

# STAPLEHURST PARISH COUNCIL

## Policy Group

Meeting notes - Thursday 29<sup>th</sup> October 2009 – 7.00 pm, Parish Office

Present: Councillors Arger, Fairfax, Best (notes).

Apologies: Councillor Perry

### 1. Matters carried forward from previous meeting

**Action Point 060809-01** Councillor Fairfax to draft Democracy and Citizenship section. This action has been completed but it was noted there will be further work to do on encouraging youth participation in democracy.

**Action Point 060809-02** Councillor Best to draft Statement of Intent on Training.  
Completed

**Action Point 060809-03** Councillor Best to investigate costs and overheads of supporting commercial activity on the website.

Councillor Best reported that 3 options have been reviewed. This will be discussed in detail at next Publicity & Website Group meeting.

#### 1) Google Ad Sense.

Setup a Google ad sense account which would mean the site would display text-only Google ads (like the sponsored links displayed when one uses the Google search engine). Google records the number of clicks and pays a small amount per click. Every £60 or so generated the money is transferred into your bank account.

Advantages;

- Very quick to setup and low administration overhead
- No ongoing management
- Potential for highest revenue income

Disadvantages;

- Relatively obtrusive – proliferation of ads and banners clutters the site
- Google effectively control what ads are displayed depending on the content of the page (the ads are triggered by key words on the page being viewed or words entered on the forum)
- No local focus – ads will come from everywhere and anywhere

It is unlikely that this option will be recommended.

#### 2) Affiliate Banners

Sign up with a partnering company such as Trade Double and set up accounts to display banner ads. You are normally paid a certain percentage of the users' purchases from the site they link to via the advert. For example if Tesco placed a banner and someone clicks on the banner/advert and then buys some shopping at the Tesco website we would receive a small percentage of that purchase total.

Advantages;

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- Ads are under our control
- Potential for second highest revenue income
- Local control over ads and appearance

## Disadvantages;

- High set up cost and high administration overhead and ongoing management
- Preferred method of large brands and ad agencies and not cost effective for smaller local businesses
- Expertise required for placement of ads on web page(s)

It is unlikely that this option will be recommended.

## 3) 'Staplehurst Yellow Pages'

In this option we approach local businesses and sell them a bit of space on the website for a fixed amount per month / year. More likely this would be a donation to Parish Funds. They would provide their own artwork and the ads would look much like the ads one sees in the Parish Magazine. The ads would be displayed on a Local Businesses Page, most likely an extension of the current local trade directory. The current trade directory is free and will remain so. This service will offer viewers the opportunity to click through from the trade directory listing to the businesses own ad on the web site. This new page would be a local business directory.

## Advantages;

- Ads are under our control and only businesses within the parish will be allowed to advertise.
- Raises a predictable level of revenue which can be used to off-set the running costs of the web site
- Local control over ads appearance
- Supports local businesses

## Disadvantages;

- Set up cost of about £150 to build the ad pages
- There is a small administration overhead in raising invoices and collecting payment.
- Ad Management and placing would be undertaken by Publicity and Website Group
- Smallest potential income of all three options

This is the most likely of the three options.

## Next steps;

Detailed review at Publicity & Website group meeting

Discuss with Clerk on the treatment of revenues/donations

**Action 291009/01** Councillor Best to progress with Publicity & Website group and discuss issue of revenue with The Clerk

**Action Point 270809-04** Councillor Best to progress Health & Safety risk assessments  
**Ongoing**

**Action Point 060809-05** Councillor Best to propose appropriate guidelines for when formal contract arrangements should be put in place.

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## **Ongoing**

(Secretary's note: Councillor Best is using the agreement with Zulogic as the test case in this exercise)

### 2. Quality Council Accreditation

Councillor Fairfax reported that the program of work for submitting the Quality Council re-accreditation proposal was completed. The issue of 2/3rds of members being elected has delayed the submission for re-accreditation. Consequently our current accreditation has lapsed. We await a response from NALC to the letters send both by KALC and by The Clerk.

### 3. Standing Orders and Chairmanship review update

Councillor Best gave the meeting an update on this work. A re-draft of the current Chairmanship section of the Standing Orders to bring it into line with NALC best practice tool kit guide has been completed. This has recently been sent to Councillor Perry for review. This will then be circulated to all members for review before discussing it at next meeting.

Councillor Best will now start the redraft of the Standing orders section.

Meeting closed at 8.00pm

Date of Next Meeting: 10<sup>TH</sup> Dec 2009 - 7.00pm PARISH OFFICE