

HUNTINGDON TOWN COUNCIL
NEWSLETTER SUB COMMITTEE

To: All members of the Newsletter Sub Committee

A meeting of this Sub Committee will be held at HUNTINGDON TOWN HALL, MARKET HILL, HUNTINGDON, on TUESDAY 4th AUGUST at 10.00am, in Court Room Two.

A G E N D A

15. **APOLOGIES FOR ABSENCE**

To receive any apologies for absence

16. **MINUTES**

To receive and approve the minutes of the previous meeting held on 21st July 2015 (M2) (attached)

17. **DECLARATIONS OF INTEREST**

To hear any declarations of interest in items on this agenda (see notes)

18. **ABOUT TOWN ISSUE 69**

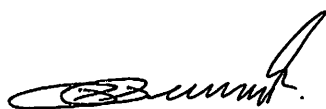
To receive and review a second draft of Issue 69 from XL Press

19. **ABOUT TOWN DESIGN RE-TENDER**

To receive a verbal update on the issuing of tenders for About Town magazine

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

Tuesday 11th August at 10.00am, Huntingdon Town Hall, Market Hill, Huntingdon



Philip Peacock
Town Clerk

Date: 28th July 2015
Huntingdon Town Hall,
Huntingdon,
PE29 3PJ

This meeting will be serviced by the Senior Administrator, telephone 01480 410384

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
NEWSLETTER SUB COMMITTEE

A meeting of the Newsletter Sub Committee was held at Huntingdon Town Hall, Market Hill, Huntingdon on Tuesday 21st July 2015 at 10.00am.

Present: Councillors J Dyne; S McAdam; S Mulcahy and Co-opted member
Doug McIlwain (Chairman)

Absent: Councillor A Dovans

8. **APOLOGIES FOR ABSENCE**

Apologies were received from Councillors T Forster and L George.

9. **MINUTES**

Members had before them copies of the minutes of the Newsletter Sub Committee meeting held on 10th June 2015 (M1), following their informal approval by the Chairman in advance of the meeting. It was

RESOLVED that these minutes were a correct record and they were duly signed by the Chairman.

10. **DECLARATIONS OF INTEREST**

Doug McIlwain declared an interest under Item 11 as Chairman of Huntingdon Town Football Club.

11. **ABOUT TOWN ISSUE 69**

Members had before them a first draft of About Town Issue 69, which had been circulated electronically prior to the meeting.

The Chairman suggested that the Issue should be looked at page by page, to make any comments, suggestions or amends.

Members were informed that the front cover of the Issue had been created in light of the 10th September 2015 marking HRH Queen Elizabeth II as Britain's longest reigning Monarch. Members agreed that the cover was fitting to mark the historical milestone but commented that the title be raised or the image lowered so that no text obstructed the image.

Members noted that page two was allocated for four ¼ page adverts but agreed that in light of the front cover and the contents page containing images of Her

Majesty, there should be a half page article included on page two to explain the relevance of the images. It was therefore

RESOLVED to lose two ¼ page advert spaces on page two in order to make space for an article.

Members moved on discuss page three, with the Chairman explaining how the Town Clerk's message was to permanently replace the former Editor's Welcome in previous issues. Finally, Members were informed that the contents would be finalised once all articles and adverts were in place and that the gap between the contents and the Town Clerk's message would be used to display the Committee Members' names. It was also

RESOLVED to include within the Town Clerk's a message to inform readers that the magazine was going through a transition period.

Members moved on to discuss page four and the profile piece on Councillor Daryl Brown. The Chairman advised that Daryl's signature had been removed from the article as it looked out of place and there were discussions surrounding the content of the profile piece. The Chairman highlighted that the Committee was not in place to edit individual's articles and that the profile piece was very relevant to Daryl's background.

The Chairman moved on to discuss the overviews submitted by the three main Council Committees; Finance, Leisure and Planning. Members were in agreement that for the first Issue of the new format, it was appropriate to provide an explanation of the roles of each Committee and its Sub Committees, but that in future Issues, the Chairmen of the Committees should submit reports on the specific activities under their responsibility. Finally, it was agreed that the Chairmen of the main Committees and Sub-Committees should be indicated within the summaries. Members were in agreement with this set up and it was

RESOLVED to do so.

Members moved on to page six and were advised that the Medway Centre Manager was submitting images for both articles in due course. It was also noted that a request had been submitted for both articles to be lengthened, including an overview of the Coneygear Park Summer Gala that had taken place the previous weekend.

Members were pleased with page seven, commenting on the amount of work undertaken by the Council since June 2015. Comments were made about the amount of text on the page, but Members agreed that this demonstrated the number of projects and activities that were being carried out. The Chairman also mentioned the water marked Town Seal behind the text, suggesting that this might be able to be incorporated more in the new design.

The Chairman ran through page eight, requesting that the Head Groundsman's signature be extended to 'Head Groundsman at Huntingdon Town Council'.

Members moved on to page nine, commenting that they were pleased on the activities of the Youth Town Council and that they had been engaging with the local young community about how to improve the youth offering in the town.

The Chairman advised that the centre page spread was to give an overview of the Mayor's charities for 2015/16. Members were advised that the headings of each charity had been coloured red to stand out on the blue background. Images were still to be obtained from two of the charities and a Member requested that the image for the Moor Community Centre and Café be changed.

Members moved onto page 12 and identified a typographical error within the Cromwell Museum article. Members also discussed the issue of formatting for displaying dates and times, agreeing that the style should be uniformed throughout the publication.

Clerk's note: the Chairman declared an interest regarding the Fireworks advert on page 12 due to his role as Chairman of Huntingdon Football Club.

The Chairman highlighted to Members that the chilli article on page 13 wasn't very legible due to the background image behind the text. Members were informed that the image had been made transparent but it was agreed that it still made for difficult reading. It was therefore

RESOLVED to request an alternative image for the article, which would make the text more legible for any readers with impaired vision.

Members moved on to discuss the reader's photograph competition on page 13, agreeing that the prize should be material not monetary. It was agreed that the prize should be obtained via sponsorship or donation by the Senior Administrator. It was also

RESOLVED to extend the entry deadline to Friday 9th October 2015.

Members moved on to page 14 where it was agreed to extend the forthcoming Mayoral events section to include a photograph of the Mayor and Deputy Mayor and to also include details of the Mayor's Fundraising Facebook page.

Clerk's note: a small article and image about the Mayor's fundraising efforts has since been included at the bottom of the Mayoral events section on this page.

Members discussed page 15 and commented on the heading of the Christmas Lights Switch On, commenting that it could be more festive. Concerns were also raised over the legibility of the text in front of the background. Members asked for the article to be re-structured, with the Carol Service and Best Kept Window competition being displayed separately to the Lights Switch On article. Members also discussed the contents of the Forthcoming Civic and Community Events and agreed that some events should be changed. It was also agreed to highlight the title of each event in a bold font. Members agreed on all changes and it was

RESOLVED to do so.

The Chairman advised Members that the first draft of page 16 had been altered due to the font being very difficult to read. With the article and reply slip being specifically aimed at senior citizens of the town, it was noted that the font had been changed and increased in size. Members were pleased with the page and approved of the requested changes.

Members discussed pages 17, 18 and 19 in conjunction with one another, requesting a number of changes across all three. Firstly, Members requested that pages 17 and 18 be swapped with each other, to make use of the two advert spaces on the current page 17. This was to allow space for a map of Huntingdon, separating out the different wards, which would sit alongside page 19 where the different Councillors could be identified by their wards. This would be achieved by colour coding the wards on the map and matching the colours to the names of each Councillor. The further points were further agreed:

- To change the Huntingdon In Bloom map photo to another image of In Bloom Judging day
- To change the image for the 1977 Norfolk Road Tragedy to the front cover of the Hunts Post from the day after the event
- To fill in the title gaps for page 19 and re-evaluate the font
- To remove the information about BID Huntingdon from page 19 and re-format the information box at the bottom of the page
- To re-format the columns for the Town Councillor section at the top, reducing to three columns
- To colour code Councillors in conjunction with their Ward colour and to identify the political party of each Councillor

And it was

RESOLVED to do so.

Finally, Members discussed page 20, with the Chairman suggesting that Luminus be contacted to advertise on the back page at a cost of £1500 and it was

RESOLVED to do so.

Members asked for an update on securing advertising and the Senior Administrator provided a spreadsheet of local advertisers that currently appeared in the Hunts Post and LIVE magazine. Members were informed that businesses had requested further information but to date, no adverts had been secured. Members were advised that the Junior Administration Assistant would be helping with follow up calls and contacting new businesses to try and secure some of the slots. The Chairman suggested that should advertising not be secured for the first issue, the spaces could be offered to community groups to use free of charge.

12. **WEBSITE**

Members were informed that since the new website went live on 1st July 2015, the site had reached over 10,300 individual page views. This equated to over 300 views per day taking into account that the page view was at 4,000 when the site first went live.

Members all commented on how much the website had improved and how easy to navigate it was. The Chairman asked all Members to report any issues or queries to the office so that any tweaks could be made as and when necessary.

13. **ABOUT TOWN DESIGN RE-TENDER**

Members were provided with a copy of the Newsletter tender issued in 2013, which was suggested to be used as a template for the forthcoming re-tender. Members discussed what the aim of the re-tender was, agreeing that it was to re-brand the magazine as an official Huntingdon Town Council publication, which would be mainly self-funded through local advertising. Members had previously agreed that the three companies to be invited to tender would be, XL Press (current designers), Huntingdonshire District Council and Artworks and it was further

RESOLVED to do so.

Members discussed the number of copies per Issue that would be required to cover all households across the designated postcode areas and also to provide sufficient copies for locations such as Doctors and Dentist Surgeries, Hinchingsbrooke Hospital, Care Homes, Hotels and Estate Agents. It was

RESOLVED to request for a tender to cover the production of 10,600 copies per Issue, but for there to be flexibility for this to increase with demand.

Members agreed that the existing tender document should be updated by the Senior Administrator, shown to the Chairman electronically and the Town Clerk for approval and then sent out to the three candidates on Friday 31st July 2015. The deadline for response would be set as Friday 21st August with the possibility of a presentation of design ideas scheduled for the evening of 26th August. Members agreed that the tender should specify that a number of front cover designs should be created ready to be presented on 26th August and it was

RESOLVED to accept this as the process for the re-tender.

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

The date of the next scheduled meeting of the Newsletter Sub Committee was noted as Tuesday 4th August at 10.00am in the Town Hall, Market Hill, Huntingdon.

CHAIRMAN

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