

**HUNTINGDON TOWN COUNCIL**  
**LEISURE AND COMMUNITY SERVICES COMMITTEE**

To; All Members of Huntingdon Town Council.

**YOU ARE HEREBY SUMMONSED TO ATTEND**  
a meeting of the  
**LEISURE AND COMMUNITY SERVICES COMMITTEE**  
to be held in the  
**TOWN HALL, MARKET HILL, HUNTINGDON**  
on  
**THURSDAY 20<sup>th</sup> OCTOBER AT 7PM**

**REMOTE ACCESS VIA ZOOM AVAILABLE**

13<sup>th</sup> October 2022

*Philip Peacock*

Town Hall  
Market Hill  
Huntingdon  
PE29 3PJ

**PHILIP PEACOCK**  
**TOWN CLERK**

**AGENDA**

26. **APOLOGIES FOR ABSENCE**

To receive any apologies for absence

27. **DECLARATIONS OF INTEREST**

To receive declarations of interest in items on the agenda (see notes below)

28. **PUBLIC ADDRESS**

To hear any address to the Committee from members of the public on matters within its responsibility

29. **MINUTES**

To receive and approve the minutes of the meeting of the Leisure & Community Services Committee held on 4<sup>th</sup> August 2022 (M2) (attached)

30. **RECOMMENDATIONS OF SUB COMMITTEES**

To receive and approve recommendations in the minutes of the following meetings:

- i. Media Sub Committee held on 25<sup>th</sup> August 2022 (M2) and 6<sup>th</sup> October 2022 (M3) (attached)
- ii. Leisure Development Sub Committee held on 29<sup>th</sup> September 2022 (M1) (to follow)

31. **HUNTINGDON IN BLOOM**

To receive a verbal report from the Assistant Town Clerk on Huntingdon in Bloom

32. **CONEYGEAR CENTRE MANAGER UPDATE**

To receive and note a verbal report from the Coneygear Centre Manager

33. **HEAD GROUNDSMAN UPDATE**

To receive and note a verbal report from the Head Groundsman

34. **BID MANAGER UPDATE**

To receive and note a verbal report on BID activities in the town for 2022

35. **CONEYGEAR CENTRE ROOM NAMES**

To receive and approve the naming recommendations from the Leisure Development Sub Committee for the rooms in the Coneygear Centre

36. **CRICKET PAVILLION**

To receive a verbal update on the progress of the Cricket Pavilion project

37. **EVENTS**

To receive a verbal update on the following events:

- i. National Police Memorial Day
- ii. Armistice Day and Remembrance Sunday
- iii. Fayre on the Square
- iv. Huntingdon Christmas Market
- v. Christmas Saturdays
- vi. Civic Sunday
- vii. Coronation
- viii. Freedom Parade

38. **MASTER PLAN**

To agree a formal response to be submitted on Huntingdon's draft Master Plan

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

On Thursday 9<sup>th</sup> February 2023 at the Town Hall, Market Hill, Huntingdon

This meeting will be serviced by the Town Clerk – 01480 410383
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Copies for information to:

District Councillors; County Councillors; The Chairman and Chief Executive of Huntingdonshire District Council; The Press; Huntingdon Public Library and the Police.

Notes

(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.

For Members of the Public or Press to join the Zoom meeting, you will require an access number / code. Please email [town.council@huntingdowntown.gov.uk](mailto:town.council@huntingdowntown.gov.uk) to request this access, stating your name and address and business(if applicable) please. You will be emailed the access details

**HUNTINGDON TOWN COUNCIL**  
**LEISURE AND COMMUNITY SERVICES**  
**COMMITTEE**

A meeting of the Leisure & Community Services Committee was held at Huntingdon Town Hall on Thursday 4<sup>th</sup> August 2022.

Present: Councillors A Blackwell; K Brockett; J Cole; D Cole; C Doyle; S Gifford; M Kadewere; P Kadewere; P Kennington; B Luckham; A McAdam; S McAdam; A Norton; T Sanderson (Chairman); P Pearce; S Sweek and K Webb.

Absent: M Baker.

12. **APOLOGIES FOR ABSENCE**

Apologies were received from Councillor G Shiels.

13. **DECLARATIONS OF INTEREST**

Cllr A Norton declared an interest in Item 25 – Building Assets as a member of St John Ambulance.

14. **PUBLIC ADDRESS**

Members of the public indicated that they wished to speak, and it was proposed, seconded and

**RESOLVED** to adjourn the meeting.

Graham and Sarah Wilkinson from Spotlight Productions informed Members that Spotlight were required to move out of their current storage facility for costumes and scenery, and requested support with finding an alternative. Spotlight currently paid a peppercorn rent to Urban & Civic for storage, but would be prepared to pay for an alternative. It was noted a storage unit would not be suitable due to damp. Members suggested contacting RAF Wyton and RAF Alconbury to see if they had a suitable space. It was requested that anyone with ideas or useful contacts get in touch with Spotlight.

Stephanie James addressed Members regarding Item 23 – Sallowbush Road Land, and requested that the Council considered registering the remaining strip of land at Sallowbush Road as Public Amenity Land to protect it from being built on in the future. County Cllr Jonas King supported this request, and added that Hotel Chocolat had also not kept to agreements regarding hedges, bird boxes and lighting. County Cllr King also noted it was good to see discussion of replacement land for the Sallowbush dog walking area on the agenda.

A Member noted that the land could be registered as Public Amenity Land by anyone. The Town Clerk clarified that registering the land through Fields In Trust offered better protection, and this would need to be done by the land owner.

A Member asked that the Council considered repairing the outdoor fountain at the Town Hall, and noted it was important for drinking water to be accessible as summer temperatures continued to rise. The Town Clerk explained that Cllr Hufford had raised this during her time on the Council, and that funds had been put into the budget for this. It was also suggested that the Council approach Anglian Water to see if they would be willing to support the refurbishment.

The same Member also raised an objection to the proposed removal of a tree in the All Saints Church churchyard due to damage to the wall, and requested that the wall be relocated if possible. It was pointed out that as a Council with a reputation for being eco-friendly, HTC should be protecting trees. It was explained that as far as the Office were aware, the tree was damaging the wall of the church itself so would not be able to be moved, but this would be clarified.

Members voiced their support for registering the Sallowbush Road land as Public Amenity Land, and also noted the importance of consulting the community before decisions on how land would be used in the future. Members also noted that they would like to see facilities such as seating installed to create a community area.

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

**RESOLVED** to reconvene the meeting.

15. **MINUTES**

Copies of the minutes of the Leisure and Community Services Committee meeting held on 16<sup>th</sup> June 2022 (M1) had been circulated to Members before the meeting, the draft having received informal approval by the Chairman.

It was then proposed, seconded and

**RESOLVED** to approve the minutes.

16. **RECOMMENDATION OF SUB COMMITTEES**

Members had before them the minutes of the Media Sub Committee held on 7<sup>th</sup> July 2022 (M1).

It was proposed, seconded and

**RESOLVED** to receive, approve and adopt the recommendations contained therein.

Cllr Sanderson noted that he was listed as absent on these minutes, but was not a member of the Media Sub-Committee.

## 17. **HUNTINGDON IN BLOOM**

The Assistant Town Clerk gave an update on Huntingdon In Bloom:

- Judging for the Huntingdon In Bloom entry took place on 20<sup>th</sup> July which had gone well, and informal positive feedback had been given. The results would be announced at the awards ceremony on 7<sup>th</sup> September, which representatives from the committee and community groups would be invited to attend.
- Entries additional special award and virtual categories had also been submitted.
- Huntingdon In Bloom Facebook and Instagram pages had been set up to share In Bloom activities and updates.
- £25,000 had been secured to install parklets at Sainsburys and the Bus Station. They were expected to be completed in Autumn 2022. A Member asked if they were temporary or permanent, and it was explained they were permanent.
- Plans were in place for In Bloom projects with some local schools in the upcoming school term.
- The landscaping at the Coneygear RHS garden was completed, and ready for the planting by Arit Anderson, which would hopefully take place during August. Planting with the schools and community groups would then take place in September.

A Member asked if the newly installed planting around the train station would be maintained. It was explained HTC had previously enquired about managing the planting, but it was managed by a national contractor for the first 12 months. The Assistant Town Clerk noted that Huntingdon In Bloom had previously worked on some planting at the Train Station, and would contact them about future work.

## 18. **CONEYGEAR CENTRE MANAGER UPDATE**

The Assistant Town Clerk provided Members with an update from the Coneygear Centre Manager:

- The volunteers' residential trip to Grafham Water had been agreed, with funding being provided by the Police Commissioner & Youth Fund, Godmanchester Food Bank, Rotary Club of Huntingdon Cromwell, and Huntingdon Rotary.
- Cases of COVID-19 among staff, volunteers and service users at the centre had been increasing.
- The National Lottery application to refurbish the Snack Shack had been unsuccessful, and alternative options were being investigated.
- Sound panels were currently being installed in the Hall and Meeting Room.
- Referrals for the summer snack shack project had increased considerably, with 72 families referred for support each week. This figure was continuing to rise.
- The Coneygear Community Day (previously the Coneygear Gala) would take place on 4<sup>th</sup> September 2022. Any Members available to help at the event were asked to contact the Centre Manager.
- Issues with the Snack Shack accounts were still ongoing, so the Snack Shack money would be ringfenced in the HCAP account, to allow the

Community Café to open in September 2022. It was intended that the café would open on Tuesday and Thursday to coincide with the library and internet suite.

#### 19. **HEAD GROUNDSMAN UPDATE**

The Town Clerk provided Members with an update from the Head Groundsman:

- The Estates Team had started hedge cutting along Coneygear Road and would then be cutting hedges along other footpaths.
- Planning had begun for the 2023 summer planting, and it was intended to use plants better suited for the increasing temperatures.
- Some members of staff were on leave due to the school holidays.
- Grass cutting had been stopped due to the dry weather.
- The newly planted trees were being watered twice a week, but were still struggling in the heat.
- The Deputy Head Groundsman had returned to work.
- The winter bedding would be planted earlier than usual due to the summer bedding dying off earlier due to the heat.
- Tree and hedge planting was planned for the autumn.
- It was requested that budget be allocated for a replacement ride on mower in the upcoming year.

A Member noted that a resident had requested that hedge cutting was delayed until later in the year to allow the fruit in the hedges to be picked, as they were currently being cut before the fruit was ripe.

It was also noted that the saplings planted at Coneygear Park by a community group appeared to have died. It was acknowledged that the trees were struggling in the heat even with watering twice a week.

#### 20. **BID MANAGER UPDATE**

Paul Sweeney, the BID Huntingdon Manager, provided Members with an update on BID activities for 2022:

- The issues with the street drinkers on the Market Square were ongoing. Members of the group gathering regularly had been issued with Community Protection Warnings (CPW) through the police and Huntingdonshire District Council. If the CPWs were not followed, Community Protection Notices (CPN) would be issued. These would need to be enforced by the police. Any incidents should continue to be reported to the police.
- The dinosaur day event in July had attracted record numbers of people to the Town Centre. The BID Manager thanked Members for their support.
- The new murals at Literary Walk and Newtons Court had been completed. It was hoped they would help to engage the younger generations in the town's heritage. More murals were also being planned.
- A supervised trick or treating event in the town centre was being planned for Halloween 2022.
- It was noted that after the Christmas Market and lights switch on, there was not much going on in the town centre in the lead up to Christmas, so activities including a snow globe, snow machine and choir performances

were being planned.

- The cost of installing speakers in the High Street was being investigated. This would allow music to be played and could also be used for events such as the Remembrance Parade.
- Welcome packs for new residents were being produced and would be given out to Estate Agents. It was suggested that a copy of the Huntingdon magazine could be included with these packs.
- The ballot for BID to continue was upcoming. Businesses would receive ballot forms from 17<sup>th</sup> August, and the results would be announced on 16<sup>th</sup> September. BID's 5-year business plan was available online. Members were encouraged to support BID, and share the work they did, but were asked not to engage in discussions about the ballot on social media or attempt to change the mind of anyone voting against BID.

A Member asked if there were any plans to redo the mural at the back of the Commemoration Hall. It was explained that discussions were taking place with the Huntingdon and Godmanchester Twinning Association to arrange a mural with artists from each of the twinned towns

A Member asked if murals would be added on the other walls at Literary Walk. It was explained that some of the walls could not be painted as they were Listed, but it was intended to paint the wall at the side of the vape shop.

## 21. **STUKELEY MEADOWS TRIM TRAIL**

Members had before them 2 quotes for new equipment at the Stukeley Meadows trim trail. It was noted a 3<sup>rd</sup> quote was still to arrive. Members felt that the quotes were extremely high and questioned the need for the new equipment. It was suggested that the nearby MUGA and skate park, and the play areas at the front of Stukeley Meadows, were used more than the trim trail.

Members asked if refurbishment of the existing equipment was possible, and it was explained this was not possible due to the condition and age of the wood.

It was noted that residents should be consulted to find out what equipment was wanted before any decisions were made. It was suggested that the schools should also be involved to find out what equipment the children would like to use.

A Member questioned if the current equipment was still safe to use. It was explained that the Estates Team carried out regular safety checks on all the equipment, and an annual RoSPA inspection was also done. The last RoSPA inspection had highly recommended that the trim trail be addressed.

It was then proposed, seconded and

**RESOLVED** that the Leisure Development Sub-Committee would meet to compile options to present to residents during public consultation.

## 22. **MONTHLY SATURDAY MARKET SQUARE EVENT**

Members had before them a report regarding the introduction of a monthly market event on the Market Square. It was explained that the Council had been approached by a contractor interested in setting up a monthly farmers/craft market. Members were asked to consider whether to invest in working with the

contractor, or run the events in-house in collaboration with HDC and BID.

The first event was proposed to take place in October, as the months following Christmas were often difficult for markets as many people had less disposable income.

Members felt positively about the idea of the monthly event, and felt it would help to boost the existing Saturday market, as well as increasing footfall to the town centre. It was noted that staff workloads were already very high, so it would be sensible to trial working with the contractor. It was also pointed out that the Council could consider managing the event in-house in the future.

It was then proposed, seconded and

**RESOLVED** to approve the running of a monthly event on the Market Square, and

**RESOLVED** to outsource the management of the event to the market contractor for a trial period of 3 months, starting in October 2022.

The Town Clerk informed Members that at a meeting with HDC, the idea of introducing evening markets had been suggested for summer 2023.

### 23. **SALLOWBUSH LAND**

Members had before them a report regarding possible replacement land for the Sallowbush dog walking area. Members welcomed the proposal for the replacement area and noted that residents should be consulted on requirements for the area.

Concerns were raised over the cost of fencing the area. As the quote for fencing had not yet been received, Members were reluctant to commit to the project without knowing the cost. A concern was also raised over taking the money from general reserves.

It was questioned if HTC would be expected to adopt the entirety of the land rather than just the highlighted area. It was noted that although HDC had offered to transfer the whole stretch of land, there had been no indication during the discussions that there was no longer the option to adopt just the highlighted area.

It was suggested that HTC reach out to Hotel Chocolat to see if they would contribute towards the cost. Members were also advised that part of the existing fence would be incorporated which would reduce the amount of new fencing to be purchased.

Members supported the project, but noted that a decision could not be made until costs were known. It was then proposed, seconded and

**RESOLVED** to approve in principle the transfer of land from HDC to HTC for the replacement dog walking area, subject to the cost of fencing, and,

**RESOLVED** to refer the project to the Finance Committee for further discussion on where funding for the project would be taken from.

*1 Member abstained*

## 24. HUNTINGDON MASTER PLAN

Ahead of the meeting, Members had received a presentation from the HDC Regeneration and Housing Delivery Manager to give an overview of HDC's upcoming Market Town Master Plan. The plan would be published in the following weeks, and HDC would then return to present the plan to Members in full.

## 25. BUILDING ASSETS

- a) Members were advised that the Scouts and Sea Cadets had expressed interest in the St Peters Road depot building. Additionally, St John Ambulance had advised that their building was currently underutilised and could accommodate another group.

HTC had been approached regarding taking on the Archdeacon's Library building. Members had also expressed interest in purchasing 111 High Street (previously Poundland).

Members were asked to consider options for how they intended to utilise these sites in the future. It was noted that the upcoming HDC Huntingdon Market Plan may also include options for these sites.

- b) The Town Clerk informed Members that a meeting had taken place with HDC, and the transfer of assets from HDC to the Town Council had been discussed. Members were asked to consider which spaces they would be interested in taking on, and what they intended to do with them.

It was noted it was important to consider the cost implication and resources required for the maintenance of any additional sites.

- c) Members discussed forming a Working Group to undertake the review of assets. It was suggested that this could be discussed by the Leisure Development Sub Committee, but Members felt a separate group should be set up. It was noted that Members who were also District Councillors should not sit on this Working Group to avoid a conflict of interest. It was then

**RESOLVED** to form a Working Group. An email would be sent to Members to assign membership to the group and schedule a meeting.

## 26. LHI BIDS 2023/24

Members were asked to make recommendations for Local Highway Improvement bids to be submitted for consideration for 2023/24. The following ideas were put forward:

- Speed reduction measures in American Lane
- Footpath installation on the corner of Coneygear Road and Sapley Road
- Speed bumps between Pennington Road and Sapley Road
- Pedestrian crossing between Sallowbush Road and Redwongs Way
- Bollards to prevent vehicles turning at Wertheim Way
- Speed bumps at Lake Way

Members also highlighted several areas that required double yellow lines. The

Town Clerk informed Members that HTC had been asked to submit a list of roads requiring double yellow lines to HDC as part of the Civil Parking Enforcement coming in the following year. Therefore, the Local Highway Improvements bids should be used for other projects.

27. **CRICKET PAVILION UPDATE**

Members were advised that a meeting had taken place with Huntingdon Cricket Club to discuss progress on the cricket pavilion project.

A meeting had also taken place with HDC to discuss CIL funding for the project. The pavilion met many of the requirements for CIL funding, and an application would be submitted in August.

St Peters School had also indicated that they intended to install a new all seasons hockey pitch, and would be interested in using the changing facilities in the new pavilion.

A Member questioned if there were any plans to improve facilities for women's football in Huntingdon. It was noted that Coneygear Park was currently used for women's football. HDC had also indicated that they intended to invest in the facilities at Sapley Park to accommodate this.

28. **CONEYGEAR CENTRE – ROOM NAMING**

Members had previously discussed room names at the Coneygear Centre prior to its opening. It had been suggested that the meeting rooms at the centre should be named after 2 former mayors: Jim Lomax and Beryl Robertson, and former Town Clerk Ted Bocking. It was noted that the former mayors' families should be consulted before naming the rooms.

It was also noted that the plaque for former mayor George Beevor had been recovered from the Medway Centre building and would be presented to Ann Beevor.

29. **TOWN SIGNAGE**

The new link road at the Views Common had provided an additional entrance to Huntingdon, and it was intended to install a town sign to match the others around the town. It was noted that the company that had provided the existing signs were no longer operating, so the new sign would need to be designed to match the existing ones as much as possible. The cost of this was currently high due to the supply of metal needed for the sign.

30. **DATE & AGENDA OF NEXT MEETING**

The date of the next meeting of the Leisure & Community Services Committee was noted as 20<sup>th</sup> October 2022.

**CHAIRMAN**

<b>Action Points</b>
Leisure Development Sub Committee meeting to be called to discuss Stukeley Meadows trim trail.
Contact the Farmer's Market contractor regarding setting up the monthly Saturday market event.
Add an agenda item for the Sallowbush Road dog walking area at the next Finance Committee meeting.
Email Members regarding set up of a working group to discuss the potential transfer of assets from HDC to HTC.
Speak to Coneygear Centre Manager regarding naming of meeting rooms

**HUNTINGDON TOWN COUNCIL****MEDIA SUB COMMITTEE**

A meeting of the Media Sub Committee was held at Huntingdon Town Hall, Market Hill, Huntingdon on Thursday 25<sup>th</sup> 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 7<sup>th</sup> 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.

<b>ITEM NO.</b>	<b>ACTION</b>	<b>WHO'S RESPONSIBLE</b>	<b>UPDATE</b>
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**

**HUNTINGDON TOWN COUNCIL****MEDIA SUB COMMITTEE**

A meeting of the Media Sub Committee was held at Huntingdon Town Hall, Market Hill, Huntingdon on Thursday 6<sup>th</sup> October 2022 at 6.30pm.

Present: Councillors: K Brockett; J Cole; D Cole; C Doyle; P Kennington; S McAdam (Chairman); K Webb.

17. **APOLOGIES FOR ABSENCE**

There were apologies from P Pearce, M Kadewere, P Kadewere, A McAdam and K Webb.

18. **MINUTES**

Copies of the minutes of the Media Sub Committee meeting held on 25<sup>th</sup> August 2022 (M2) 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.

19. **DECLARATIONS OF INTEREST**

Cllrs K Brockett and J Cole noted that they have interests' relation to community articles in the Huntingdon magazine, it was agreed these were non-pecuniary matters.

20. **PUBLIC ADDRESS**

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

**RESOLVED** to adjourn the meeting.

A Member raised that the September issue of Huntingdon Magazine were not delivered to Othello Close and Oberon Close. A Member also commented that they were not delivered on Main Street. The Communications Officer reminded Members to email in any missed deliveries to be investigated.

**ACTION 20.1** – The Communications Officer was actioned to investigate the missed deliveries.

It was proposed, seconded and

**RESOLVED** to reconvene the meeting.

21. **HUNTINGDON ISSUE 29**

The Chairman invited the Communications Officer to run through the proposed contents for each page of Huntingdon magazine, Issue 29.

Front Cover – the front cover would feature a photograph from Accession proclamation, with headlines.

Page 2 – This page would include 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 an article with memories of the Queen, and a section about the tree planting event in February

Page 5 – This page would include an article about the Accession proclamation

Page 6 – This page would include a full-page article on Huntingdon in Bloom.

Page 7 – This page would include a half page article on News from the Head Groundsman and a half page article on News from the Mayor.

Page 8 – This page would include a full-page article on News from the Town Council

Page 9 – This page would include a full-page article on News from the Coneygear Centre, to include images from Coneygear Community Day.

Page 10 – This page would include a half page article on Huntingdon Crematorium and the Cruse bereavement event on 29<sup>th</sup> November. It would include a half page article on Hartford Conservation Group.

Page 11 – This page would include a half page article on the Remembrance Day service. The other half page could possibly be advert/article from King of the Belgian Pub in Hartford.

Page 12 – This page would include a quarter page advert for the Fayre on the Square (HTC event) and a half page article from The Cromwell Museum.

Page 13 – This page would include a half page article from Huntingdon BID, and a half page article for the Commemoration Hall.

Page 14 – This page would include a half page advert from Connolly Design and a half page article from Wild about Huntingdon, a new community group.

Page 15 – This page would include a half page article from Huntingdon Nostalgia group and a half page article from Cambridgeshire Constabulary.

Page 16 – This page would include a half page Christmas message from the Mayor, and a half page Christmas message from the Mayor's Chaplin

Page 17 – This page would include details of forthcoming Christmas church services.

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 feature a poster for the Pancake Flipathon.

Other articles listed for suggestion were Huntingdon Volunteer centre, Warm Spaces, a Samuel Pepys Christmas, Energy Saving advice, Scams information partnership. Members were requested to email any article requests to the Communications Officer, and that any content that was not used in the magazine would also be published on council social media.

It was discussed that in previous years some churches had provided their own artwork, while other church services were listed in a shared section. The Communications Officer suggested that it would be fairer for individual church promotions to be charged as an ad, at a community rate, with the option to list in the main section for free.

It was proposed, seconded and

**RESOLVED** that Churches would be offered a free general listing to promote their Christmas services, but any specific promotion would attract a community rate for advertising.

A member discussed that as the town attracts a more diverse population, the magazine should acknowledge other religions and events.

**ACTION 21.1** – The Communications Officer was actioned to reach out to local community groups to discuss involvement in future magazines.

With no further comments or questions, it was advised that a rough first draft of issue 29 would be sent electronically on 3<sup>rd</sup> November 2022.

## 22. **WEBSITE UPDATE**

Members were presented a report from the Communications Officer on the Website project.

- A smart survey has been launched to gather views on the current website and councillors are encouraged to take part. Direct user research to commence in October/November with key user groups.
- The current website home page has been refreshed with new content scheduled to be added weekly / as required
- Councillor information pages are in the process of being updated with various committee/representative body information.
- What's On pages have been refreshed and new content added. Request for more content is scheduled for next week.
- 'Find your nearest' Directory also requires updating.

## 23. **COMMUNICATIONS UPDATE**

Members were presented a report from the Communications Officer on Communications and Media for October 2022.

The communications officer gave a verbal update on current HTC social media channels and press releases.

- Social media reach is high, following the death of the Queen, due to community groups sharing information. Intention to build on this, to increase followers as we are much lower in comparison to other local councils.
- We have received good coverage in the press and on social media recently, but again mainly due to death of HM the Queen.
- One press release was issued (Anglia in Bloom awards) which was picked up by two news outlets.
- Reports have been sent to the Town Clerk to suggest launching a Town Council Next Door account to improve community engagement, and a LinkedIn account to improve corporate engagement and promote job vacancies within the town council.

A member noted that Next Door is a useful platform and is seeing increasing engagement.

A member noted that HTC communications have improved in recent months, and this has been commented on by members of the public.

#### 24. **DATE & AGENDA OF THE NEXT MEETING**

The date of the next meeting was noted as Thursday 17<sup>th</sup> November 2022 at Huntingdon Town Hall, Market Hill, Huntingdon.

<b>ITEM NO.</b>	<b>ACTION</b>	<b>WHO'S RESPONSIBLE</b>	<b>UPDATE</b>
20.1	The Communications Officer to investigate the missed deliveries.	Communications Officer	
21.1	The Communications Officer to reach out to local community groups to discuss involvement in future magazines.	Communications Officer	

**CHAIRMAN**