format.

## **0318/EO3 Printing and general costs**

All agreed that we would be sticking to 3 editions per year. Cost of 28 pages is £601 therefore it just fits within the agreed budget for 2018/19. Ms Redmond has looked through past editions and collated how much space can be anticipated for future editions and those that are likely to contribute articles. She believes that 28 pages will be required for every edition.

She has received quotes from three companies for future printing:

- Printwise (24 pages) £503 in black and white 130g £493
- Solopress – 24 pages £365 130g
- Speedprint – 28 pages £601

Cllr Galley proposed approaching Solopress to find out further information. Ms Redmond will send an electronic copy and a hard copy to them get a true quote for 28/32 pages on same paper quality with colour covers and black and white internal pages.

## **0318/EO4 Advertising Policy Review**

Cllr Ashford stated that SEPC need to consider advertising costs to ensure that sufficient monies are made to cover additional pages.

The following was agreed, and the policy will be amended to reflect this:

- Members discussed that don't feel comfortable charging any community group to advertise their events but felt that they may need to be made to fit **available** space. As such Ms Redmond will remove the line referring to community group adverts to avoid any confusion. Replace with 'adverts to

community groups will be black and white and free of charge but may be reduced in size at the discretion of the Editor and Silver End Parish Council, subject to space available.

- Businesses – Cllr Ashford proposed an increase in rates – full page £60, ½ page £30, ¼ page £15. Cllr Galley acted as second. No further proposals. Vote - all in favour. Email to all advertisers from 1<sup>st</sup> April need to increase prices for some time – send a copy of the advertising policy. **Clerk** to email all regular advertisers stating that from 1<sup>st</sup> April there is a price increase for advertising and send them each a copy of the Advertising Policy to be signed and returned.
- Ms Redmond was also asked to remove the section referring to adverts outside the village as it was agreed that all adverts would be charged at the same rate.

#### **0318/EO5 Any other business**

Cllr Hughes asked Cllr Bugg if SEHS would be able to provide a portfolio of articles that can sit on the side-line waiting for space to be filled when needed – could be articles of varying length to fit required size. Cllr Bugg will raise this with the committee and the **Clerk** will send an official request from SEPC.

Ms Redmond - state on the front of the magazine 'Free to our Community. Not for re-sale' following a local business charging 60p for editions.

**Clerk** to make an agenda item to agree Policy at April's meeting.

There being no further business the meeting was called to a close at 8.32pm.