

# BRIDLINGTON TOWN COUNCIL

## Minutes of the Newsletter Committee held on 21<sup>st</sup> November 2005 in the Community Resource Centre 4-6 Victoria Road, Bridlington

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

### 1. Apologies for absence:

No apologies for absence were received.

### 2. Review of the Autumn 2005 edition and its distribution:

The committee considered that the presentation of the newsletter was first class and had improved immeasurably since the first edition was published in Spring 2004.

#### **Recommendation:**

*A distribution rota is produced for those areas not covered by Yorkshire Regional Newspapers' distributor.*

### 3. The deadline dates for the Christmas 2005 edition:

Advertising and Editorial Copy	25th Nov
Draft to Council	28th Nov
Final to Printer	1st Dec
Newsletter to Distributor	7th Dec
Distribution	13th Dec

#### **Recommendation:**

*The dates are noted.*

### 4. The future development of the newsletter:

The committee considered the Clerk's report, which included the views of SEM Marketing.

#### **Recommendation:**

*The newsletter is retained as a four-page publication for the Council year 2006 – 2007.*

### 5. Advertising rates and the budget for 2006-2007:

The committee considered the Clerk's report including his verbal report on the issue of registering for value added tax.

#### **Recommendations:**

- i) *SEM Marketing is retained to market the newsletter for the Council Year 2006 – 2007 at the existing fee;*
- ii) *The advertising rates are increased by 3% rounded up;*
- iii) *A standstill budget of £4,000 is recommended;*

iv) *The Clerk is requested to write to the local VAT office to establish whether the Council is required to be registered for VAT.*

**6. Brainstorming newsworthy items for inclusion in the Winter 2005 edition**

The committee reviewed a list of topical issues for inclusion within the next edition.

The meeting closed at 10.55 a.m.

**Signed:**

**Date:**

**Mayor of Bridlington**