

HUNTINGDON TOWN COUNCIL**MEDIA SUB COMMITTEE**

A meeting of the Media Sub Committee was held at Huntingdon Town Hall, Market Hill, Huntingdon on Thursday 25th August 2022 at 6.00pm.

Present: Councillors: K Brockett; J Cole; D Cole; M Kadewere; P Kadewere; P Kennington; A McAdam; S McAdam (Chairman); P Pearce and K Webb.

10. **APOLOGIES FOR ABSENCE**

There were no apologies.

11. **MINUTES**

Copies of the minutes of the Media Sub Committee meeting held on 7th July 2022 (M1) 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.

12. **DECLARATIONS OF INTEREST**

There were none.

13. **PUBLIC ADDRESS**

There were none.

14. **HUNTINGDON ISSUE 28**

The Chairman invited the Democratic Officer to run through the proposed contents for each page of Huntingdon magazine, Issue 28.

Front Cover – the front cover featured a photograph from BID's Dino Day, with Remembrance Sunday Service and Parade and Community Grant Scheme.

Page 2 – This page featured an advert from Safe Local Trades, and a half page 'Have your Say' article. The idea is this could be used to get more local groups from the community to submit articles and stories to Huntingdon.

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

Page 4 – This page included two councillor profiles from Cllr Amanda Norton and Cllr Karl Brockett and a staff profile from the Communications Officer.

Page 5 – This page featured a full-page update of Council News.

Page 6 – This page included a full-page article on News from the Coneygear Centre, this included a photo montage on the process of the community garden.

Page 7 – This page included News from the Head Groundsman and a half page on Huntingdon in Bloom.

Page 8 – This page was allocated two half page articles on the Coneygear Community Garden and Huntingdon Library. However, the layout was changed so the articles featured were Huntingdon Town Council Grants and Oxmoor Community Fridge.

Page 9 – This page was featured a quarter page advert from Kings Ripton Dog Park, a quarter page In Memoriam and a half page from Spotlight Productions.

Page 10 – This page was allocated for a save the date for the National Police Memorial Day and an article from the Hinchingsbrooke Park volunteers. The National Police Memorial Day was reduced to a quarter page, to allow for a second quarter page for the Battle of Britain Service.

Page 11 – This page was featured a half page from Girl Guides and from Huntingdon BID.

Page 12 – This page includes a half page advert from Connolly Design and a half page article from Huntingdon Library.

Page 13 – This page was allocated for community news; it included a half page advert on the Eco Fair and a half page from Citizen's Advice Bureau on home improvements.

Page 14 – This page included a half page article on News from the Mayor and a half page article from Cromwell Museum.

Page 15 – This page featured a whole page from Huntingdon and Godmanchester Twinning Association.

Page 16 – This page included a half page on Remembrance Sunday and a Huntingdon Christmas Market article.

Page 17 – This page included save the dates for Huntingdon Civic Carol Service and the Pensioner's Christmas Lunch slip.

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.

Page 20 – This page would an advert or the poster for Huntingdon Christmas Market 2022.

15. **FUTURE PROJECTS**

Members were presented a report from the Communications Officer on future projects including a magazine review, website review and the Town Guide. It was advised that user-based research was required for each project, to determine the audience, purpose and benefit of each medium. A timeline for these projects was presented to Members.

The Chairman asked for any comments or questions. Members spoke in support of the plan and commented on the importance of targeting groups that were not engaging with the Council as well as other stakeholders.

It was noted that media was one of the most important functions, it was agreed that investing the time into these projects as suggested would ensure the Council was well equipped to move forward.

A Member raised a query on the figures noted in the report on magazine production, it was advised that it would be investigated with the Finance Manager.

With no further comments or questions, it was proposed, seconded and

RESOLVED to approve the report and all recommendations therein.

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

The date of the next meeting was noted as Thursday 6th October 2022 at Huntingdon Town Hall, Market Hill, Huntingdon.

ITEM NO.	ACTION	WHO'S RESPONSIBLE	UPDATE
7.1	The Democratic Officer to report to Archant of the missed deliveries	Democratic Officer	Completed
8.1	Cllr P Kadewere was actioned to provide an article on the Oxmoor Community Fridge.	Cllr P Kadewere	Completed

CHAIRMAN