

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 Tuesday 11th July 2023
at 6.30pm

A G E N D A

20. **APOLOGIES FOR ABSENCE**

To receive any apologies for absence

21. **MINUTES**

To receive and approve the minutes of the previous meeting held on 11th July 2023 (M2) (Attached).

22. **DECLARATIONS OF INTEREST**

To hear any declarations of interest in items on this agenda

23. **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

24. **COMMUNICATIONS AND MEDIA UPDATE**

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

25. **HUNTINGDON ISSUE 32**

To receive and approve the final draft of Huntingdon Magazine issue 32

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

Thursday 12th October 2023 at Huntingdon Town Hall, Market Hill, Huntingdon, PE29 3PJ.

Date: 17th August 2023
Huntingdon Town Hall,
Huntingdon,
PE29 3PJ

Philip Peacock

Philip Peacock
Town Clerk

This meeting will be serviced by the Communications Officer, telephone 01480 410387

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.

HUNTINGDON TOWN COUNCIL

MEDIA SUB COMMITTEE

A meeting of the Media Sub Committee was held at Huntingdon Town Hall, Market Hill, Huntingdon on Tuesday 11th July at 6.30pm.

Present: Councillors: K Brockett (Ex-Officio); M Fearon; G Hunt; A McAdam; S McAdam; P Pearce (Ex-Officio).

Apologies: P Kadewere; M Kadewere; P Kennington; A Norton and K Webb

Clerk's note: In the absence of the chairman, the vice chair Cllr A McAdam opened the meeting.

10. **APOLOGIES FOR ABSENCE**

Apologies were received from Councillors P Kadewere; M Kadewere; P Kennington; A Norton and K Webb

11. **MINUTES**

Copies of the minutes of the Media Sub Committee meeting held on 18th May 2023 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 Vice-Chairman.

12. **DECLARATIONS OF INTEREST**

There were none.

13. **PUBLIC ADDRESS**

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

RESOLVED to adjourn the meeting.

A Member raised that some content on the website was out of date. The Communications Officer confirmed that the pages discussed had now been updated, and that work was ongoing to update the website as a whole.

A member raised that there were social media pages relating to former mayors which were still active and could confuse members of the public.

ACTION 13.3: Communications Officer to contact social media pages and request amendments.

A member confirmed there were still missed deliveries of the Huntingdon magazine on Wertheim Way. The Communications Officer will continue to follow up missed deliveries.

It was proposed, seconded and

RESOLVED to reconvene the meeting.

14. **COMMUNICATIONS AND MEDIA UPDATE**

The Chairman invited the Communications officer to give a summary of the communications and media report.

The Communications officer highlighted that social media reach on the main social media account had decreased, but that performance across all channels remains strong. There were two new Facebook pages launched, for the Coneygear garden, and Mayor of Huntingdon, along with a LinkedIn page.

Press coverage in June was strong with interest from BBC radio Cambridgeshire, and articles in the Hunts post.

Distribution for issue 31 of Huntingdon magazine was improved with only one report of a missed delivery. Members were reminded to report any missed deliveries as soon as possible so that it could be rectified.

The chairman asked if there were any questions. There were none.

15. **HUNTINGDON ISSUE 31**

The Vice chairman invited the Communications Officer to run through the suggested contents for each page of Huntingdon magazine, Issue 32.

Front Cover – The front cover could feature either the floral flying Scotsman display, or the actual Flying Scotsman as it entered Huntingdon Station in June.

Page 2 – This page would feature a paid advert from Safe Local Trades, and community news

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

Page 4 – This page would feature an article on the News from the Town Council and an update on Public Consultations.

Page 5 – This page would feature an update from the Mayor and an update from the Head Groundsman.

Page 6 – This page would feature a full page spread for the Coneygear community day

Page 7 – This page would feature an article on the new Coneygear Community garden group, and also an update about Huntingdon in Bloom.

Page 8 – This page would feature an article on the Eco Fair and also The Cromwell Museum.

Page 9 – This page would feature news from the crematorium, to focus on Heritage Open Days, and a new regular feature on the History of Huntingdon, which this month would focus on Priory Road Cemetery.

Page 10 – This page would feature information about Town Council Grants and also the work experience placements recently undertaken.

Page 11 – This page would feature an article to promote Outdoor Bowls club. The communications officer suggested this could also become a regular feature, looking at the various different sporting clubs that play on Town Council owned property, for example, the tennis club, the football club, and the archery club. The other page was reserved for community news.

Page 12 – This page was reserved for community news.

Page 13 – This page would feature a paid advert from St Ives Corn Exchange, and also community news.

Page 14 – This page would feature information about the upcoming battle of Britain and police memorial days. I would also feature an article from WI.

Page 15 – The page would feature an article about the Thinking soldier memorial and also information about remembrance services.

Page 16 – This page would feature community news and information about the Christmas market.

Page 17 – This page would feature information about the civic carol service and also an application form of the pensioners Christmas lunch.

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

Page 19 – This page would feature the standard information on Who's Who at the Council and included the updated information for the new co-opted councillors.

Page 20 – This page would feature the advert for the Christmas market.

A member suggested that we could also look into re-establishing the youth council and could use a section to promote this.

With no further comments or questions, it was advised that a draft would be compiled and distributed to members prior to the next meeting. Members were advised to contact the communications officer directly with any additional content suggestions.

16. **EXCLUSION OF PRESS AND PUBLIC**

The Chairman asked Members whether it was their wish to move that the public and the press be excluded from the meeting in accordance with the Public Bodies (Admissions to Meetings) Act 1960 and it was

RESOLVED to do so.

17. **WEBSITE TENDER**

Members discussed private and confidential matter, which can be found in a private and confidential appendix.

18. **READMITTANCE OF PRESS AND PUBLIC**

The Chairman asked Members whether it was their wish to readmit members of the public and the press to the meeting and it was

RESOLVED to do so.

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

The date of the next meeting was noted as Thursday 24th August 2023 at Huntingdon Town Hall, Market Hill, Huntingdon.

ITEM NO.	ACTION	WHO'S RESPONSIBLE
ACTION 13.3:	Communications Officer to contact social media pages and request amendments.	Communications Officer

CHAIRMAN

TO: Media Sub Committee

Date: 10/08/2023

Communications and Media July 2023 Update

(Report by Sarah Jane Gaule, Communications Officer)

1 Social media

1.1 Huntingdon Town Council currently manage 13 different social media accounts, although 4 are currently inactive.

Facebook Channels	Followers	Monthly Change	Reach	Monthly Change
Huntingdon Town Council	1792	↑ 3.17%	15,319	↑ 76.38%
Coneygear Centre	1259	↑ 1.21%	6033	↑ 2523.04%
Coneygear Garden	84	↑ 7.69%	1512	↑ 5.59%
Huntingdon Christmas Market	1711	→ 0.29%	940	↑ 473.17%
Huntingdon in Bloom	189	↑ 5.00%	2199	↓ -45.65%
Mayor of Huntingdon	68	↑ 100.00%	6033	↑ 2523.04%

Other Channels	Followers	Monthly Change	Reach / Impressions	Monthly Change
Twitter	1648	→ 0.43%	5239	↑ 128.58%
Linkedin	37	↑ 5.71%	63	↓ -71.23%
Instagram (Huntingdon in Bloom)	102	↑ 4.08%	70	↓ -6.67%

Table 1: Social Media performance in July 2023

1.2 The Huntingdon Town Council Facebook has had a small increase in followers; however, reach has increased significantly. This has been boosted by increased posts relating to events, including Pirate Day, Eco fair and Sunset Beats and Bites. We have also introduced paid advertising to promote our upcoming events.

1.3 The Coneygear Centre page has a small increase in followers, but a much larger increase in reach. This is due to one particular post, asking members of the public to share and help reunite some photos with their owner. Planning has begun to promote the Coneygear Community Day. This page is managed by the Communities Officer, supported by the Communications officer.

1.4 The Coneygear Community Garden was launched in May 2023 and continues to grow in reach and followers. This allows the main Coneygear page to promote other community-based activities without being dominated by the work of the garden. Content is currently being planned

for the autumn planting season. This page is managed by the Communities Officer, supported by the Communications officer.

- 1.5 The Huntingdon Christmas Market has had small activity to advertise to traders and entertainers. More activity is being planned now to start promoting from September.
- 1.6 The Huntingdon in Bloom Facebook page has continued growing in likes and followers. There has been a decrease in reach, but content is being planned to increase engagement.
- 1.7 The new Mayor of Huntingdon has had good increases in reach and followers. Promotion of this page will be included in the next issue of the magazine. This page is monitored by Huntingdon Town Council but is managed by the current Mayor and Deputy Mayor.
- 1.8 The Huntingdon Town Hall Weddings Facebook and Instagram pages are 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 autumn.
- 1.9 The Huntingdon Neighbourhood Plan and Huntingdon Youth Town Council are also currently inactive. Work has been undertaken recently with Huntingdon Youth Town Council, but this hasn't reached a point yet where the page can be reactivated.
- 1.10 The Huntingdon Town Council Twitter (now known as X) had increased in impressions although not in followers. This is due to one post with high engagement relating to flag flying for Queen Camilla's birthday.
- 1.11 A new LinkedIn account has now been created to promote the corporate and strategic work of the Town Council. Work is ongoing to update the 'Employees' and 'Volunteers' of the page to ensure they reflect the current staff and Councillors. More specific strategic content is being developed to increase activity on this page.
- 1.12 The Huntingdon in Bloom Instagram page has had a small increase in followers. We reached 100 followers just prior to Anglia in Bloom judging day, which allows us to now access more information about demographics. Content is being planned to take advantage of this.
- 1.13 There are complications setting up the NextDoor account. NextDoor do not currently allow Town/Parish Councils to set up as a Public Service account, as this is reserved for those at a Borough, District and County Council level. Huntingdon Town Council may be able to set up on their Local Business Platform, but this only allows two free posts a month, with additional charges for more posts. The Communications Officer will continue to investigate this issue further.

- 1.14 The Communications officer will continue to investigate other social media channels such as a Town Council Instagram or TikTok account, and also a possible Threads account. The Local Government Association has recently launched on Threads, but there has not been enough evidence of audience engagement yet.

2 Press and Print Media

- 2.1 There were 2 press releases in July. These relate to the Huntingdon in Bloom judging days, and the Korean War Armistice Wreath Laying service. Both press releases were reported by the Hunts Post. We also worked with the Hunts Post on an article relating to the arson in Coneyger Park.
- 2.2 There have been 2 other positive articles relating to Huntingdon Town Council or mayoral activities in July.

3 Huntingdon Magazine and Town Guide

- 3.1 Issue 32 is due to go to print week commencing 28th August (may be delayed slightly due to bank holiday) and delivery will commence from Monday 4th September.
- 3.2 Following reports of missing deliveries, the communications officer has worked with the distributor to resolve the issue. 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.
- 3.3 Issue 32 contains 2 paid for adverts. We have 2 businesses who have paid for future issues.

Issue 32 (Autumn)	Safe local trades Corn Exchange St Ives
Issue 33 (Winter)	Safe local trades Corn Exchange St Ives
Issue 34 (Spring)	Corn Exchange St Ives

We have had interest from several other businesses, but no formal commitments. When distributing the magazine with local estate agents, the current advertising rate card was also shared.

- 3.4 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 There are currently no live public consultations.
- 4.2 Reports on the public consultations for Sallowbush Road dog walking area, Bevan Close Play area, and Maryland Avenue play area have gone to the Leisure and Community Services Committee. We are now waiting on updates from Huntingdonshire District Council. Once there is more progress, an infographic will be shared, highlighting the key findings of the consultation, along with the outcome.
- 4.3 Public consultation has concluded for Stukeley Meadows Trim Trail and a report went to the Leisure and Community Services Committee in August. Following this consultation, the matter has now been referred back to the Leisure Development Sub Committee for further discussion. An infographic will be prepared to share the outcome of this consultation as any further development will likely be consulted on separately.
- 4.4 Public consultation recently concluded on the proposed 20 mph zones, as part of the application to Cambridgeshire County Council. A report was presented to the Town Council in July, and the proposed zones were endorsed. A further consultation will take place on additional traffic calming measures that may be introduced as part of a future LHI scheme application.

5 Website

- 5.1 Following the completion of the website tender process, work has begun with new suppliers Aubergine. An initial mapping session will take place at the end of August, with further timescales to be confirmed after this meeting.
- 5.2 The current website, provided by 2Commune, is still being monitored and content updated as required. The current contract with 2Commune expires in March 2024, and they require 3 months written notice.
- 5.3 Due to an increase in costs to use the API, the Twitter (now known as X) widget that displays recent tweets has been removed from the website.
- 5.4 We currently have 22% higher unique visitors YOY than in 2022, 32% higher number of visits YOY, and average dwell time is up 17% to 172 secs.

Contact Officer: Sarah Jane Gaule, Communications Officer

☎ 01480 410 387