

<p><u>HUNTINGDON TOWN COUNCIL</u></p> <p><u>MEDIA SUB COMMITTEE</u></p>

A meeting of the Media Sub Committee was held at Huntingdon Town Hall, Market Hill, Huntingdon on Thursday 23rd February 2023 at 6.30pm.

Present: Councillors: K Brockett, D Cole, J Cole, M Kadewere, P Pearce, A McAdam, S McAdam, and K Webb.

41. **APOLOGIES FOR ABSENCE**

There were apologies from P Kadewere and P Kennington.

42. **MINUTES**

Copies of the minutes of the Media Sub Committee meeting held on Tuesday 10th January 2022 (M5) had been circulated, following their informal approval by the Chairman.

It was

RESOLVED that these minutes were a correct record.

43. **DECLARATIONS OF INTEREST**

There were none.

44.. **PUBLIC ADDRESS**

There were none.

45. **HUNTINGDON MAGAZINE**

i. Production of Issue 30

The Chairman invited the Communications Officer to run through the final draft contents for each page of Huntingdon magazine, Issue 30. The communications officer apologised for the delay in sharing the draft with members.

Front Cover – The front cover featured a photo of the flowers in the community garden at Coneygear Park.

Page 2 – This page featured an advert from Safe Local Trades, an article from Nexus Fostering, and an article on Huntingdon Markets.

Page 3 – This page featured the contents, a message from the Town Clerk and the Committee and Publisher details.

Page 4 – This page included an update from Huntingdon in Bloom and an update from the Head Groundsmen.

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

Page 6 – This page featured News from the Town Council, and an update about consultations. The Consultations text had been re-written, but the final version was not included in this most recent draft. Corrections were also noted to the Town Council article.

Page 7 – This page featured the annual councillor attendance. A correction was noted.

Page 8 – This page featured updates from the Coneygear Centre and from the Crematorium

Page 9 – This featured information about the Pancake Flipathon, and the Coronation Grants scheme.

Page 10 & 11 – These pages included for a two-page feature about the Town Council annual budget.

Page 12 – This page featured half page articles from Cromwell Museum and Huntingdon Markets BID.

Page 13 – This page included articles on the Commemoration Hall and the Huntingdon and Godmanchester Twinning Association

Page 14 – This page featured a half page article from Huntingdonshire Ramblers, and an article from CAMPOL Boxing club, a local voluntary group who are based at Coneygear centre.

Page 15 – This page included an article from Huntingdon Eco Action Team (HEAT) a local environmental group, and a paid advert from Connolly Design.

Page 16 – This page featured an article on the allotments, and an article on the upcoming Shakespeare at the George production, Much Ado about Nothing.

Page 17 – This page included the form for the Pensioners Coronation Lunch and ‘Save the date’ articles for the Eco Fair and the Annual Mayor Making in May. A correction was noted to the Mayor Making article.

Page 18 – This page featured the usual Forthcoming Council Meetings and Forthcoming Events articles.

Page 19 – This page included the standard information on Who’s Who at the Council.

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

With no further comments or questions, it was advised that final proof notes would be sent to the designer on Friday, with the magazine due to go to print on Monday 27th February. The magazine would then go out for delivery from Monday 6th March.

ii. 2021 advertising rate card

The Communications Officer advised that the current advertising rate card has not been updated since 2021, and had outdated contact information.

A member asked whether any benchmarking had been undertaken against other village/town publications. The communications officer confirmed this had not been completed.

A member commented that the images used in the rate card need to be updated.

A member stated that any discounts offered should be highlighted on the rate card.

ACTION 45.1 – Communications officer to prepare a report on advertising rates for Huntingdon Magazine.

46. **WEBSITE UPDATE**

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

- The existing website provider contract has been renewed until 2024.
- Quotes have been received from council website providers, but a website tender will be shared locally to see if any Huntingdon based businesses are able to provide this service.
- The current website is still being updated with refreshed information, although there are some issues with the back-end structures. The level of support we are receiving from our provider is not very helpful.

The chairman asked if there were any questions.

A member asked about details of the website tender process. The communications officer stated that this was being prepared based on the previous tender document, but that work was still needed to ensure the tender reflects current security and accessibility requirements.

A member asked about whether the intention was to use a proprietary system or an open source system. The communications officer stated that two of the council website providers use designs based off the WordPress platform, but that other tenders may offer a proprietary system designed in house.

A member suggested that it was important to ensure that good quality back-end support is included in the tender.

The communication officer confirmed that the tender process would be opened w/c 27th February and that a report was expected for the next media meeting, so that members could decide, or ask for more information.

47. **COMMUNICATIONS AND MEDIA UPDATE**

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

- New social media accounts have been set up on Next Door and LinkedIn, but no content has yet been posted.
- Press coverage of local events has been well received.

- Public consultations are currently live for Sallowbush Road dog walking area, Bevan Close play area, and Maryland Avenue play area. A consultation on the Stukeley Meadows Trim trail will be launched shortly.

A member asked about the inactive Huntingdon Town Hall Weddings Facebook page, as this was a potential revenue stream for the council. The Communications Officer confirmed that this was currently being re-branded to focus on offering venue hire for other events, as well as weddings, and once this re-branding had taken place, it would be relaunched.

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

The date of the next meeting was noted as Tuesday 4th April 2023 at Huntingdon Town Hall, Market Hill, Huntingdon, PE29 3PJ.

ITEM NO.	ACTION	WHO'S RESPONSIBLE	UPDATE
45.1	The Communications Officer to prepare a report on advertising rates for Huntingdon Magazine.	Communications Officer	