

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 25th AUGUST 2022
at 6.00pm

A G E N D A

10. **APOLOGIES FOR ABSENCE**

To receive any apologies for absence

11. **MINUTES**

To receive and approve the minutes of the previous meeting held on 7th July 2022 (M1) (attached)

12. **DECLARATIONS OF INTEREST**

To hear any declarations of interest in items on this agenda

13. **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

14. **HUNTINGDON ISSUE 28**

To receive and approve the final proof of Huntingdon Issue 28

15. **FUTURE PROJECTS**

To receive and approve a report from the Communications Officer on future projects, including the website, town guide and magazine review (attached)

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

Thursday 6th October 2022 at Huntingdon Town Hall, Market Hill, Huntingdon, PE29 3PJ.

Date: 18th August 2022
Huntingdon Town Hall,
Huntingdon,
PE29 3PJ

Philip Peacock

Philip Peacock
Town Clerk

This meeting will be serviced by the Democratic Officer, telephone 01480 410386

Copies for information to:

The members of Huntingdon Town Council, the Youth Town Council representative.

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
39.1	The Democratic Officer was actioned to add Magazine Review, Website Review and Town Guide as an item to a future Media Sub Committee agenda	Democratic Officer	Completed.

HUNTINGDON TOWN COUNCIL

MEDIA SUB COMMITTEE

A meeting of the Media Sub Committee was held at Huntingdon Town Hall, Market Hill, Huntingdon on Thursday 7th July 2022 at 6.00pm.

Present: Councillors: K Brockett; D Cole (Ex-Officio); C Doyle; M Kadewere; P Kadewere; A McAdam (Ex-Officio); S McAdam; P Pearce and K Webb.

Absent: Councillor P Kennington and T Sanderson.

Clerks note: Cllr P Kadewere opened the meeting as the Vice Chairman of Media from 2021-22. The Democratic Officer introduced the new Communication Officer to Members before the meeting commenced.

1. **ELECTION OF CHAIRMAN**

The former Vice Chairman opened the meeting and asked whether there were any nominations for Chairman for the 2022-23 local government year. A Member proposed that Councillor S McAdam be appointed as Chairman. This proposal was seconded, the former Vice Chairman asked for further nominations. Cllr P Kadewere was nominated. A vote was taken.

Cllr S McAdam: 6 votes
Cllr P Kadewere: 2 votes
1 abstention

It was

RESOLVED that Councillor S McAdam be elected as Chairman of the Media Sub Committee for the remainder of the 2022-23 local government year. The new Chairman continued the meeting.

2. **APOLOGIES FOR ABSENCE**

Apologies were received from Councillors J Cole.

3. **APPOINTMENT OF VICE CHAIRMAN**

The Chairman asked whether there were any nominations, and it was proposed that Councillor K Webb be appointed as Vice Chairman. This proposal was seconded, and it was unanimously

RESOLVED that Councillor K Webb be appointed Vice Chairman of the Media Sub Committee for the remainder of the 2022-23 local government year.

4. **TERMS OF COMMITTEE**

- (i) Members discussed whether the Media Sub Committee should be open to members of the public. The Chairman noted that any items of a private and confidential matter could be discussed within an allocated closed session of the meeting, and it was proposed, seconded and

RESOLVED that meetings of the Media Sub Committee would be open to members of the press and public with confidential matters being discussed in a closed session.

- (ii) The Democratic Officer noted that this item was for the Sub Committee to agree in principle, whether they wished for individuals to be co-opted onto the Media Sub Committee in the future if required. The Chairman asked Members whether they wished to approve future co-option of individuals onto the Media Sub Committee and it was proposed, seconded and

RESOLVED to co-opt individuals onto the Media Sub Committee should this be required.

- (iii) Members discussed, and it was agreed that all agendas and minutes of the Media Sub Committee should be made publicly available for viewing with the exception of any private and confidential matters. It was proposed, seconded and

RESOLVED to do so.

5. **MINUTES**

Copies of the minutes of the Media Sub Committee meeting held on 19th May 2022 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.

6. **DECLARATIONS OF INTEREST**

There were none.

7. **PUBLIC ADDRESS**

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

RESOLVED to adjourn the meeting.

A Member raised that the June issue of Huntingdon Magazine were not delivered to Othello Close. The Democratic Officer reminded Members to email in any missed deliveries to be investigated.

ACTION 7.1 – The Democratic Officer to report to Archant of the missed deliveries.

It was proposed, seconded and

RESOLVED to reconvene the meeting.

8. **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 – It was suggested that the front cover could include a photograph of the completed Coneygear Community Garden, or the 3D floral display of the Platinum Jubilee Crown from Huntingdon in Bloom.

Page 2 – This page would feature an advert from Safe Local Trades.

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 Councillor Profiles from Cllr G Shiels, Cllr A Norton and Cllr K Brockett and a Staff Profile from the Communications Officer.

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

Page 6 – This page would include a half page from the Coneygear Centre Manager. The second half of the page was allocated to HTC's Community Grant Scheme.

Page 7 – This page would include 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.

Page 9 – This page was reserved for an advert. It was advised that Kings Ripton Dog Park had booked a quarter page advert and other enquiries had been received. A feature from Spotlight Productions was planned for the second half of the page.

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.

Page 11 – This page was allocated to a half page articles from BID Huntingdon and the Commemoration Hall.

Page 12 – This page was reserved for community news and an advert. Members suggested that a write up from Mike Addis from the Huntingdon History Festival would be relevant.

Page 13 – This page was allocated for community news; it was suggested that the Eco Fair could be included and the relaunch of the Refill Scheme.

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

Page 15 – The first half of this page was allocated to Remembrance Service and the second half was allocated to Huntingdon Christmas Market.

Page 16 – This page was reserved the Civic Carol Service and the Pensioner's Christmas Lunch.

Page 17 – This page was allocated for community news. Suggestions included the Oxmoor Community Fridge, Citizen’s Advice Bureau, and Cambridgeshire Police’s Neighbourhood Survey.

ACTION 8.1: Cllr P Kadewere was actioned to provide an article on the Oxmoor Community Fridge.

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. It was noted that the co-opted Members would need to be updated

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

Members were requested to email any article requests to the Democratic Officer. With no further comments or questions, it was advised that a rough first draft of issue 28 would be sent electronically on 4th August 2022.

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

The date of the next meeting was noted as Thursday 25th August 2022 at Huntingdon Town Hall, Market Hill, Huntingdon.

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

CHAIRMAN

TO: Media Sub Committee

Date: 17/08/2022

**Website Review, Magazine review and Town Guide review
(Report by Sarah Jane Gaule, Communications Officer)**

1. BACKGROUND INFORMATION

- 1.1 Prior to the introduction of a communications officer, all external communications including design, content, and production of the Town Council Website and Town Guide were managed by staff on an ad hoc basis. Huntingdon Magazine has been the responsibility of the Democratic officer, reporting into the Media subcommittee for approval of content.
- 1.2 The Town Council website (<https://www.huntingdowntown.gov.uk/>) is hosted by 2Commune and is based on a standard UK Councils template. The current design was created in April 2015 and content is updated by the Town Council staff. It includes a document management system, A-Z of services and calendar for meetings and other events.
- 1.3 Huntingdon magazine (<https://www.huntingdowntown.gov.uk/newsletter.html>) is produced 4 times a year, and issue 28 is due for publication in September 2022. It was previously known as About Town and was rebranded into its current form in December 2015.
- 1.4 The current Town Guide (<https://www.huntingdowntown.gov.uk/huntingdon-town-guide.html>) was produced by Local Authority Printing and was last published in 2014. It provided advertising for local business and highlighted local services and tourism information about the town. It also included a street map.
- 1.5 The Huntingdon Town Council Corporate plan for 2022-26 has an objective to improve all council communications, including online (website and social media) and offline (press releases, noticeboards, and magazines). There is also an objective for Tourism and Town Promotion, including the provision of a tourist information / heritage centre.

2 DETAILED CONSIDERATION

Website

- 2.1 The Huntingdon Town Council website is hosted by 2commune and managed by HTC staff. The current design was created in April 2015 and content is updated by the Town Council staff. It includes a document management system, A-Z of services and calendar for meetings and other events. The website template is

adapted for both desktop and mobile views. The privacy policy was last updated in 2018 and the last accessibility test was in 2020. In 2015, there was an initial set up fee of £650+ VAT for the current website design, with £150 for domain transfer. There was also an annual fee of £400 +VAT for site maintenance and hosting. The current budget for the website is **£10,000** but the current annual costs for hosting are **£480.00**

- 2.2 The volume of unique visitors to the site increased year on year, peaking in 2020, before declining in 2021. The website received 39,266 unique visitors in 2021, a 26% decrease from 2020. Current data for the year up to July 2022 shows a 28% increase on the year before.
- 2.3 Our current provider 2Commune is recommended by the SLCC, and currently provides the same UK Councils template to councils across the UK. There are three other providers also recommended by SLCC, Cloudy IT, Aubergine and VisionICT. There are also some councils who have used a website design company that is not council-specialist, but usually local to them.
- 2.4 I recommend user research is carried out to discover what requirements different users have and want for the updated website. This would include an online survey open to residents and the general public and topics would include content, accessibility requirements, site navigation and general layout and design. I would also recommend direct user research with staff, councillors, other stakeholders, and local businesses, to discover any hidden needs. This online survey and research would be publicised on the website and via social media and is estimated to take 2 months.
- 2.5 Once this research is completed, a website requirements brief can be created and then put out to tender to the various providers. Once the tender has been decided, and additional timescales agreed, the Communications officer can work with staff, councillors, and other stakeholders to review and create improved content for the website. This may include re-branding, re-structuring of information or new content as per the results of the user needs survey. This will ensure we receive a quality product that is fit for purpose and achieving good value for money.

Huntingdon Magazine

- 2.6 The Huntingdon magazine is produced 4 times a year, and issue 28 is due for publication in September 2022. It was previously known as About Town which ran for 69 issues and was rebranded into its current form in December 2015. Content focuses on news and events from Huntingdon Town Council, as well as community news and local business adverts. The budget for the magazine is **£16,000**, and so far this year we have spent **£8,500**. It costs **£3,709** to produce each issue (including **£3,049** for design and printing, and **£660** for delivery), and the amount we receive in advertising varies each year but does not cover the cost of production.
- 2.7 The Huntingdon Magazine is designed and printed by a local company The Artworks, with content produced and commissioned by HTC staff. Previously this

had been undertaken by the Democratic officer but will now be led by the Communications officer. The magazine is delivered to 10,000 houses and business in the local area; this is arranged by Archant who also manage the Hunts Post newspaper.

- 2.8 The purpose of the magazine is to promote Huntingdon Town Council news and activities, as well as that of community groups based in Huntingdon. Any income received from advertising is welcomed, but the goal of the magazine is not to make a profit. It is assumed that advertising will not be able to cover the cost of production.
- 2.9 Huntingdon First (BID) have previously produced their own promotional materials with details about activities happening within Huntingdon but this has now been discontinued. Other local councils also produce their own magazine including St Ives Town Council ([The Bridge](#)) and Stukeleys Parish Council ([Stukeley Parish Magazine](#)). St Neots offers an online mailing list.
- 2.10 I recommend user research for the magazine is carried out to discover what readers want and expect to see from the Huntingdon magazine. Topics would include content, format, and frequency. This would include an online survey open to residents and the general public to find out what they currently like and dislike, and also how it differs from the Town Guide. I would also recommend direct user research with staff, councillors, local stakeholders, and businesses, to discover any hidden needs. This research is estimated to take 2 months but could be run in conjunction with research for the Town Guide. This would be publicised in Issue 29 of the Huntingdon magazine, on the HTC website and via social media.

Huntingdon Town Guide

- 2.11 The Huntingdon Town Guide was last produced in 2014. Previous editions were published in 2005, 2007 and 2010. The previous publisher is Local Authority Publishing. It provided advertising for 19 local business and highlighted local services and tourism information about the town. It also included a street map.
- 2.12 There seems to be only two main publishers for Town Guides, Local Authority Publishing (<https://www.localauthoritypublishing.co.uk/>), our current provider, and Standbrook Guides Limited (<https://www.standbrook-guides.com/contact/>), although this is less focused on tourism and instead focused on a local business directory. Some councils have produced their town guides directly with a local publisher.
- 2.13 Production and distribution of the Town Guide was fully funded through the advertising, which was arranged by Local Authority Publishing. Content regarding tourism and local services was provided by HTC and other local groups such as HGTA.
- 2.14 It may be possible to work with Huntingdon First (BID) to source and produce the town guide internally. We would need to ensure that the advertising revenue is sufficient to cover the costs of production and distribution, and this would be staff

resource intensive. Alternatively, they may be able to assist with content for a town guide produced by a specialist provider.

2.15 I recommend we initiate discussions with Huntingdon BID to see what resources they have available to work together on this project.

3. RECOMMENDATION

3.1 Members are asked to agree to prioritise the website review, with review of the Huntingdon magazine to follow as per the attached timelines.

3.2 Members are asked to approve launch of user research for the website to include online survey and direct user research with relevant stakeholders.

3.3 Members are asked to agree to initial discussions with Huntingdon First (BID) about production of a Town guide, to include tourism information and other content from HTC.

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

Timelines

