

HUNTINGDON TOWN COUNCIL
NEWSLETTER SUB COMMITTEE

A meeting of the Newsletter Sub Committee was held at Huntingdon Town Hall, Market Hill, Huntingdon on Tuesday 4th August 2015 at 10.00am.

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

Absent: Councillor A Dovans

15. **APOLOGIES FOR ABSENCE**

Apologies were received from Councillor L George.

16. **MINUTES**

Members had before them copies of the minutes of the Newsletter Sub Committee meeting held on 21st July 2015 (M2), 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.

17. **DECLARATIONS OF INTEREST**

Doug McIlwain declared an interest under Item 18 as Chairman of Huntingdon Town Football Club.

18. **ABOUT TOWN ISSUE 69**

Members had before them a second draft of About Town Issue 69, which had been circulated electronically prior to the meeting. The Chairman suggested that Members went through the issue page by page to provide feedback and to suggest any changes.

Front cover: Members were pleased with the final outcome of the front cover, which tied in with HM Queen Elizabeth II serving as Britain's longest reigning monarch in September 2015.

Page 2: Members noted the article linked to the front cover image and were advised that the remaining space on the page was allocated for an advert from Huntingdonshire Regional College.

Page 3: Members were pleased with the layout of the contents page and Committee membership, along with the welcome message from the Town Clerk.

The Chairman suggested that rather than referring to Issue 69 as the 'new look' edition, this should be kept until the re-branded publication was launched in December 2015.

Clerk's note: please refer to Item 19 regarding the Tender process for the re-brand of the publication.

Page 4: The Chairman suggested that if the remaining advert spaces in the publication weren't filled, the Civic Carol Service snippet on page 4 could be moved and turned into a ¼ page advert.

Page 5, 6, 7, 8 and 9: Members noted these pages, complementing the design and layout.

Pages 10 & 11: The Chairman advised that there was one remaining charity image to be obtained, which would then complete the centre page spread for the Mayor of Huntingdon's Charities 2015-16.

Clerk's note: the image was obtained later that day and submitted to the designer for inclusion.

Page 12: Members noted this page and were pleased with the layout.

Page 13: The Chairman highlighted that the chilli article; although more legible with the new design; still needed to be made clearer. It was therefore

RESOLVED to amend all red text in the article to green.

Additionally, the Chairman pointed out that the photography competition article was still yet to offer a prize. It was noted that a meal at the Bistro could be offered or alternatively, a voucher from Tesco, which could be used by any age entrant. A Member suggested that a copyright clause should be added beneath the competition to advise that any photographs submitted would come with permission for Huntingdon Town Council to publish submitted images in future issues of About Town magazine and it was

RESOLVED to do so.

Clerk's note: Confirmation has been received from Tesco to offer a hamper for the winner of the photography competition. The contents of the hamper would be decided based on the age of the winner.

Page 14: The Chairman advised that there were two additional Mayoral events to be added into the calendar section, with one existing date needing to be changed. It was

RESOLVED to send these changes across to the designer once the Chairman had supplied the information.

Page 15: Members discussed the re-design of the Christmas Lights Switch On event, commenting that it was far clearer and more 'Christmassy'. Members discussed the layout of the Best Dressed Christmas Window article, with the suggestion of changing the window image to something more striking. It was

RESOLVED to crop the existing window image in order to enlarge the Christmas design.

Page 16: The Chairman advised that the Pensioner's Christmas Party reply slip was situated in the middle of the magazine, which would mean that another article would be lost once residents cut the slip out. Members checked which article this would affect and were happy to leave the page situated where it was.

Page 17: Members discussed the Oxmoor Plane Crash article and agreed that there would be mixed feedback from the public about the suggested 2017 memorial. Some Members were worried that the article could raise complaints, but the Chairman highlighted that it was important to honour the tragedy.

Page 18: The Chairman explained to Members that the Huntingdon Ward Map had been situated on this page to sit alongside the Who's Who at the Council, linking residents' Wards with their relevant Town Councillors. Members were advised that with the map being an Ordnance Map, there needed to be a demonstration of how publicising the document would generate corporate benefit. It was agreed that by publishing the map, this would educate residents as to which Councillor they should contact within their Ward, which would help to reduce the volume of queries received by the office.

Page 19: Members discussed the section of the page that highlighted the list of Town Councillors, their political parties and Wards. It was agreed that the party of each Councillor should be colour coded in accordance with the colour code of the Ward Map, enabling readers to identify which Councillors serve in each Ward. The Chairman highlighted that the party name of Councillor Mackender Lawrence was abbreviated due to the length of the Councillor's name. After discussing different solutions to this design issue, it was

RESOLVED to contact Councillor Mackender Lawrence regarding the shortening of his name and failing that, to swap the order of the Wards around to enable Councillor Mackender Lawrence's name to split across two lines.

The Chairman moved on to discuss the services provided by each of the Councils, HTC, HDC and CCC. Members were in agreement that rather than HTC and HDC listing that they both look after Parks and Open Spaces – these should be listed out separately to identify exactly which areas the two authorities are responsible for. With this being the case, the section at the very bottom of the page could be removed, allowing for more space to indicate the individual green spaces.

Clerk's note: The Town Clerk requested that the colour coding of the three tiers of local government were amended in line with their corporate colours. Therefore, HTC should have a green background, HDC should have a purple or yellow background and CCC should have a blue background.

Page 20: This page was still available for advertising space, with advice that the Holiday Inn had expressed an interest. This would be confirmed over the following days, but as a backup, a number of alternative community event adverts could fill the space. One Member expressed concerns about the need for advertising in order to subsidise the cost of the publication's production. The Chairman advised Members that general feedback from businesses had been positive; however

advertising budgets had been allocated back in April 2015. There were discussions surrounding the issue of advertising and it was agreed that the December issue would offer more of an incentive for local advertisers.

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

Members were advised that Tender requests had been issued to XL Press, Huntingdonshire District Council and Artworks, advising that the deadline for submissions would be Friday 21st August. Following this, there would be a meeting on the evening of Wednesday 26th August to receive presentations from the three potential contractors.

The Chairman requested that as part of the Tender request, the contractors were approached to ask for an additional quote on producing an A5 version of the publication and it was

RESOLVED to do so.

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

The date of the next scheduled meeting of the Newsletter Sub Committee was noted as Tuesday 11th August at 10.00am, however the Committee requested that the final draft was presented electronically. It was therefore

RESOLVED to hold the next meeting of the Newsletter Sub Committee on Wednesday 26th August to receive presentations for the Newsletter Re-Tender. Time TBC.

CHAIRMAN