

**HUNTINGDON TOWN COUNCIL**

**MEDIA SUB COMMITTEE**

A meeting of the Media Sub Committee was held virtually via Zoom Video Conference on Thursday 16<sup>th</sup> July 2020 at 6.30pm

Present: Councillors: J Cole; P Kennington; S McAdam (Ex-Officio); P Pearce; T Shrapnel (Chairman); S Sweek and K Webb (Ex-Officio).

Absent: Councillor P Kadewere.

In Attendance: Councillor V Hufford and 1 member of the public.

*Clerk's note: Chris Jordan left the meeting after item 65.*

61. **APOLOGIES FOR ABSENCE**

Apologies were received from Councillor C Doyle.

62. **DECLARATIONS OF INTEREST**

There were none.

63. **PUBLIC ADDRESS**

A Member wished to speak. It was proposed, seconded and

**RESOLVED** to adjourn the meeting.

Cllr Hufford shared some feedback regarding magazine deliveries. A social media survey was conducted in the Hinchingsbrooke area to gather feedback on residents had not received their magazine. It was advised that delivery was patchy and not consistent. Cllr Hufford confirmed she was happy to conduct the same survey following the distribution of the September issue. The Chairman advised that deliveries would be discussed later on this agenda.

It was proposed, seconded and

**RESOLVED** to reconvene the meeting.

64. **MINUTES**

Copies of the minutes of the Media Sub Committee meeting held on 13<sup>th</sup> February 2020 (M9) had been circulated, following their informal approval by the Chairman.

It was

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

65. **HUNTINGDON ISSUE 20**

The Chairman invited the Democratic Officer to run through the content ideas and suggestions for Huntingdon magazine, Issue 20.

Front Cover – A photograph of the 3D floral display of the 400years anniversary of the voyage of the Mayflower was suggested.

Page 2 – This page would include a half page advert and half page editorial on scam awareness from Safe Local Trades.

Page 3 – This page would contain the contents, The Town Clerk's welcome message and the committee and publisher details.

Page 4 – The first half of the page was allocated for a staff/councillor profile. The Chairman suggested that a farewell and good luck message was included to the Amenities Officer who was leaving. The second half of the page was allocated for a update on COVID-19 for readers.

**ACTION 65.1** – Cllr T Shrapnel was actioned to write the farewell article, thanking the Amenities Officer.

Page 5 – This page would include a whole page update on Council Business and meetings overviews of the video conference meetings.

Page 6 – This whole page was allocated for an update on the Coneygear Centre, it could include a write up of the success of the Summer Brunch Club and how the local community had been supported.

Page 7 – First half of the page was allocated for an update on Hinchingsbrooke County Park. Members requested that the second half of the page was allocated for an article on anti-social behaviour at Bloomfield and Coneygear Park. It was advised that the article would be proactive and focus on what is being done to combat this issue, with requests for the public to report any issues to the Police.

Page 8 – This page was allocated for a half page article, News from the Head Groundsman, and a half page article on the grant applications for October 2020.

Page 9 – This page was to be allocated. Members suggested the following: HDC on fly tipping, Shopmobility, Cornerstone Care in Confidence and an article on community spirit.

Page 10 – The page was reserved for an article on Remembrance Sunday, it was advised that the event was still to be confirmed and required an update from the government with guidelines regarding public events during lock down. The second half of the page was allocated to the Commemoration Hall, though this was to be confirmed.

Page 11 – The page was reserved for a message from the outgoing Mayor and a half page regarding Mayor Making in October 2020.

**ACTION 65.2** – Cllr S McAdam was actioned to write the Mayor’s Message.

Page 12 – The first half of this page was allocated to an update from Huntingdon Library. The second half of the page was to be allocated.

Page 13 – The first half of this page reserved for community content; the second half of the page would include an article on Town Hall weddings.

Page 14 – This whole page was reserved for News from Cromwell Museum.

Page 15 – This whole page was reserved for the Christmas Market; it was advised that this event was to be confirmed and would follow government guidelines.

Page 16 – This page was allocated to community news (to be confirmed), an advert from Howdens (to be confirmed) and an article on the Civic Carol Service. It was reiterated that a decision would be taken soon about Council events in the autumn.

Page 17 – This page was allocated for a half page article from Huntingdon Volunteer Centre and community news.

Page 18 – This page would include forthcoming council meetings and forthcoming events.

Page 19 – This page would include the standard Who’s Who at the Council.

Page 20 – This page was reserved for an advert.

Members were advised that the contents deadline was Monday 3<sup>rd</sup> August 2020.

## 66. **DELIVERIES**

The Chairman highlighted that deliveries of Huntingdon magazine were still arising and asked Members for their comments and questions.

A Member commented that delivery was patchy, and several Councillors had not received their copy of the previous issue. The importance of maintaining a good professional relationship with The Artworks was highlighted, as the production of the magazine was of a very high standard. It was suggested that GPS tracking was revisited to highlight areas that were missed.

A Member suggested that HTC take over the management of the delivery of the magazine as someone should be held accountable. Alternatively, contact Archant to find out more about their delivery service. It was commented that Archant deliveries were not always reliable.

A Member asked whether the Post Office was approached. It was advised that a full report on Royal Mail deliveries was presented to a previous Media Sub Committee and the fee was double the annual budget.

A Member commented that local newsagents could be approached.

A Member commented that the magazine was high quality and included very relevant information for residents, however it was a challenge to ensure each household receive a copy at a reasonable cost.

The Democratic Officer noted that no complaints were received from residents following the distribution of issue 19. It was advised that The Artworks had provided two quotes from local distribution companies, each offered a very similar service to the current distribution provider. Each company provided an estimated number of copies to be delivered within a set time frame (2 – 4 weeks) but could not guarantee that every copy would be delivered. It was advised that a more detailed report could be provided at the next meeting.

A Member requested whether people could be directly hired to deliver the magazine. It was advised that originally The Artworks hired deliverers to complete the routes, however it was difficult to fill the vacancies and some boxes of magazines were dumped in local parks. Then the decision was taken to move to a professional company.

It was proposed, seconded and

**RESOLVED** to discuss deliveries further following a more detailed report on distribution companies from the Democratic Officer.

**ACTION 66.1** – The Democratic Officer was actioned to liaise with The Artworks to create a detailed report on deliveries

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

The date of the next meeting was noted as Thursday 6<sup>th</sup> August 2020 at via Zoom Video Conference Call.

<b>ITEM NO.</b>	<b>ACTION</b>	<b>WHO'S RESPONSIBLE</b>	<b>DATE</b>
65.1	Cllr T Shrapnel was actioned to write the farewell article, thanking the Amenities Officer.	Cllr T Shrapnel	By 3 <sup>rd</sup> August 2020
65.2	Cllr S McAdam was actioned to write the Mayor's Message.	Cllr S McAdam	By 3 <sup>rd</sup> August 2020
66.1	The Democratic Officer was actioned to liaise with The Artworks to create a detailed report on deliveries	Democratic Officer	By 6 <sup>th</sup> August 2020

**CHAIRMAN**