



BRIDLINGTON TOWN COUNCIL

Minutes of the Newsletter Committee held on 30th July 2009 in the Councils Offices, 62 Quay Road, Bridlington

Present: Councillors P Austin, M Charlesworth and C Marsburg.

27/09 Apologies were received and accepted from Councillor R Owen.

28/09 Review of the Summer 2009 edition:

The Committee agreed that the summer edition was acceptable but that there was not a sufficient amount of information available regarding hire of the MUGA facility. Advertising issues require being addressed for the autumn edition. Councillor M Charlesworth suggested the front page be seasonalised.

RESOLVED:

- a) *To contact the Gasworx Manager regarding up to date hiring details for the autumn edition.*
- b) *To investigate potential areas of advertising, for the autumn edition.*
- c) *To seasonalise the front pages of each edition appropriately i.e. Poppies in the Autumn edition for Remembrance.*

29/09 Distribution issues:

Insufficient copies delivered to Bridlington Town Council's contractor. To investigate whether the Gazette distribution is holding more copies than they are distributing.

RESOLVED:

- a) *Review of printing run required.*
- b) *Also awaiting response from residents regarding the issue of doorstep deliveries or location drops. The members considered that doorstep distribution was essential to attain Charter Mark Status. This matter is to be referred to Council due to the cost implications.*

30/09 Update of 2008-2009 advertising sales:

Advertising Sales are poor and with the economic down turn will remain so. Thus the next issue to be placed nearer the half term holidays to perhaps catch more Christmas advertising. Otherwise the Council needs to make a decision on the amount of subsidy to produce the Newsletter. Particularly the size of the printing run.

31/09 Deadline dates for the Autumn 2009 edition:

Advertising and editorial copy by 1st October 2009. To distribute week commencing 12th October.

RESOLVED: *To book publication & distribution for week commencing 12th October 2009.*

32/09 Newsworthy items for inclusion within the autumn 2009 edition:

The Chair/Editor fronted a discussion on topical issues to be included within the next edition, which included:

- Christmas Event
- Mayors Christmas card competition for the Children of Bridlington – with appropriate prize from the Mayors fund
- Bridlington in Bloom Results
- Young Persons Transport - Mayoral TV Event
- Issues - Buses and Bus Routes
- Results from Responses
- Biodegradable Dog Bags - Distribution & Costs
- MUGA rates and details

33/09 Report on Your Responses so far:

Responses so far are limited as the issue is only out in the last 2 days, however all correspondence and phone calls received with regard to receiving the Newsletter at home - in favour.

Signed:**Date:****Mayor of Bridlington**