

**HUNTINGDON TOWN COUNCIL****MEDIA SUB COMMITTEE**

A meeting of the Media Sub Committee was held at Huntingdon Town Hall, Market Hill, Huntingdon on Thursday 2<sup>nd</sup> February 2017 at 6.00pm.

Present: Councillors P Kadewere, S McAdam, S Mulcahy and co-opted member D McIlwain (Chairman)

Absent: Councillor J Jacobs

26. **APOLOGIES FOR ABSENCE**

Apologies were received from Councillors J Dyne, S Dyne, T Forster and L George

27. **DECLARATIONS OF INTEREST**

Councillor P Kadewere declared an interest as a Member of Unity in the Community/Huntingdonshire Community Group, with a proposed article submitted for inclusion.

28. **PUBLIC ADDRESS**

There was none.

29. **MINUTES**

Copies of the minutes of the Media Sub Committee meeting held on 24<sup>th</sup> November (M3) had been circulated, following their informal approval by the Chairman. It was

**RESOLVED** that these minutes were a correct record and they were duly signed by the Chairman.

30. **TERMS OF COMMITTEE**

The Chairman suggested to Members that at this point, there was no need to co-opt any additional members onto the Committee. The group discussed former meetings with the Editor of My Friend magazine, commenting that a partnership for joint adverts could be an option, but that to merge publications was not an option to be considered.

The Clerk advised that following advertising letters issued to Huntingdon Town Council suppliers, there had been an increase in adverts secured, with the amount of income per issue getting closer to the level required. The Chairman suggested that introducing incentives could be a way to encourage more adverts to be sourced. Members were also willing to contact additional local businesses if copies of the letter were provided. The Chairman asked whether the possibility of setting

up a commission style arrangement would be possible, to encourage higher volumes of adverts to be sourced. It was

**RESOLVED** that Members of the Media Sub Committee would assist with the sourcing of adverts after receiving a copy of the official letter to local businesses.

31. **HUNTINGDON ISSUE 6**

The Chairman asked the Clerk to run through the first draft of Huntingdon magazine, Issue 6, with Members making comments page by page:

Front cover: Suggestions were given to feature the Neighbourhood Plan logo on the front cover, reference to the impending Norfolk Road Memorial or an image of the current Mayor of Huntingdon with Issue 6 being the last the Mayoral Year. It was agreed that a photograph of the Mayor would be sourced and that the Neighbourhood Plan logo could feature as a stamp on the page. The Norfolk Road Memorial could then be included on the front cover banner.

Page 2: The Clerk confirmed that Safe Local Trades had confirmed another four ½ page adverts in Huntingdon magazine, but that Lui the Plumber had ended his ½ page advert slot on the same page. This ½ page slot was to be filled.

Page 3: This page was noted as the contents page, News from the Town Clerk, and details of the committee responsible for the magazine. It was highlighted that Councillor Mulcahy needed to be included within the committee membership.

Page 4: This page was traditionally for a Councillor profile and News from the Finance Committee. The next profile was to be that of Councillor Morrell, who in his capacity as Chairman of Finance wished to create and overview of Huntingdon Town Council's budget setting process for 2017/18. The article was awaited.

Page 5: This page would include News from the Leisure & Community Services Committee and News from the Planning Committee.

Page 6: Members commented on the choice of photographs for the Medway Centre and Coneygear Park, asking whether they could be changed to reflect activities taking place at the sites.

Page 7: This page would include News from the Town Hall.

Page 8: The Committee asked whether the photograph of the Head Groundsman could be changed to show the work of the team. Compliments were given to the artwork of the Barracudas advert.

Page 9: This page was contained information about the Annual Town Meeting and the Mayor of Huntingdon's Community Shield with advice about the Mayor Making Ceremony completing the page.

Page 10: Members were advised that four adverts with CNS had been confirmed for the next four issues of Huntingdon magazine; three ½ page adverts and one full page advert. Members also asked whether the photograph could be changed for the weddings article.

Page 11: This page contained an article summarising the findings of the Huntingdon Neighbourhood Plan.

Page 12: Members were advised that the Acorn Support Group had paid for a community rate ¼ page advert. The Chairman questioned whether the Huntingdonshire Community Group (HCG) piece was a paid for advert and Councillor Kadewere suggested as a member of the group that it was a community article. Members debated the article and it was agreed that HCG would pay for a community rate ¼ page advert.

Page 13: This page contained information about the Pensioners' Summer Tea event, with details of date/location to be confirmed. The remainder of the page had been allocated for a write up on the forthcoming Pancake Day event. The remaining space on the page was limited, so Members discussed where this could be relocated to in the magazine. It was also agreed to move the print deadline back a week to allow the Pancake Day event to be included.

*Clerk's Note: Councillor Kadewere left the meeting to Chair another meeting.*

Page 14: This page contained the Forthcoming Council meetings and Forthcoming Events.

Page 15: This page was allocated for the Mayor of Huntingdon's news, events and charity information.

Page 16: Members noted the Huntingdon In Bloom article, commenting that the colour scheme could be changed. It was also questioned whether there was space on the page to expand on what Time Credits could be awarded for.

Page 17: Members discussed that feedback from a recent readers' survey highlighted the demand for information on local bus timetables. It was agreed to include a ¼ page section on where readers could source bus timetable information. There was a further half page available for a possible advert, or for information on local sports clubs.

Page 18: The Chairman suggested that the Norfolk Road Tragedy article should take up the full page, including newspaper cuttings from the time of the accident. Members then discussed the forthcoming memorial, with advice that the Leisure & Community Services Committee would be recommended to delegate responsibility for the event back to the former Events Sub Committee.

Page 19: This page was noted as 'Who's who at the Council'.

Page 20: Members were advised that a full-page advert for Parkhall Garden Centre had been secured for the back cover.

## 32. **ADVERTISING**

This item had been covered throughout items 30 and 31.

33. **DATE & AGENDA OF THE NEXT MEETING**

The date of the next meeting was noted as Thursday 16<sup>th</sup> February 2017. The Chairman asked what time would suit Members, suggesting that day time meetings had taken place previously and worked for several Members. It was agreed to hold the next meeting at 10.00am.

*Clerk's Note: The date of the meeting was postponed to Thursday 23<sup>rd</sup> February 2017 at 10.00am.*

**CHAIRMAN**