

HUNTINGDON TOWN COUNCIL

MEDIA SUB COMMITTEE

To: All members of the Media Sub Committee

YOU ARE HEREBY SUMMONSED TO ATTEND
a meeting of the
MEDIA SUB COMMITTEE

A meeting of this Sub Committee will be held
At the TOWN HALL, HUNTINGDON, PE29 3PJ
on THURSDAY 23RD FEBRUARY 2023
at 6.30pm

A G E N D A

41. APOLOGIES FOR ABSENCE

To receive any apologies for absence

42. MINUTES

To receive and approve the minutes of the previous meeting held on 10th January 2023 (M5) (attached)

43. DECLARATIONS OF INTEREST

To hear any declarations of interest in items on this agenda

44. PUBLIC ADDRESS

To hear any address to the Sub Committee on matters which are the responsibility of this Sub-Committee from members of the public and other members of the Town Council

45. HUNTINGDON MAGAZINE

- i. To receive and approve the final draft of Huntingdon Magazine issue 30
- ii. To review and discuss current 2021 advertising rate card

46. WEBSITE UPDATE

To receive a written update from the Communications Officer on the website (attached)

47. COMMUNICATIONS AND MEDIA UPDATE

To receive a written report from the Communications Officer on Communications and media (attached)

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

Tuesday 4th April 2023 at Huntingdon Town Hall, Market Hill, Huntingdon, PE29 3PJ.

Date: 16th February 2023
Huntingdon Town Hall,
Huntingdon,
PE29 3PJ

Philip Peacock

**Philip Peacock
Town Clerk**

This meeting will be serviced by the Communications Officer, telephone 01480 410387

Copies for information to:

The members of Huntingdon Town Council, the Youth Town Council representative.

Notes

A. Disclosable Pecuniary Interests

(1) Members are required to declare any disclosable pecuniary interests and unless you have obtained dispensation, cannot discuss or vote on the matter at the meeting and must also leave the room whilst the matter is being debated or voted on.

(2) A Member has a disclosable pecuniary interest if it

(a) relates to you, or

(b) is an interest of -

(i) your spouse or civil partner; or (ii) a person with whom you are living as husband and wife; or (iii) a person with whom you are living as if you were civil partners and you are aware that the other person has the interest.

(3) Disclosable pecuniary interests includes -

(a) any employment or profession carried out for profit or gain;

(b) any financial benefit received by the Member in respect of expenses incurred carrying out his or her duties as a Member (except from the Council);

(c) any current contracts with the Council;

(d) any beneficial interest in land/property within the Council's area;

(e) any licence for a month or longer to occupy land in the Council's area;

(f) any tenancy where the Council is landlord and the Member (or person in (2)(b) above) has a beneficial interest; or

(g) a beneficial interest (above the specified level) in the shares of any body which has a place of business or land in the Council's area.

B. Other Interests

(4) If a Member has a non-disclosable pecuniary interest or a non-pecuniary interest then you are required to declare that interest, but may remain to discuss and vote.

(5) A Member has a non-disclosable pecuniary interest or a non-pecuniary interest where -

(a) a decision in relation to the business being considered might reasonably be regarded as affecting the well-being or financial standing of you or a member of your family or a person with whom you have a close association to a greater extent than it would affect the majority of the council tax payers, rate payers or inhabitants of the ward or electoral area for which you have been elected or otherwise of the Council's administrative area, or

(b) it relates to or is likely to affect any of the descriptions referred to above, but in respect of a member of your family (other than specified in (2)(b) above) or a person with whom you have a close association and that interest is not a disclosable pecuniary interest.

HUNTINGDON TOWN COUNCIL

MEDIA SUB COMMITTEE

A meeting of the Media Sub Committee was held at Huntingdon Town Hall, Market Hill, Huntingdon on Tuesday 10th January 2023 at 6.30pm.

Present: Councillors: J Cole; P Kennington; P Pearce; A McAdam; S McAdam and K Webb.

33. **APOLOGIES FOR ABSENCE**

There were apologies from K Brockett, D Cole, C Doyle, M Kadeware and P Kadeware.

34. **MINUTES**

Copies of the minutes of the Media Sub Committee meeting held on Thursday 6th October 2022 (M4) had been circulated, following their informal approval by the Chairman. It was

RESOLVED that these minutes were a correct record.

35. **DECLARATIONS OF INTEREST**

There were none.

36. **PUBLIC ADDRESS**

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

RESOLVED to adjourn the meeting.

Cllr A McAdam stated she had been contacted by a member of the Huntingdon and Godmanchester Twinning Association to request space in the next issue of Huntingdon Magazine to promote their upcoming work on the mural.

Cllr Webb stated that both Priory Road and Brookside did not receive the December issue of the Huntingdon Magazine again.

It was proposed, seconded and

RESOLVED to reconvene.

37. **HUNTINGDON ISSUE 30**

The Chairman invited the Communications Officer to run through the proposed contents for each page of Huntingdon magazine, Issue 30.

Front Cover – It was suggested that the front cover could include a photograph of one of our local parks.

Page 2 – This page would feature an advert from Safe Local Trades, and an advertorial from Nexus Fostering.

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 update from Huntingdon in Bloom and an update from the Head Groundsmen

Page 5 – This page would feature an update from the Mayor, as well as information about the Mayor's Community Shield and how to apply.

Page 6 – This page would include a half page with News from the Town Council, and an update about allotments

Page 7 – This page would include updates from the Coneygear Centre and from the Crematorium

Page 8 – This page would include information about the recent consultations on Tree replacement and Sallowbush road

Page 9 – This page was reserved for community news. It was suggested that the Twinning association article may go there.

Page 10 & 11 – These pages were allocated for a two page feature about Town Council owned play areas.

Page 12 – This page was reserved half page article from Cromwell Museum and also a feature on the relaunch of Huntingdon Markets and Fayre on the Square.

Page 13 – This page was allocated for Huntingdon BID and also a feature on Shakespeare at the George.

Page 14 – This page was reserved for a half page article on from Huntingdonshire Ramblers who asked about a feature back in November. It was decided to postpone until the March edition due to lack of space in the December issue, and also the seasonality of the article. There would also be an article from CAMPOL Boxing club, a local voluntary group who are based at Coneygear centre.

Page 15 – The first half of this page was allocated to Pensioners Coronation Lunch and the other half would be save the dates for the Eco Fair and the Annual Mayor Making in May.

Page 16 – This page was reserved for information about the upcoming precept changes.

Page 17 – This page would feature Forthcoming Council Meetings and Forthcoming Events.

Page 18 – This page would feature the annual councillor attendance

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

Page 20 – This page would feature an advert for the hire of the Town hall for weddings or other events.

With no further comments or questions, it was advised that a rough first draft of issue 30 would be sent electronically on 2nd February 2023.

38. **WEBSITE UPDATE**

Members were presented a report from the Communications Officer on the Website project. The Communications officer gave a verbal update.

- Direct user research was delayed due to staff sickness but is continuing.
- Website Brief Proposal is being prepared and will be shared at the next meeting, before then going out to tender with website design providers.
- The current website is still be updated with refreshed information.
- Councillor pages are to be updated with new photographs of all members, to be taken prior to the next Town Council.

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

39. **SOCIAL MEDIA UPDATE**

- i. Members were presented a report from the Communications Officer on Communications and media. The Communications officer gave a verbal update.

- Social media reach decreased in December due to lack of activity over the Christmas period.
- One recent post on twitter, acknowledging the birthday of the Princess of Wales, had done significantly well, surpassing the total reach of the previous three months within one tweet.
- An infographic was shared relating to the Tree replacement at All Saints church.

A member raised concerns with using the Twitter social media platform, considering recent changes made by its new owner. The communications officer reiterated that all platforms were monitored to ensure social posts and comments are appropriate.

- ii. Members were presented two reports from the Communications Officer recommending setting up official accounts for Huntingdon Town Council on the social media platforms Nextdoor and LinkedIn.

A member raised concerns with time management of maintaining too many different platforms. The communications officer confirmed that there is software available to help manage cross-posting, but that not all content is appropriate for all sites, so may require some additional management.

A member discussed reviewing the social media policy, and the communications officer confirmed that this was being worked on currently.

With no further comments or questions, it was proposed, seconded and

RESOLVED to approve the two reports and all recommendations therein.

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

Thursday 23rd February 2023 at Huntingdon Town Hall, Market Hill, Huntingdon,
PE29 3PJ.

Huntingdon



News and views from your Town Council

Popular Community magazine

Advertising Specifications

Advertisement Sizes

Magazine size: A4

Quarter page: 90mm wide x 126mm deep

Half Page:

Half page horizontal:
186mm wide x 126mm deep

Half page vertical: 90mm wide x 257mm deep

Full Page:

Full Page Bleed:

Trim size: 210mm wide x 297mm deep,
plus 3mm bleed all round

Max text area:

194mm wide x 281mm deep.

Full page non bleed:

186mm wide x 257mm deep

Rates (ex VAT)

Full page: £400.00

Half Page: £200.00

Quarter Page: £100.00

Eighth Page: £50.00

Huntingdon

is published
four times a year

Delivered to
10,000 homes
every issue

3 months
advertising
per issue

Copy requirements

Please supply artwork as CMYK print quality (300dpi) PDF files with all fonts embedded. If this is not possible, we can also accept CMYK, TIFF, JPEG or EPS files with a minimum image resolution of 300dpi.

For more details please contact: Georgia Elderkin
E: Georgia.Elderkin@huntingdowntown.gov.uk
T: 01480 410384

FREE
advertisement
design service

TO: Media Sub Committee

Date: 16/02/2023

Website February 2023 Update

(Report by Sarah Jane Gaule, Communications Officer)

1 Website Review

- 1.1 Members agreed at the Media sub-committee meeting on 25th August 2022 to prioritise a review of the existing website, over review of the Huntingdon Magazine or Town Guide.
- 1.2 The website survey went live on Thursday 22nd September and closed on 31st October. In total there were 76 responses, of which 42 were partial responses. There were 34 completed responses.
- 1.3 Current analysis shows there is a need and demand for a town council website, but most users access it less than once a month. The main purpose is to find out information about council services, to find out about council meetings and agendas, and to find out about local events and activities.
- 1.4 The most popular contents are listed below:

Homepage / News	46.88%
Agenda & Minutes	40.62%
Huntingdon Magazine	28.12%
About the Council	21.88%
Coneygear Centre	15.62%
Town Mayor	15.62%
Gallery	12.50%

- 1.5 Navigation remains a problem with 25% of users struggling to locate the content they wanted. This included content on council responsibilities, committee structures and council projects which are already included on the website, as well as other information such as local community groups, bus timetables, local facilities such as public conveniences and market days, which is information not currently hosted on the website.
- 1.6 Most people were either satisfied or neutral regarding the design of the website. However, comments were made regarding the accessibility features and lack of mobile optimisation.

- 1.7 There were many improvements suggested, including interactive maps, more public surveys, and better graphics. The common theme is the need to keep it updated with current news and projects.
- 1.8 Direct user research started in December, with volunteers from Coneygear Seniors, Huntingdon Town council staff and councillors and those who have volunteered via the survey.
- 1.9 Current analysis from the user research shows that when compared to other council websites, HTC scores an average of 23.3 out of 40. Although this is not the lowest average score, it does generally appear in the bottom half of the table. Current feedback seems to imply that the biggest issues are likely the design, appearance, and layout of the website, rather than the actual content.
- 1.10 Our existing website contract has been renewed for another year, as it was due to expire on 12th March 2023. This has now been renewed until 12th March 2024. There is a three month's written notice period to cancel the current contract, and partial refunds are not available.
- 1.11 Quotes have been requested from website providers who specialise in council websites. A tender process will be launched on the website and promoted on social media from Monday 27th February for 4 weeks. This will allow local website providers to also supply quotes. A full report will then be available at the next meeting.

2 Website Refresh

- 2.1 The homepage has been reviewed to remove outdated news and content. Public consultations will be listed on the homepage, along with information on the tender process. This will be reviewed on a weekly basis, more frequently if new content is added.
- 2.2 Individual Councillor profiles have been updated with new images, but still require more information about representation to other bodies.
- 2.3 The What's On event calendar is monitored daily to ensure user-submitted content is added. Most content is currently HTC meetings or events, but some user content is added.
- 2.4 The Find My Nearest Directory has been reviewed to add any outstanding user-submitted content. The directory will be reviewed to ensure all details are still current, as the survey has highlighted that some pages are out of date. Current services listed on the directory will be given one month to respond to a request for updated content before being removed.
- 2.5 The Link Checker function highlighted 182 broken links on the website. Most of these links related to previous user submitted events which have

now expired or to business which are no longer trading. All broken links have either been repaired or removed.

- 2.6 There is currently no News page on the website as this was replaced with a link to a Hunts Post RSS feed, which no longer works. The news page will be re-listed, so that relevant Huntingdon Town Council news and press releases can be shared.
- 2.7 Current website usage for January 2023 shows improvement over in most areas for both December 2022, and also for January 2022. The dwell time has decreased for January compared to December but remains higher than January last year.

Contact Officer: Sarah Jane Gaule, Communications Officer
☎ 01480 410 387

TO: Media Sub Committee

Date: 16/02/2023

Communications and Media February 2023 Update

(Report by Sarah Jane Gaule, Communications Officer)

1 Social media

1.1 Huntingdon Town Council currently manage 11 different social media accounts, although three are currently inactive.

	Followers	Monthly Change	Likes	Monthly Change	Reach	Monthly Change
Huntingdon Town Council	1627	1.75%	1165	0.52%	11,327	9.08%
Coneygear centre	1159	1.85%	1054	0.57%	3329	-11.70%
Huntingdon Christmas Market	1701	-0.35%	1627	0.06%	462	-42.89%
Huntingdon in Bloom	88	6.02%	49	4.26%	593	-28.73%

Table 1: Facebook performance in January 2023

1.2 The Huntingdon Town Council Facebook has shown a small increase in reach and followers in January. However this is in context of a lower than average performance in December.

1.3 The Coneygear Centre page has had small increases in followers and likes. Content is posted regularly, and the most popular posts relate to activities taking place in the community library, which gets good engagement from families. The Communities Officer now leads on this channel with support from the Communications Officer.

1.4 The Huntingdon Christmas Market has had no activity since December. Activity on this page is very seasonal and will begin to ramp up again next autumn, with occasional posts for trader recruitment.

1.5 The Huntingdon in Bloom Facebook page has had small increases in followers and likes. We had good engagement in a post for #bluemonday, promoting the Natter Box at the Coneygear centre. Content planning for the new cycle has taken place to ensure we can increase reach and interest in time for the 2023 submission.

1.6 The Huntingdon Town Hall Weddings, Huntingdon Neighbourhood Plan and Huntingdon Youth Town Council are all currently inactive.

1.7 The Huntingdon Town Council Twitter had a small increase in followers in January, but a significant boost in impressions, due to a timely post for the Princess of Wales birthday.

- 1.8 The Huntingdon in Bloom Instagram page has had small increases in followers and reach. This is due to increased content.
- 1.9 New social media accounts are being set up on Next Door and LinkedIn. Posts will be infrequent initially as relevant content is worked up.

2 Press and Print Media

- 2.1 Two press releases were issued in January, relating to Tree planting with Huntingdonshire District Council and the Pancake Flipathon. These were picked up by the Hunts Post and CambsNews.
- 2.2 There have been 2 positive and 2 neutral press articles relating to Huntingdon Town Council activities in January.

3 Huntingdon Magazine and Town Guide

- 3.1 Issue 30 is due for publication on Monday 6th March.
- 3.2 Following reports of missing deliveries, the communications officer is in contact with the distributor. Members of the public were asked to email in with their address so that we can follow up with the distributors immediately. The communications officer will continue to keep a record of missed deliveries so that patterns can be established.
- 3.3 Issue 30 contains 2 paid for adverts. We have 2 business who have pre-paid for adverts in future issues.

Issue 30 (March)	Connelly Designs Safe local trades
Issue 31 (June)	Connelly Designs Safe local trades
Issue 32 (September)	Safe local trades

We have had interest from several other businesses but no-one else has confirmed. When distributing the magazine with local estate agents, the current advertising rate card was also shared.

4 Public Consultations

- 4.1 The consultation on the Sallowbush Road dog park was launched on Monday 13th February 2023 and will be live for 6 weeks until Sunday 26th March. It has been promoted on social media, outdoor signage and residents have also received a letter and draft plans. The social media posts have been well shared by local community groups, which will help to increase responses. As of Thursday 16th February, we have had 5 online survey responses and 1 comment on the Facebook post.

4.2 Public consultations on potential improvements to play areas at Bevan Close and Maryland Avenue will go live on Monday 20th February and will be live for six weeks until Sunday 2nd April.

Contact Officer: *Sarah Jane Gaule, Communications Officer*
☎ 01480 410 387