



BRIDLINGTON TOWN COUNCIL

Minutes of the Newsletter Committee held on 5th July 2007 in the Community Resource Centre 4-6 Victoria Road, Bridlington

Present: Councillors P Austin, M. Charlesworth, L Dealtry, C. Marsburg and R Owen.
Councillor L Chambers also attended and the Clerk recorded the minutes.

01/07 The election of a Chairman for the Council Year 2007 – 2008:

RESOLVED: *Councillor P Austin is elected as Chairman for the Council Year 2007-2008.*

02/07 The election of a Vice-Chairman for the Council Year 2007 – 2008:

RESOLVED: *Not to appoint a Vice-Chairman and in the Chairman's absence to elect a Chairman from those members in attendance at the relevant meeting.*

03/07 Apologies for absence:

There were no apologies for absence.

04/07 The review of the Summer 2007 edition:

Councillor M Charlesworth referred to design issues, some of which had not been resolved to his entire satisfaction. Councillor L Chambers was permitted to pose the question as to why the Council bothered to spend vast sums of revenue producing a 17,000 print run of four editions per annum. It was explained that the production of a newsletter was a test of Quality Status. The previous Council had adopted the view that it would strive to deliver a newsletter to the majority of households in Bridlington, Bessingby and Sewerby. A reduction in the size of the print run would have a negative effect upon the advertising revenue, which the newsletter currently attracts. The Committee will discuss the budget for 2008-2009 at its meeting in October 2007 and any changes to the format, content and print run should be decided at that juncture.

05/07 Alternative forms of distribution::

The Committee considered a quotation from the Royal Mail's 'Door to Door' service, which was several times the cost of Yorkshire Regional Newspaper's distribution charge. It was pointed out that members of the public could register, and many have already, to opt out of receiving junk mail via this service. The Committee also rejected an additional quote of £800 per edition received from Mailbox Nationwide.

06/07 Advertising sales:

Advertising sales were buoyant with many advertisers opting to purchase a regular slot in a series of editions. There are currently two spaces available for new advertisers and revenue is on target to exceed the budget.

07/07 Deadline dates for the Autumn 2007 edition:

RESOLVED: i) *Editorial and advertising copy by Friday, 31st August 2007;*
ii) *Distribution by the Gazette & Herald team on Tuesday/Wednesday 25th/26th September 2007.*

08/07 Newsworthy items for inclusion within the Autumn 2007 edition:

The following articles have been promised:-

Skatepark Update – Nick Johnson
CPZ/Parking – Cllr M Charlesworth
Council Resolutions/Annual Report Précis – The Clerk
Control of Birds (Gulls and Pigeons) – Cllr C Marsburg

Signed:

Date:

Mayor of Bridlington