

HUNTINGDON TOWN COUNCIL

MEDIA SUB COMMITTEE

To: All members of the Media Sub Committee

YOU ARE HEREBY SUMMONSED TO ATTEND
a meeting of the
MEDIA SUB COMMITTEE

A meeting of this Sub Committee will be held
At the TOWN HALL, HUNTINGDON, PE29 3PJ
on THURSDAY 18th MAY 2023
at 6.30pm

A G E N D A

1. ELECTION OF CHAIRMAN

To elect a Chairman for the local government year 2023 - 24

2. APOLOGIES FOR ABSENCE

To receive any apologies for absence

3. APPOINTMENT OF VICE CHAIRMAN

To appoint a Vice Chairman for the local government year 2023-24

4. TERMS OF COMMITTEE

To agree the terms of this Sub Committee, in particular:

- (i) Whether the Media Sub Committee is open to members of the public to attend
- (ii) Whether the Media Sub Committee should appoint any co-opted members for specific items that fall under the responsibility of the Committee
- (iii) Whether all agendas and minutes should be kept/marked as 'Private and Confidential'

5. MINUTES

To receive and approve the minutes of the previous meeting held on 4TH April 2023 (M7) (Attached).

6. DECLARATIONS OF INTEREST

To hear any declarations of interest in items on this agenda

7. PUBLIC ADDRESS

To hear any address to the Sub Committee on matters which are the responsibility of this Sub-Committee from members of the public and other members of the Town Council

8. **COMMUNICATIONS AND MEDIA UPDATE**

To receive a written report from the Communications Officer on Communications and media (attached)

9. **WEBSITE TENDER**

To receive and approve Website Tender Document from the Communications Officer (attached)

10. **HUNTINGDON ISSUE 31**

To receive and approve the final draft of Huntingdon Magazine issue 31

11. **DATE & TIME OF THE NEXT MEETING**

Thursday 13th July 2023 at Huntingdon Town Hall, Market Hill, Huntingdon, PE29 3PJ.

Date: 12th May 2023
Huntingdon Town Hall,
Huntingdon,
PE29 3PJ

Philip Peacock

Philip Peacock
Town Clerk

This meeting will be serviced by the Communications Officer, telephone 01480 410 387
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Copies for information to:

The members of Huntingdon Town Council.

Notes

A. Disclosable Pecuniary Interests

(1) Members are required to declare any disclosable pecuniary interests and unless you have obtained dispensation, cannot discuss or vote on the matter at the meeting and must also leave the room whilst the matter is being debated or voted on.

(2) A Member has a disclosable pecuniary interest if it

(a) relates to you, or

(b) is an interest of -

(i) your spouse or civil partner; or (ii) a person with whom you are living as husband and wife; or (iii) a person with whom you are living as if you were civil partners and you are aware that the other person has the interest.

(3) Disclosable pecuniary interests includes -

(a) any employment or profession carried out for profit or gain;

(b) any financial benefit received by the Member in respect of expenses incurred carrying out his or her duties as a Member (except from the Council);

(c) any current contracts with the Council;

(d) any beneficial interest in land/property within the Council's area;

(e) any licence for a month or longer to occupy land in the Council's area;

(f) any tenancy where the Council is landlord and the Member (or person in (2)(b) above) has a beneficial interest; or

(g) a beneficial interest (above the specified level) in the shares of any body which has a place of business or land in the Council's area.

B. Other Interests

(4) If a Member has a non-disclosable pecuniary interest or a non-pecuniary interest then you are required to declare that interest, but may remain to discuss and vote.

(5) A Member has a non-disclosable pecuniary interest or a non-pecuniary interest where -

(a) a decision in relation to the business being considered might reasonably be regarded as affecting the well-being or financial standing of you or a member of your family or a person with whom you have a close association to a greater extent than it would affect the majority of the council tax payers, rate payers or inhabitants of the ward or electoral area for which you have been elected or otherwise of the Council's administrative area, or

(b) it relates to or is likely to affect any of the descriptions referred to above, but in respect of a member of your family (other than specified in (2)(b) above) or a person with whom you have a close association and that interest is not a disclosable pecuniary interest.

ITEM NO.	ACTION	WHO'S RESPONSIBLE	UPDATE
53	The Communications Officer was actioned to contact Archant about missed deliveries.	Communications Officer	The communications officer has spoken with Archant. The roads that have reported missed will be prioritised for the next delivery.

HUNTINGDON TOWN COUNCIL

MEDIA SUB COMMITTEE

A meeting of the Media Sub Committee was held at Huntingdon Town Hall, Market Hill, Huntingdon on Tuesday 4th April 2023 at 6.30pm.

Present: Councillors: K Brockett, P Kennington, P Pearce, A McAdam, S McAdam, and K Webb.

49. **APOLOGIES FOR ABSENCE**

There were apologies from D Cole.

50. **MINUTES**

Copies of the minutes of the Media Sub Committee meeting held on Tuesday 23rd February 2023 (M6) had been circulated, following their informal approval by the Chairman.

It was

RESOLVED that these minutes were a correct record.

51. **DECLARATIONS OF INTEREST**

There were none.

52. **PUBLIC ADDRESS**

There were none.

53. **HUNTINGDON MAGAZINE**

A member raised an issue regarding lack of delivery of Issue 30 of Huntingdon Magazine. Other councillors concurred that they had also missed deliveries. The Communications Officer stated this would be followed up with Archant.

The Chairman invited the Communications Officer to run through the proposed contents for each page of Huntingdon magazine, Issue 31.

Front Cover – It was suggested that the front cover could include photos of the coronation soldiers and crowns, or something else coronation themed.

Page 2 – This page would feature an advert from Safe Local Trades, and possibly an article from Safe Local traders as well.

Page 3 – This page would include the contents, a message from the Town Clerk and the Committee and Publisher details.

Page 4 – This page would include News from the Town Council and an update about the recent public consultations.

Page 5 – This page would feature an introduction from the new Mayor, information about the Mayor’s chosen charities and a write up from the Mayor making.

Page 6 – This page would feature News from the Coneygear Centre, and (dependant on co-option) new Councillor profiles.

Page 7 – This page would include an update from the Head Groundsman and also the Best Front Garden Competition form.

Page 8 – This page would include an article on the council’s environmental plans and the Eco-Fair. It would also include a write up on coronation activities.

Page 9 – This page was reserved for community news. It was suggested that the Walking in England article may go there. There would also be an advert from Connelly Designs.

Page 10 – This page would include community news, possibly a feature on Pirate Day, organised by Huntingdon First, and also Armed Forces Day, organised by RAF Wyton.

Page 11 – This page was reserved for community news. This could potentially include space to promote the councils play areas.

Page 12 – This page was reserved for In Memorium articles for Derek Bristow and Alan Mackender-Lawrence.

Page 13 – This page was allocated for Huntingdon in Bloom and Britain in Bloom

Page 14 – This page was reserved for an article from the Cromwell Museum and also an article from the Cambs and Hunts Family History Society.

Page 15 – This page would include an article on the Riverside Gala, and also an article from Craft for Smiles CIC.

Page 16 – This page would include an article from Shakespeare at the George.

Page 17 – This would include an article about Huntingdon Carnival, and also DISH (Disability Huntingdonshire).

Page 18 – This page would feature Forthcoming Council Meetings and Forthcoming Events.

Page 19 – This page would feature the standard information on Who’s Who at the Council. This would need to be updated following co-option.

Page 20 – This page would feature an advert for the Eco Fair.

A member suggested a regular feature involving a ‘History of Huntingdon’ article, focusing on different areas of Huntingdon History outside of the usual Cromwell features.

A member highlighted the RAF Wyton Armed Forces Day is to be held a week later this year.

A member suggested an article on future council events such as Centenary of Thinking Solider Statue.

With no further comments or questions, it was advised that a rough first draft of issue 31 would be sent electronically on 11th May 2023.

54. **DATE & TIME OF THE NEXT MEETING**

The date of the next meeting was noted as Thursday 18th May 2023 at Huntingdon Town Hall, Market Hill, Huntingdon, PE29 3PJ.

ITEM NO.	ACTION	WHO'S RESPONSIBLE	UPDATE
53	The Communications Officer to contact Archant about missed deliveries.	Communications Officer	

TO: Media Sub Committee

Date: 12/05/2023

Communications and Media May 2023 Update

(Report by Sarah Jane Gaule, Communications Officer)

1 Social media

1.1 Huntingdon Town Council currently manage 11 different social media accounts, although three are currently inactive.

	Followers	Monthly Change	Likes	Monthly Change	Reach	Monthly Change
Huntingdon Town Council	1676	→ 0.66%	1204	↑ 1.35%	10,502	↑ 70.16%
Coneygear centre	1216	↑ 2.79%	1071	↑ 1.04%	4859	↓ -38.64%
Huntingdon Christmas Market	1702	→ 0.12%	1628	→ 0.06%	243	↑ 3.85%
Huntingdon in Bloom	144	↑ 22.03%	69	↑ 9.52%	6255	↑ 6093.07%

Table 1: Facebook performance in April 2023

1.2 The Huntingdon Town Council Facebook has shown a good increase in reach. This is likely due to more regular activity on the page, and some key posts which have been shared widely by local community groups. The strategy for the next few months is to boost the number of followers, so that our message is able to reach more of the local community.

1.3 The Coneygear Centre page has had a small decrease in reach, with slightly fewer posts than last month. However the number of followers has increased and there is lots of positive engagement with users. This page is managed by the Communities Officer, supported by the Communications officer.

1.4 The Huntingdon Christmas Market has had no activity since December. A post is scheduled for the end of the month to promote to traders.

1.5 The Huntingdon in Bloom Facebook page has seen a significant boost in reach and has also gained in likes and followers. This is due to increased content, as the campaign ramps up in preparation for the 2023 launch. The Coronation Soldiers project was a significant post, and was also picked up by RHS.

1.6 The Huntingdon Town Hall Weddings page is currently inactive. The Corporate officer is in the process of refreshing the content to reflect the wider hire potential and is also updating the attached website. This will be relaunched in the summer.

- 1.7 The Huntingdon Neighbourhood Plan and Huntingdon Youth Town Council are also currently inactive.
- 1.8 The Huntingdon Town Council Twitter had good increase in impressions, helped by more frequent posting. The engagement rate has also increased.
- 1.9 The Huntingdon in Bloom Instagram page has had a small increase in followers but had a significant increase reach. This is due to more frequent content.
- 1.10 New social media accounts are being set up on Next Door and LinkedIn. Posts will be infrequent initially as relevant content is worked up.

2 Press and Print Media

- 2.1 There were no press releases in April. There have been 4 press releases so far in May. These relate to the Annual Mayor Making, the Norfolk Road memorial, the Freedom Parade and the Crematorium Open day.
- 2.2 There have been 2 positive press articles relating to Huntingdon Town Council or Mayoral activities in April and 4 positive press articles so far in May. All have been reported by the Hunts Post.

3 Huntingdon Magazine and Town Guide

- 3.1 Issue 30 was published on Monday 6th March. Issue 31 is due to go to print on Monday 22nd May.
- 3.2 Following reports of missing deliveries, the communications officer has contacted the distributor. They highlighted the need to respond promptly about missed deliveries as they are unable to re-deliver later. They also highlighted issues with being unable to access some blocks of flats. Certain streets that have regularly missed delivery will be prioritised.
- 3.3 Members of the public are asked to email in with their address so that we can follow up with the distributors immediately. The communications officer will continue to keep a record of missed deliveries so that patterns can be established.
- 3.4 Issue 30 contained 2 paid for adverts. We have 4 businesses who will be paying for advertising in the June issue, two of which have booked for future issues as well.

Issue 31 (June)	Connelly Designs Safe local trades Corn Exchange St Ives Fostering Cambridgeshire
Issue 32 (September)	Safe local trades Corn Exchange St Ives
Issue 33 (December)	Safe local trades Corn Exchange St Ives

We have had interest from several other businesses. When distributing the magazine with local estate agents, the current advertising rate card was also shared.

- 3.5 The Current advertising rate card was last reviewed in 2021. The Communications officer is in the process of benchmarking the HTC advertising rates against other local council publications and will produce a report shortly.

4 Public Consultations

- 4.1 Public consultations have concluded for Sallowbush Road dog walking area, Bevan Close Play area, and Maryland Avenue play area. Reports have been prepared and shared with the Town Clerk, to go before the Leisure and Community Services Committee in due course.
- 4.2 Public consultation is currently live for Stukeley Meadows Trim Trail. This will run for 6 weeks, from Monday 8th May to Sunday 18th June 2023.
- 4.3 The Communications officer is preparing a public consultation on the proposed 20 mph zones, as part of the application to Cambridgeshire County Council. Due to the timely nature of the application, this will be open for 4 weeks, from Monday 22nd May to Sunday 18th June.

Contact Officer: Sarah Jane Gaule, Communications Officer
☎ 01480 410 387



Huntingdon Town Council

Website Tender 2023

Introduction

Huntingdon Town Council is the most local tier of government in Huntingdon. We provide services for over 24,000 residents and strive to make Huntingdon a better place to live, work and visit. These services include community venues and events, sports facilities, parks and open spaces, a crematorium and cemeteries, allotments and an annual Christmas Market.

Huntingdon Town Council sits within Huntingdonshire District Council, and Cambridgeshire County Council. These councils provide other services such as housing, planning, education and social services. There is some overlap of responsibilities for open spaces and street lighting.

Background Information

The Huntingdon Town Council (www.huntingdowntown.gov.uk) website is one of the primary sources for residents, businesses and tourists to find out information about the town. It was last re-designed in 2013 and has not been kept up to date with the latest technology.

As part of the 2022-26 corporate plan, the council have set an objective to improve communications with residents. The Media Sub Committee have tasked the Communications officer with reviewing the website, with a view to updating or replacing as necessary. The review has established that users of the website struggle to navigate and find the information they are looking for. Users also want a more modern, mobile friendly and accessible design.

We are seeking bids from developers to build a new website to represent Huntingdon Town Council and communicate to our residents the services that we offer.

Requirements

- Must be W3C & WCAG 2.1AA compliant. Must be GDPR compliant
- Must be mobile friendly / responsive design
- Must include a events/meetings calendar
- Must include an integrated document filing system – sharing files, download statistics, a way to organise documents across various categories
- Must include a content management system that allows staff to update content regularly
- Must include SSL-protected hosting and registration of domain name with JISC approved registrar
- Must include training for staff and on-going support

Additional Functionality

- A secure members' registration system
- E-mail marketing system – subscribing functionality, newsletter opening statistics, subscriber statistics
- Online payment system – an integrated payment system to allow one off and repeat payments and the ability to create automated invoices



- Online booking system – the ability for users to book function or meeting rooms, automatic e-mail confirmation of booking, display and management of room availability
- Online survey system – the creation of an online survey for members/users with statistical breakdown of results

Submission Process

Proposal documents should be submitted in either a word or pdf format. Submissions will be reviewed based on value for money, experience, technical expertise, and references.

Bid submissions are due by 30th June. All submissions will be reviewed by members of the Media Sub-Committee in July before a recommendation is then made to the Leisure and Community Services Committee in August.

All bidders will be notified of the decision by 31st August 2023. The successful bidder will be contacted directly to discuss the next steps. If successful, it is anticipated that work will commence on building the new website in September 2023, with the expectation it will be live by March 2024.

If you are interested in tendering for this, or would like more information, please email sarah-jane.gaule@huntingdowntown.gov.uk or call 01480 410387.