

HUNTINGDON TOWN COUNCIL

MEDIA SUB COMMITTEE

A meeting of the Media Sub Committee was held at Huntingdon Town Hall, Market Hill, Huntingdon on Thursday 6th 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 25th 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 29th 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 3rd 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 17th November 2022 at Huntingdon Town Hall, Market Hill, Huntingdon.

ITEM NO.	ACTION	WHO'S RESPONSIBLE	UPDATE
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