

Meeting of the Magazine Committee, held at Colbury Church Rooms, Deerleap Lane, at 8.30 pm, on 16th June 2015.

Present: Cllr C White, Cllr Lacey, Cllr M Coaker, Cllr A Sturgess.
Clerk: H Klaassen.

Also in attendance; Cllr Jenkins, Cllr Thomas, Cllr S Arnold, Cllr C Hubbard.

MC/001 Election of chairman.

Cllr Sturgess proposed and Cllr Coaker seconded that Cllr White be elected as chair. **All agreed.**

MC/002 Apologies for Absence.

None received.

MC/003 Declarations of Interest.

None received.

MC/004 Magazine Content;

1. To consider revising the terms and conditions to allow more flexibility in the content of the magazine contributions.

The chairman stated that he felt the terms and conditions should be revised to allow more flexibility with content in the magazine.

2. To look at ways to increase contributions to the magazine from all ages in the village. Up the content. The chair said that it was important that the content versus advertising ratio be maintained and that he would like to see more input in the form of articles of local interest perhaps from local groups. After some discussion, it was agreed that the clerk should write to local groups to see if they would like to submit a piece for inclusion. Other suggestions included a 'Good News' page and a classified section.

3. To consider the level of advertising fees and whether extra pages should be added to the magazine for increased revenue.

The Chair said that at some point in the future he would like to look at considering increasing advertising fees. Discussion ensued and it was agreed that; **the Clerk should find comparable advertising prices after which an extra meeting would be held to consider this matter.**

MC/005 Contracts. To review contracts with suppliers to ensure best value for money.

The Chair said that he wished to ensure that the council was getting best value for money and that he would like to look at other suppliers to gain a comparison. It was noted that currently the magazine is produced on a very tight timescale but that was mainly because it was printed on an 'economy' print to keep prices down and that this necessitated a quick turn around in assembling and printing the magazine.

MC/006 Distribution. Review distribution list and distributors to ensure complete coverage of the village.

The chairman stated that he felt that the committee should be looking at this in the near future to ensure the whole village received delivery of the magazine and that there were enough distributors to cover this.

MC/007 Social Media. To consider the ways in which the use of social media could be useful to the Parish Council and how it should be managed.

It was noted that the parish council currently utilised the website, but that there was also the possibility of using the Facebook and twitter accounts that the clerk had set up.

MC/008 Budget. To review the 14/15 spending (appendix 1) and set the budget for 15/16.

The chair expressed concern that the figures appeared to indicate a loss. According to his calculations the magazine should be running at a profit, albeit as small one. It was agreed that since the magazine had gone over to the new format during the last financial year that

it would be better to have a mid-year review in September when, hopefully, a clearer picture would emerge.

MC/009 Any Other Business.

None.

At approximately 9.10pm the chairman thanked everyone for attending and closed the meeting.

Appendix 1 (approximate, taken from the 14/15 accounts)

Year 14/15	Magazine	
	In	Out
Mag Ad	110.00	
Mag Ad	60.00	
NF Golf Ad	110.00	
Climbersway Ad	110.00	
Lynd Baptist Ad	110.00	
Singtime Ad	60.00	
Woodman Ad	60.00	
Studio 14 Ad	60.00	
Maids Ad	110.00	
Longdown	396.00	
Newsletter	170.00	
Newsletter	492.00	
Longdown	400.00	
Ad	60.00	
Ad	110.00	
Ad	60.00	
Bennett Ad	110.00	
Happy Feet, Midf	170.00	
NFGM	110.00	
Totton Glass	120.00	
Mag?	120.00	
Ad Probus	12.00	
Ad	60.00	
Junique	22.00	
Mag?	88.00	
Moxon JA Ad	110.00	
M John Ad	22.00	
Newsletter		532.00
TLC June mag		400.00
TLC May mag		400.00
TLC July mag		400.00
TLC August mag		400.00
TLC September mag		400.00
TLC Oct mag		400.00
SA expenses		28.50
TLC Nov Mag		400.00
TLC Dec mag		400.00
C White expenses		37.40
TLC Feb Mag		400.00
TLC March Mag		400.00
	3,422.00	4,597.90
Total		-1,175.90