



St Ives Town Council

Twinned with Stadtallendorf

Town Clerk: Alison Benfield BA (Hons) FSLCC

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Issued: 11 April 2019

Councillors R D'Souza, A Dickinson, T Drye, P Hussain, M King, Dr C Pegoraro, P Pope, D Rowe

You are hereby summoned to attend a **Meeting of the Promotion & Publicity Committee of St Ives Town Council**, to be held on Wednesday, 17 April 2019 in the **Town Hall, St Ives at approximately 7:45 pm**.

Alison Benfield BA(Hons) FSLCC
Town Clerk

AGENDA

- PP17.00 APOLOGIES FOR ABSENCE**
To receive and note apologies for absence.
- PP18.00 DECLARATIONS OF INTEREST**
To receive Declarations of Disclosable and/or Non-Disclosable Pecuniary Interests as set out in Chapter 7 of the Localism Act 2011 and the nature of those interests relating to any Agenda item.
- PP19.00 PUBLIC PARTICIPATION**
A maximum of 15 minutes is permitted for members of the public to address the Committee in accordance with the Town Council's approved Public Participation Policy.
- PP20.00 MINUTES**
To confirm as a correct record the Minutes of the Meeting of the Promotion & Publicity Committee held on 3 October 2018 (copy herewith) and to note that the Meeting scheduled for 16 January 2019 was not held.
- PP21.00 BUDGET REPORT**
To receive Budget Report (copy herewith).
- PP22.00 THE BRIDGE**
To receive a verbal report from the Chairman and Town Clerk.



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**Minutes of the Meeting of the Promotion & Publicity Committee of St Ives Town Council
held at the Town Hall St Ives on Wednesday 3 October 2018**

Present:

Chairman: Councillor R D'Souza

Vice-Chairman: Councillor A Dickinson

Councillors: T Drye, P Hussain, M King, Dr C Pegoraro

In attendance:

Town Clerk: A Benfield

PP11.00 APOLOGIES FOR ABSENCE

Apologies were received from Councillors D Rowe and P Pope (ill health).

PP12.00 DECLARATIONS OF INTEREST

No declarations were made.

PP13.00 PUBLIC PARTICIPATION

No members of the public were present.

PP14.00 MINUTES

A discussion took place on the cancellation of the planned 15 September Councillor Surgery. It was agreed this was an unfortunate situation that occurred due to there not being enough Councillors available to man the stall. This was due in part as it had clashed with the Heritage Open Day (HODS).

The Town Clerk agreed to circulate a list of who had agreed to attend the remaining scheduled surgeries.

RESOLVED: that the Minutes of the Meeting of the Promotion & Publicity Committee held on 18 July 2018 are confirmed as a correct record and signed by the Chairman.

PP15.00 BUDGET REPORT

PP15.01 Budget Report

RESOLVED: that the Budget Report be received and noted.

PP15.02 Estimates 2019/20

Members considered items to be included in Estimates for 2019/20.

The Town Clerk updated those present regarding the website and informed them that a report would be included on the next Council meeting to request agreement to purchase an 'off the shelf' website package that is specifically designed for town and parish councils. It was agreed that the amount of £500 for website hosting should be included for the next year to cater for any ongoing costs.

The Town Clerk advised that Members should consider reducing the budget for Promotion and Publicity to £1000 to cover the cost of

Chairman's Initials

designing and printing professional posters to promote Council business as it had proved successful so far this year.

In relation to expenditure for The Bridge a detailed discussion took place including a suggestion that advertising should be investigated as a way to reduce the costs associated with its delivery and production. It was agreed that this should be given further consideration, along with the agreed plan to consult on the suggestion that it not be delivered to all properties. It was decided that as both options needed much more work before implementation it was agreed that sufficient budget should be allocated to cover the current production and delivery costs associated with 4 editions and that therefore £17,000 should be included.

RESOLVED: that a budget of £18,500 should be proposed for the 2019/20 Estimates

PP16.00 THE BRIDGE

PP16.01 The Chairman and Town Clerk provided members with an update on the latest edition of The Bridge.

On being asked to clarify what input had been provided by Members into the process of producing this edition she indicated that input had been very limited. She had received some feedback at the proof-reading stage and she wished to pass thanks to those involved.

Discussion moved on to the wider implications of the work of the Committee. It was acknowledged that with the method of production of Bridge changed to the Town Clerk being the main point of contact between the working party and the design company and the proposal due to go to Council regarding the website there was limited work for the Committee as a whole to do. The Clerk asked Members to consider if they felt it was good use of theirs and officer time to hold meetings when there was limited decisions to make and those that were could be made by Full Council and allow swifter resolution as meetings were monthly. She commented that the Committees requirements in terms of social media and noticeboard useage was now being actively managed, although she did acknowledge that was always room for improvement but with the Apprentice position likely to be filled in the next week this would progress further.

The Chairman commented that she agreed with all the points the Town Clerk had raised and acknowledged that she herself was finding it difficult to manage the pressure of work and council responsibilities.

The Vice Chairman also commented that attending meetings just for the sake of having a meeting was not good use of anyone time.

Clarification was sought on the role of The Bridge Working Party and the Town Clerk commented that she would expect this to continue to be in place to provide input into content and to proof read the final version before it went to print.

Following further discussion it was agreed unanimously that the Committee should recommend to Council that the Promotion and Publicity Committee should cease to exist from the end of this civic year with its areas of responsibility being included in the Full Council Terms of Reference but that the The Bridge Working Party should be

maintained, although membership should be considered so that those Councillors who have a real interest and the time to be involved are nominated to form it.

RESOLVED: PP16.01.01 that the information be received and noted

That the following Recommendations be made to the next meeting of the Town Council:

PP16.01.02 that based on the changes in the method that The Bridge is produced, the success of the last 2 editions and the improvements in use of social media and general advertising of events that the Committee feel that it is no longer relevant to have a separate P&P Committee and that Council agrees to disband it at the end of this civic year.

PP16.01.03 that a Bridge Working Party remains as a permanent Council working party to work with the Clerk on the content and proof reading elements of the production.

PP16.02 It was noted that the October 2018 edition would be delivered week commencing 20 October.

PP16.03 Members were in receipt of schedule for the January 2019 edition.

It was agreed that this should be circulated to the current working party for their input into articles by email.

RESOLVED: PP16.03.01 that the working party consider items for inclusion and send this to the Town Clerk as soon as possible

PP16.03.02 that the schedule of dates for the next edition are received and noted

Chairman:

Date: 23 January 2018

Chairman's
Initials

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Chairman's
Initials

Annual Budget - By Committee

		<u>Last Year</u>		<u>Current Year</u>				<u>Next Year</u>		
		Budget	Actual	Total	Actual YTD	Projected	Committed	Agreed	EMR	Carried Forward
<u>P&P</u>										
<u>140</u>	<u>Advertising & Publicity</u>									
5610	Website Hosting	2,000	360	500	168	168	0	285	0	0
5665	Advertising	100	40	0	0	0	0	0	0	0
5666	Promotion & Publicity	2,060	375	2,000	1,886	1,886	0	2,000	0	0
5668	The Bridge/Annual Report	8,400	10,455	10,000	14,768	14,768	0	18,500	0	0
	Overhead Expenditure	<u>12,560</u>	<u>11,230</u>	<u>12,500</u>	<u>16,822</u>	<u>16,822</u>	<u>0</u>	<u>20,785</u>	<u>0</u>	<u>0</u>
	Movement to/(from) Gen Reserve	<u>(12,560)</u>	<u>(11,230)</u>	<u>(12,500)</u>	<u>(16,822)</u>	<u>(16,822)</u>		<u>(20,785)</u>		
	P&P - Income	0	0	0	0	0	0	0	0	0
	Expenditure	12,560	11,230	12,500	16,822	16,822	0	20,785	0	0
	Movement to/(from) Gen Reserve	<u>(12,560)</u>	<u>(11,230)</u>	<u>(12,500)</u>	<u>(16,822)</u>	<u>(16,822)</u>		<u>(20,785)</u>		
	Total Budget Income	0	0	0	0	0	0	0	0	0
	Expenditure	12,560	11,230	12,500	16,822	16,822	0	20,785	0	0
	Movement to/(from) Gen Reserve	<u>(12,560)</u>	<u>(11,230)</u>	<u>(12,500)</u>	<u>(16,822)</u>	<u>(16,822)</u>		<u>(20,785)</u>		

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