



**BRIDLINGTON TOWN COUNCIL**  
**Minutes of the Newsletter Committee**  
**held on 27<sup>th</sup> January 2011 in the**  
**Councils Offices, 62 Quay Road, Bridlington**

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

**1/11 Apologies for absence:**

**RESOLVED:** *Apologies from Councillor S Marsburg were received and accepted.*

**2/11 Code of Conduct declarations of Personal and/or Prejudicial interest in items on the agenda the Nature of the Interest and Registration of Gifts:**

**RESOLVED:** *There were no declarations of interest in items on the agenda or registration of gifts.*

**3/11 Public Participation session to include items on the agenda (two minutes per person - maximum of fifteen minutes) (to include members of the Public and Councillors with prejudicial interests):**

**RESOLVED:** *There was no public participation.*

**4/11 Review of the Winter 2010 Edition:**

The Committee agreed that the December edition was interesting in that there were more individual articles from Councillors. These enlivened the issue as did the change in Christmas decorations on the front page.

**5/11 Distribution issues:**

The distribution was discussed.

**RESOLVED:** *There were still issues raised with patchy distribution of the Gazette and Herald but those areas covered by our distributor were covered and hence most responses from the public were from those areas.*

**6/11 Advertising Sales:**

Advertising Sales are very poor. One large and one small space is booked for the Spring edition.

**RESOLVED:** *More selling of advertising space is to be deferred until the new distribution was completely resolved.*

**7/11 Deadline dates for the Spring 2011 Edition:**

**RESOLVED:** *To arrange for advertising and editorial copy by 18<sup>th</sup> March 2011. To arrange for with selected distribution for week commencing 29<sup>th</sup> March 2011.*

**8/11 Newsworthy items for inclusion within the Spring 2011 edition:**

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

- Election – Information for deadlines for applications.
- Election – Information on polling stations, relevant areas and the non-requirement of polling cards
- Increase of Councillors Number update
- Sponsored Charity Walk Editorial with pictures
- Grant for pavement snow clearing – Centre of Town
- Information on “how to apply for a grit bin” and details of bins in Bridlington

**9/11 Report on Your Responses so far:**

Responses were mainly regarding potholes and snow clearance. However there were some responses that addressed the problems with council services in areas of new housing (under six years old) where the residents have roads and lighting but for some services cannot use the East Riding Services and have to apply to the building contractor for park servicing, grit bins, some drainage issues, road signage and road calming measures. This is due to the fact that their roads remain unadopted by the East Riding of Yorkshire Council many years after their roads have been completed and in the meantime they still pay full council tax and have done for at least four years.

**RESOLVED:** *The public will be asked to comment on the unadopted roads in Bridlington in the next issue.*

**10/11 The “New Look” Format :**

**RESOLVED:** *The new format was considered an improvement in that it appeared less fussy/plainer and therefore easier to read.*

**11/11 The Costs of Printing in Bridlington:**

Quotations were considered from two printers.

**RESOLVED:** *The most competitive quote was selected.*

**12/11 Recent Withdrawal of the Gazette and Herald:**

The Gazette and Herald “free” newspaper is being withdrawn which will cease the distribution of the BTC newsletter. A new distribution of the BTC newsletter is to be found. There are several options that could be considered:

- i. Investigate the Royal Mail service.
- ii. Investigate the citing of newsletter stands in supermarket community information areas.
- iii. Investigate the feasibility of community drops for waiting areas e.g. doctors, dentists, hospital clinic waiting areas, community centres, hairdressers, post offices, libraries, Town Hall, college receptions, take away outlets.

**RESOLVED:** *To investigate options of delivery of newsletter and report back to Council for a final decision.*

**Signed:**

**Date:**

**Mayor of Bridlington**