



## BRIDLINGTON TOWN COUNCIL

Minutes of the Newsletter Committee  
held on 26<sup>th</sup> April 2006 in the  
Community Resource Centre  
4-6 Victoria Road, Bridlington

**Present:** Councillors Mrs C Allerston, M Charlesworth (Chairman), L Taylor and Mrs W Taylor.  
C Smith recorded the minutes.

**1. Apologies for absence:**

Councillor Marsburg

**2. Resolved:**

That the public and representatives of the media be excluded from the meeting under the powers of the Public Bodies (Admission to Meetings) Act 1960 due to matters of a confidential nature.

**3. Newsletter advertising:**

SEM Marketing has advised the Council that it could no longer continue to sell the advertising space in the Council's newsletter. The company has recently launched the Bridlington Community Times and there appears to be a potential conflict of interest. The Clerk presented a report including a financial update and a recommendation that the marketing of advertising is brought in-house. The Regeneration Partnership is interested in exploring a joint distribution with the Town Council of their respective newsletters. The cost per thousand distributed by a Doncaster-based company would be higher than that charged by Yorkshire Regional Newspapers. However, the coverage of the Council's administrative area would be more comprehensive.

**Recommendations:**

- 1. The Administrative Assistant's hours are increased by 15 hours per edition of the newsletter for the purpose of selling the advertising, collating copy, invoicing and credit control duties, and that this arrangement is kept under review.*
- 2. The Adwick Leaflet Company is retained to conduct a joint distribution of the Town Council and Regeneration Partnership's newsletters. Failing this joint arrangement transpiring distribution of the Town Council's newsletter will be contracted to Yorkshire Regional Newspapers.*

**Signed:**

**Date:**

**Mayor of Bridlington**