

HUNTINGDON TOWN COUNCIL
NEWSLETTER SUB COMMITTEE

A meeting of the Newsletter Sub Committee was held at Huntingdon Town Hall, Market Hill, Huntingdon on Wednesday 10th February 2016 at 6.00pm.

Present: Councillors J Dyne; L George; S McAdam; S Mulcahy and Co-opted member Doug McIlwain (Chairman)

Absent: Councillor J Jacobs

50. **APOLOGIES FOR ABSENCE**

Apologies were received from Councillor T Forster

51. **MINUTES**

Members had before them copies of the minutes of the Newsletter Sub Committee meeting held on 5th January 2016 (M7), following their informal approval by the Chairman in advance of the meeting. It was

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

52. **DECLARATIONS OF INTEREST**

Councillors Dyne and McAdam declared interests regarding two articles that had been submitted for inclusion in the March 2016 Newsletter of which they had links to.

53. **PUBLIC ADDRESS**

There was none.

54. **HUNTINGDON ISSUE 2**

- (i) Members had before them a first draft of Huntingdon, Issue 2. The Chairman went through the draft page by page with the following comments being made:

Front cover: The Chairman explained that the front cover image would be selected once the public voting period for Her Majesty the Queen's Birthday Card had ended on Friday 19th February 2016. The Chairman also advised that the banners at the bottom of the page would be updated with relevant content for Issue 2.

Page 2: Members were advised that an updated Huntingdonshire Regional College advert was due to be sent in over the next few days.

Page 2: The Chairman requested that the Frankie and Benny's logo was contained within the Queen's Birthday Card Competition write up as sponsor of the competition. Members also requested that the credit to David King for the previous front cover image was contained within its own box to separate it from the 'Competition News' section.

Page 3: Members were informed that the Town Clerk's article would appear on this page, alongside the contents and newsletter management/production details.

Page 4: Members requested a small line spacing change at the bottom of the Finance Committee overview article.

Page 5: Members requested that a line be inserted to clearly separate the Leisure and Community Services Committee article from the Planning Committee article.

Page 6: The Chairman outlined that the images for the Medway Centre article needed to be changed to show the building in use. A Member advised that they had held a recent event at the Centre and could send across some images to be used.

Page 8: Members were advised that the Huntingdon In Bloom article was currently too long to fit on page 8 where it was currently situated. There were a number of articles that hadn't yet been placed in the newsletter due to space restrictions, but after discussions on re-arranging certain pages, it was decided to remove the Huntingdon In Bloom article from page 8 and replace it with an article submitted from the Oxfam Bookshop.

Page 9: Members commented on the Pancake Day article and thought the layout with the photograph montage was an effective way of promoting the community event.

Page 10 and 11: The Chairman requested that the Neighbourhood Plan marketing budget should cover the cost of the double page questionnaire and it was agreed that this would be discussed with the Town Clerk.

Page 12: A Member highlighted that the form for the Pensioner's Summer Tea Party would back onto the Neighbourhood Plan questionnaire and therefore needed to be moved. Members were in agreement and it was decided that the content on pages 12 and 13 be swapped over.

Page 13: In light of the excess articles submitted for inclusion, Members decided that the RAFA article currently on page 13 could be removed and featured in the June 2016 issue. It was asked that the Riverside Gala article currently placed on page 16 be moved to replace the RAFA article. Finally, the Clerk advised that a number of dates in the Church Services article were displayed incorrectly and would be amended.

Page 15: Members requested that the title of the article on page 15 be amended, along with a small section of text.

Page 16: The Chairman suggested that in light of the Riverside Gala article being moved from page 16, the HDC recycling information could also be removed to make space for the whole Huntingdon In Bloom article. Members were in agreement with this and it was requested to make the necessary changes.

Page 17: Members reviewed the other articles yet to be included within the newsletter and decided to allow half a page for three pieces of drama news. This meant that the two present drama articles filling the page would need to be shortened. It was also agreed to shorten the Huntingdon Grafham Water Lions article on page 18 and move it onto page 17, allowing room for the Burns Night Supper to also be included on page 17.

Page 18: The Chairman advised that there was now only one remaining article to be included within the newsletter from the Huntingdonshire Fencing Club, which could replace the gap from the Grafham Water Lions Club article. Members were in agreement and it was resolved to request the changes.

Page 19: The Chairman advised that there had been an issue reported from Councillor Alan Mackender Lawrence who had expressed concern over his surname being shortened to Alan Lawrence in the Councillor Contact details section. The Clerk advised that Councillor Mackender Lawrence had been emailed about his concerns and read out the reply received from him on the matter. He advised that he didn't think his name should have been shortened to suit printing requirements. The Chairman suggested that as the decision to shorten his name had been ratified by the Leisure and Community Services Committee, there was nothing that could be done in time for the March 2016 issue, but that Councillor Mackender Lawrence was welcome to attend the next meeting of the Newsletter Sub Committee to request that his name be reverted back to the full Mackender Lawrence as of the June 2016 issue.

Town Clerk's note: As of the June 2016 issue, Councillor Alan Mackender Lawrence's surname must be re-instated as requested.

Page 20: In light of fitting all editorial into the previous 19 pages, it was agreed that an advert should be sourced and placed on page 20.

- (ii) Members had addressed this item under 54(i), addressing the outstanding articles to be placed in the newsletter and allowing page 20 for a full page advert.

55. **WEBSITE**

The Chairman advised that this item had been included on the agenda following an issue over publicising a fundraising event for the Mayor of Huntingdon on the homepage of the Town Council website. The Chairman explained how the Mayor's fundraising had always been kept separate from the Town Council but that it was a shame for the event not to be promoted on the website's homepage 'ticker'.

Members were advised that there was a Social Media policy already in place for the website and that this could be re-evaluated if deemed necessary.

It was discussed that the homepage of the website should be made more current and topical, as it could be deemed as 'boring' by visitors. The Chairman asked the Clerk that when appropriate, the ticker messages and homepage images be changed to make the site more informative and inviting. Members were in agreement that the Town Council and the Mayor's Fundraising team should work together to see what could be done to improve the variation on the website, making it more appealing for visitors.

56. **HUNTINGDON TOWN GUIDE**

Members were advised that following on from the previous meeting of the Newsletter Sub Committee, The Artworks had confirmed that they would be willing to take on the production of the 2016 Huntingdon Town Guide at no cost to the Town Council. The Chairman asked to pass on thanks to The Artworks and requested that the Town Guide be included on the next agenda for the Newsletter Sub Committee to discuss the layout and content of the new Guide.

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

The date of the next scheduled meeting of the Newsletter Sub Committee was TBC.

CHAIRMAN