

HUNTINGDON TOWN COUNCIL

MEDIA SUB COMMITTEE

A meeting of the Media Sub Committee was held at Huntingdon Town Hall, Market Hill, Huntingdon on Thursday 1st November 2018 at 6.00pm.

Present: Councillors: P Kadewere; P Pearce; T Shrapnel and K Webb
(Chairman)

Clerks note: Councillor P Pearce arrived at the meeting at 6:25pm.

32. **APOLOGIES FOR ABSENCE**

Apologies were received from Councillor S Gifford; P Kennington; S McAdam; and S Sweek.

33. **DECLARATIONS OF INTEREST**

Councillor T Shrapnel declared an interest in the Cards for Good Causes article.

34. **PUBLIC ADDRESS**

There were none.

35. **MINUTES**

Copies of the minutes of the Media Sub Committee meeting held on 11th October 2018 (M4) had been circulated, following their informal approval by the Chairman.

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

36. **HUNTINGDON ISSUE 13**

The Chairman invited the Democratic Officer to run through each page of the first draft of Huntingdon magazine, Issue 13.

Front Cover – three potential front covers were presented to Members, including: a photograph of the Christmas Market, a photograph of All Saint's Church in the snow and a photograph of the Town Hall in the snow. It was agreed that as previous December issues have often featured the church, that the photograph of the Town Hall in the snow was the most appropriate. It was

noted the NHS had rebranded their 'Stay Well this Winter' campaign and it would be changed to 'Help us Help you this Winter' in the banner.

Page 2 – This page contained a half page advert from Safe Local Trades and an editorial piece from Safe Local Trades, it was advised that the editorial space was offered as a thanks for their loyalty in advertising with the magazine. There was some space at the bottom of the article and it was advised that this would be offered to Jerry if any deliverers were needed.

Page 3 – This page as usual would contain the contents a Christmas message and welcome from the Town Clerk.

Page 4 – this page contained Councillor profiles, it was advised that Cllr S Sweek had provided a photograph, which would be included in the next draft. Two Councillor's had been contacted for their profiles, if this was unsuccessful Cllr P Kadewere would provide a profile.

Page 5 – This page contained overviews from the Finance Committee and the Leisure and Community Services Committee. The provision of the budget for 2019/20 would be included as a bullet point. Other typographical errors were noted.

Page 6 – This page contained overview of the Planning Committee and a half page feature on Town Hall Weddings. It was agreed to include the following line in the first paragraph of the Planning Committee Overview: 'Huntingdon Town Council works in conjunction with the Huntingdonshire District Council and other large-scale proposers on any planning [...]'.
[...]

Page 7 – The News from the Medway Centre featured on this page. It was advised that there was no update from Coneygear Park for this issue, instead a reserve article from the Care Network was included.

Page 8 – As usual, this page featured News from the Heads Groundsman, a photograph would be included in the next draft of the team painting the chalets. There was no update for Huntingdon in Bloom, this was replaced with the Pancake Flipathon article. It was advised that the date for this event was to be confirmed.

Page 9 – This page was originally allocated for a montage of Remembrance Sunday. It was suggested that as it was the commemoration of the centenary of World War One that it would be appropriate for this to feature as a double page spread. To include Remembrance Sunday, the Beacon Lighting Service, Oh What a Lovely War and the Suffragette Flag event. The double page spread would feature on pages 10-11. Page 9 would be replaced with Cromwell Museum update and the Godmanchester FoodBank article.

Page 10 – To allow for the double page spread, the Christmas Messages from Mayor and the Mayor's Chaplain would be moved to the final page, on page 20.

Page 11 – This page originally featured the Godmanchester Foodbank article and the update from the Cromwell Museum. It was agreed that this would be moved to page 9 and pages 10-11 would feature a double page spread for Remembrance.

Page 12 – This page contained quarter page articles on the Civic Carol Service and the next draft would include the Cards for Good Causes article. On the bottom half of the page, a reserve article from Cambridge County Council on a campaign called ‘Stronger for Longer’ was included. It was agreed that this issue should have a strong message regarding well-being over winter.

Page 13 – Churchill Retirement Living had provided an advert for this page. The second half of the page was reserved for Christmas Church Services. It was advised that Churches Together would be contacted for more information.

Page 14 – As usual, this page would contain information on Forthcoming Council Meetings and Forthcoming Civic and Community Events. It was advised that the media production schedule for 2019/20 would be created to present to Members and then the Media Sub Committee meeting dates would be included.

Page 15 – This page featured the NHS campaign ‘Help us Help you, this Winter’ and would feature fundraising news from the Mayor.

Page 16 – This page originally contained the Pancake Flipathon content, however this was moved to page 8. This page instead featured community news from Fusion Family and Youth Projects and The Bridge Art’s Festival.

Page 17 – This page contained News from the Library and a community news article from BRoW4.

Page 18 – This page contained an advertorial from Slimming World. Another photograph would be added to the page.

Page 19 – As usual, this page would contain Who’s Who at the Council and Which Council Does What? Councillor Alice Sedgwick’s name was corrected.

Page 20 – This page was allocated for a full-page advert, however there had been no interest. Instead, this page would feature the Christmas messages from the Mayor and the Mayor’s Chaplain.

With no further comments or suggestions, the Chairman advised that he was looking forward to receiving the second draft at the next meeting.

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

The date of the next meeting was noted as Thursday 22nd November 2018.

CHAIRMAN