

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; M Kadeware, P Kadeware, P Kennington; P Pearce.

Clerks note: In the absence of the chairman and vice-chairman, the Mayor chaired the meeting.

25. **APOLOGIES FOR ABSENCE**

There were apologies from K Webb, A McAdam and S McAdam

26. **MINUTES**

Copies of the minutes of the Media Sub Committee meeting held on 25th August 2022 (M3) had been circulated, following their informal approval by the Chairman. It was

RESOLVED that these minutes were a correct record.

27. **DECLARATIONS OF INTEREST**

There were none.

28. **PUBLIC ADDRESS**

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

RESOLVED to adjourn the meeting.

Cllr Pearce addressed the meeting to discuss the budget for the Huntingdon magazine as chair of the Finance Committee. He stated that it was not possible to increase the budget, but that support would be given to maintain the existing budget for magazine, as it is important for residents particularly those without internet access. There was a need to increase the advertising revenue for the magazine so that it is more self-sustaining. Comparisons were made to other local parish magazines which contain more adverts and less content.

ACTION 28.1 – Communications officer to investigate more advertising opportunities for the Huntingdon magazine.

Cllr J Cole reiterated importance of magazine particularly for older residents but agreed the need to increase advertising.

Cllr P Kadeware stated that magazine is key part of council activities and needed to share information with members of the public so the budget should be maintained. The magazine helps with clarity between the different layers of local government

and is useful to promote surveys and other ways of resident engagement as not everyone uses the internet.

Cllr K Brockett agreed that magazine is of vital importance, particularly for older and vulnerable residents.

It was proposed, seconded and

RESOLVED to reconvene.

29. **HUNTINGDON ISSUE 29**

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

The communications officer apologised for the delay in sharing the draft with members.

Front Cover – Members discussed alternative images for use on the front cover, as there was a precedent to avoid using any mayor's image on the cover. Alternate images were shared, and it was shortlisted to use either a Christmas image of the town hall taken recently by Cllr Brockett or an image of the market square featuring a rainbow.

ACTION 29.1 - The Communications Officer was actioned to draft and share final front cover designs with committee by email, prior to printing.

Page 2 – This page featured an advert from Safe Local Trades and a half page article on public consultations.

Page 3 – This page would include the contents, a message from the Town Clerk (still being laid out so not available to review yet) and the Committee and Publisher details.

Page 4 – This page featured an article with memories of the Queen, and a section about the tree planting event in February

Page 5 – This page featured an article about the Accession proclamation

Page 6 – This page included News from the Head Groundsman and a half page on Huntingdon in Bloom.

Page 7 – This page included a half page article on News from the Mayor and a half page article on the Crematorium.

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

Page 9 – This page included a full-page article on News from the Coneygear Centre, with images from Coneygear Community Library half term activities.

Page 10 – This page featured community articles from Huntingdonshire Nostalgia Group and Hartford Conservation Group.

Page 11 – This page featured a community article from Huntingdon and Godmanchester Twinning Association and a half page article on the Remembrance Day service.

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

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

Page 14 – This page features 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 Citizen's Advice about the cost of living, and a half page article from Cambridgeshire Constabulary.

Page 16 – This page features 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. It was discussed that in previous years some churches had provided their own artwork, while other church services were listed in a shared section. Following the decision at the previous meeting, the Communications Officer had approached local churches with the option to be charged as an ad, at a community rate or listed in the main section for free. Five churches had responded to the free listing option, but two churches had not responded at all.

Page 18 – This page features Forthcoming Council Meetings and Forthcoming Events.

Page 19 – This page features the standard information on Who's Who at the Council.

Page 20 – This page features a poster for the Pancake Flipathon.

30. **WEBSITE UPDATE**

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

- A smart survey has been completed.
- Direct user research to commence in December 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.

The Mayor asked if there were any questions, there were none.

31. **SOCIAL MEDIA UPDATE**

- i. The Communications Officer gave a verbal update on current HTC social media channels. Social media reach remains better than in August, although

this has decreased following peak activity in September. Content updates are frequent, and engagement is improving.

- ii. The communications officer gave verbal reports on Nextdoor Social Media Platform and LinkedIn platform.

Cllr J Cole stated that due to the need for members to attend another meeting, this committee meeting was rushed and that more time was needed to discuss this properly.

It was proposed, seconded and

RESOLVED that the recommendations in the report were deferred to the next meeting.

32. **DATE & TIME OF THE NEXT MEETING**

The date of the next meeting was noted as Thursday 12th January 2023 at Huntingdon Town Hall, Market Hill, Huntingdon, PE29 3PJ.

ITEM NO.	ACTION	WHO'S RESPONSIBLE	UPDATE
28.1	Communications officer to investigate more advertising opportunities for the Huntingdon magazine.	Communications Officer	
29.1	The Communications Officer was actioned to draft and share final front cover designs with committee by email, prior to printing.	Communications Officer	Completed