

**HUNTINGDON TOWN COUNCIL**

**MEDIA SUB COMMITTEE**

A meeting of the Media Sub Committee was held virtually via Zoom Video Conference on Thursday 14<sup>th</sup> January 2021 at 6.00pm

Present: Councillors: J Cole; C Doyle (arrived 6.30pm); P Kadewere; P Kennington (Ex-Officio); A McAdam; S McAdam; P Pearce; T Shrapnel (Chairman) and K Webb (Ex-Officio).

In Attendance: Councillor V Hufford, Jermaine Cayenne and Nigel Ashman of Archant Publishing Group

14. **APOLOGIES FOR ABSENCE**

There were none.

15. **MINUTES**

Copies of the minutes of the Media Sub Committee meeting held on 12<sup>th</sup> November 2020 (M2) had been circulated, following their informal approval by the Chairman.

With no comments, it was proposed, seconded and

**RESOLVED** that these minutes were a correct record and they would be duly signed by the Chairman at a later date.

16. **DECLARATIONS OF INTEREST**

There were none.

17. **PUBLIC ADDRESS**

The Chairman asked Members and members of the public whether they would like to address the meeting. A Member expressed that they wished to speak, and it was proposed, seconded and

**RESOLVED** to adjourn the meeting.

Councillor Hufford encouraged Members to formally discuss delivery issues relating to Huntingdon magazine at a future meeting to address the ongoing problem with non-deliveries. The Chairman highlighted that representatives from Archant were in attendance at the meeting to present on delivery options with the Hunts Post newspaper. Another Member suggested that the issue of non-delivery should be discussed after receiving the presentation.

With no further comments, the Chairman gave thanks to Hayley Burns for her exemplary temporary support with the creation of Huntingdon magazine. All Members showed their appreciation to Hayley for her recent work.

The Chairman thanked Members for their comments and with no further questions, it was proposed, seconded and

**RESOLVED** to reconvene.

18. **HUNTS POST**

The Chairman welcomed Jermaine Cayenne and Nigel Ashman from Archant to present on delivery options for Huntingdon magazine.

Jermaine referred the meeting to a presentation, which highlighted delivery postcode areas in Huntingdon, the areas currently receiving Huntingdon magazine along with the gaps in the number of residential and business letterboxes, and the costs associated with Archant's delivery offer.

Members were advised that based on the Council's current delivery costings, Archant could offer a delivery service at a reduced cost per 1000 copies of Huntingdon magazine to the current provider and advised that design and print services could be offered too.

Jermaine told Members that Archant's mapping software would calculate all delivery postcodes to be covered, and that if 100% coverage was required across all residential and/or business addresses in Huntingdon, this would be achieved. Members were also told that delivery per issue would be achieved within a week of distribution.

Members asked Jermaine about issues with receiving copies of the Hunts Post and it was highlighted that Archant was due to increase its distribution across Huntingdonshire from 50% to 75% as of 3<sup>rd</sup> February 2021. Jermaine suggested that if Members were happy to share their postcodes, the distribution team could investigate any non-deliveries. Members were also told, that as part of their delivery service, Archant had a dedicated team to deal with missing publication copies.

A Member asked how Archant could provide reassurance that all copies would be received by residents, and Jermaine confirmed that if the Council was to award a contract for 100% postcode coverage, Archant would ensure every residential and/or business address; dependent on the contract; received a copy. This would be tracked via their mapping and distribution software.

*Clerk's Note: Councillor Doyle joined the meeting at 6.30pm*

Finally, Jermaine was asked that should the Council wish to proceed with Archant, could a contract be subject to a trial period. Jermaine confirmed that a trial period would be agreeable.

With no further questions, the Chairman thanked Jermaine and Nigel for their time and they left the meeting.

Members discussed the presentation and said that they could see the benefit of working with Archant but had concerns over the number of issues currently printed and the level of coverage it would achieve. Members agreed that if they were to proceed with a contract, it would have to be based on a 100% coverage deal, and the number of copies currently printed would need to increase.

Members were reminded that Hartford Village Shop had expressed interest in delivering Huntingdon magazine, but Officers confirmed that no direct contact had been made by the shop to the Council. One Member expressed concerns about the shop's capacity to fulfil the Council's extensive delivery requirements and it was agreed that if the shop contacted the Office, the option could be investigated. In the meantime, it was proposed, seconded and

**RESOLVED** to inform the current Deliverers that they could continue to deliver the March 2021 issue as a last chance to resolve the ongoing non-delivery issues and in the meantime, formally request a quote from Archant for both print and delivery costs. Should the current deliverers fail to satisfy the required standard with the March issue, and subject to costs, Archant would be offered a trial delivery for the June 2021 issue ahead of offering a new contract for either delivery only or print and delivery at a later date.

It was suggested that to ensure future budgets were set in accordance with the Sub Committee's aims, it would be sensible to include a budget item on future agendas each September. A budget recommendation for the next financial year could then be submitted for consideration ahead of the Council's annual budget setting.

#### 19. **HUNTINGDON ISSUE 22**

Members considered items to be included in Issue 22 of Huntingdon magazine and discussed articles that they thought would be topical and helpful for residents:

- Local nature areas and walks
- Updates from local Schools, namely Hartford, Spring Common, Stukeley Meadows and St Peters
- Local Community Heroes – The Chairman proposed to feature Councillor Kadewere's efforts in the community over the Christmas period and to provide support to those affected by the pandemic via numerous projects.

*Clerk's Note: Due to the forthcoming County Council Elections in May 2021, the March issue of Huntingdon magazine will fall within the period of Purdah and therefore the article featuring Councillor Kadewere will need to be postponed.*

- Huntingdon Community Group's and Dreamdrops computer appeal for children
- Food Bank updates
- Library updates
- Commemoration Hall updates
- Business Improvement District (BID) update
- Huntingdonshire District Council (HDC) flooding/emergency community support
- Scams awareness specifically relating to COVID 19
- Pensioners' Tea article – postponed event

- Riverside Gala details
- Readers' feedback response slip

Additionally to these items, Members were advised that the following items would appear as standard in the March issue:

- Welcome message from the Town Clerk
- Councillor Profile – Councillor Phil Pearce

*Clerk's Note: Due to the forthcoming County Council Elections in May 2021, the March issue of Huntingdon magazine will fall within the period of Purdah and therefore the article featuring Councillor Pearce will need to be postponed.*

- Meetings Overview
- Crematorium and Depot update
- News from the Head Groundsman
- News from the Coneygear Centre
- Mayor's Fundraising/Update from the Mayor
- Cromwell Museum
- Town Hall Weddings update
- Councillor meetings attendance
- Mayor Making
- Mayor's Community Shield Award Nominations
- Forthcoming meetings
- Forthcoming events
- Who's Who at the Council

It was also agreed that the theme for the front cover could be Spring flowers.

With no further content suggestions, Members were asked to submit any articles by Friday 22<sup>nd</sup> January to allow for a first draft to be presented at the next meeting.

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

The date of the next meeting was noted as Thursday 28<sup>th</sup> January 2021.

**CHAIRMAN**