



# STANLEY TOWN COUNCIL

## NOTICE OF MEETING

I hereby give notice that a meeting of the Communications and Events Committee of Stanley Town Council will be held on Tuesday, the 10<sup>th</sup> November at 6.30pm at Stanley Civic Hall, Front Street, Stanley, Co. Durham, DH9 0NA.

### TO ALL MEMBERS of STANLEY TOWN COUNCIL COMMUNICATIONS AND EVENTS COMMITTEE

D. Mills (Chair)	M. Wilkinson	L. Marshall	C. Bell	D. Tully
R. Harrison	D. McMahon	J. Nicholson*	W. Nixon*	

\*ex-officio

You are hereby summoned to attend a meeting of the **Communications and Events Committee** of **Stanley Town Council** to be held in **Stanley Civic Hall, Front Street, Stanley**, on **Tuesday the 10<sup>th</sup> November 2015 at 18.30** in order to transact the following business:

Yours sincerely,

**Alan Shaw**  
**Town Clerk**  
**3<sup>rd</sup> November 2015**

Please turn off all mobile phones or set to silent mode  
Please refer to the Policy for recording proceedings

## A G E N D A

### 1 APOLOGIES FOR ABSENCE

To **RECEIVE** any apologies and reasons for absence.

### 2 DECLARATIONS OF INTEREST

Members are invited to **DECLARE** disclosable pecuniary interests and other interests, along with the nature of those interests, in relation to any item on this agenda.

### 3 PROCEDURAL AND APPROPRIATE ANNOUNCEMENTS FROM THE CHAIR

To **RECEIVE** announcements from the Chair or Town Clerk.

#### 4 PUBLIC PARTICIPATION

An adjournment will be allowed at the direction of the Chairman to allow for public comment and response in relation to items on this agenda or to consider written questions from the public submitted in advance of the meeting (*Individuals will be permitted a maximum of three minutes each. Total time for this session is limited to fifteen minutes*).

#### 5 CONFIRMATION OF MINUTES (ATTACHMENT A)

To **APPROVE** as a correct record and sign the minutes of the Communications and Events Committee meeting held on 29<sup>th</sup> September 2015.

#### 6 THE FORGE - NORTHERN WRITES

Committee will receive a short presentation from Beverley from the Forge about the project.

Members are requested to **CONSIDER** this matter and **DECIDE** what to do.

#### 7 BUDGET SETTING 2016/17

Committee made the following **RECOMMENDATIONS** which were agreed by Council at the October meeting. The Town Clerk has approximated the level of budget that would be required to deliver these projects, as follows:

Event	Cost Estimate
Tea in the Park	£2500
Stanley Fringe	£2000
Old People's homes	£500
Community Fun Days	£15,000
Outdoor Cinema event	£3000*
Moria-Con 2	£10,000
Christmas Events	£15,000
Armed Forces Day (June)	£500
Community Newsletter	£15,080§
Brass Festival	£4000
'Play in the Park' days	£4000
Community Consultation	£30,000
	<b>£83,500.00</b>

\*May not be delivered

§ More detail below.

Committee is requested to **CONSIDER** these costings and make **RECOMMENDATIONS** to Council in relation to the level of budget that should be allocated to the Committee in 2016/17 for delivery of the above events/ initiatives.

### Deferred Items

Two proposals were deferred from the last meeting of Committee for consideration at this meeting:

- Community Radio
- Business Links

Committee is requested to **CONSIDER** these items and make **RECOMMENDATIONS** to Council about whether to proceed with them in 2016/17 and consider what level of funding should be set aside for their delivery. Members are also asked to put forward any initiatives that have not been considered for discussion at this point.

## 7 COMMUNITY MAGAZINE (ATTACHMENT B)

The Town Clerk has obtained estimates for printing and distribution of a Community Magazine. The quotes are based on the following:

12 page A4 colour magazine (115g gloss paper) print run 18,000	£2200
Distribution to all addresses in DH9 postcode by Royal Mail	£1570
Total price per issue	£3770
4 issues per year	<b>£15,080</b>

I have provided a mock up of a magazine layout as a discussion aid for members.

### Background

The Town Council previously published a magazine called 'Town Council News'. This project was a failure. Having looked at copies of the publication held in the office, I have identified the following issues with it:

- (i) It was too overtly Town Council branded. Council magazines that only contain Council messages are perceived negatively by residents.
- (ii) The content of the previous magazine was produced exclusively by Council staff and lacked variety. A 3 page spread of tractors used for gritting footways is not engaging for residents.
- (iii) There was too much emphasis on personal messages from members of Council and not enough local interest stories.

### Title

The former magazine was called 'Town Council News'. In the opinion of the Clerk, this was a weak title. It should be clear within the magazine that it is produced by the Town Council, however if we are to get buy-in from residents it is the view of the Clerk that the magazine should be a community magazine first and a Town Council publication second. Some

suggested titles are produced below for discussion by Members, however Members may have better suggestions. The names should be considered with or without the word 'Stanley'.

Stanley Banner	Stanley Focus
Stanley Star	Talk About Stanley
Stanley Connection	The Stony Field
Stanley Register	Stanley Review
Stanley Life	Stanley Citizen
Stanley Bulletin	Stanley Press

Committee is requested to **CONSIDER** this matter and **DECIDE**:

- (i) If the proposed format of the magazine is acceptable;
- (ii) What the Magazine should be called.
- (iii) What the Editorial guidelines should be

### RECOMMENDATIONS

- (i) The initial format should be 12 pages A4. This could be expanded to accommodate additional advertising and content at a later date.
- (ii) The magazine should be distributed to all addresses in DH9 by Royal Mail. This will mean that addresses in Dipton, Beamish and part of West Pelton would receive the publication, however it is still cheaper and more reliable than using third parties.
- (iii) The magazine should seek articles from all non-political local organisations, contributions from residents, publicise local events being put on by the Town Council and others and provide local interest and local history pieces. It should also provide contact information for local services and elected representatives for the whole of the Parish.
- (iv) The Comms & Events Committee should have the authority to recommend and review editorial guidelines but editorial control should remain impartial; i.e. be delegated to the Town Clerk to ensure the magazine remains strictly apolitical.
- (iv) Advertising should be sought to offset the costs of production. Suggested price would be £1000 per full page with no more than a quarter of the whole magazine dedicated to advertising. Therefore the maximum income from a 12 page publication would be £4000

## 7 COMMUNITY CONSULTATION QUESTIONNAIRE (ATTACHMENT C)

Detailed proposals about the consultation process itself will be brought forward either to Council on November 24th or the next meeting of this Committee.

Committee is asked to **CONSIDER** and **RECOMMEND** to Council:

- (i) What the exercise should be called - A placeholder of 'Ask 2016' has been put on the website. It should have a snappier title than 'Strategic Consultation' even if that is what it is.
- (ii) Timescales - When we will roll out the consultation exercise and what the timelines will be. A proposal for discussion is produced below

<b>December</b>	Publicise forthcoming Consultation exercise in Community Magazine, through web channels and AAP
<b>January</b>	Official Launch. Mailshot of hard copy questionnaires, press, Launch event at Civic Hall, Market Stalls, Schools
<b>February</b>	Focus groups at Community Venues, door knocking
<b>March</b>	Analysis
<b>April</b>	Analysis and identification of Issues & Options
<b>May</b>	Second Stage questionnaire developed, Publicise forthcoming 2nd stage Consultation exercise in Community Magazine, through web channels and AAP
<b>June</b>	Official Launch. Mailshot of hard copy questionnaires, press, Launch event at Civic Hall, Market Stalls, Schools
<b>July</b>	Door knocking
<b>August</b>	Analysis
<b>September</b>	Publication of Results and production of draft plan
<b>October</b>	Adoption of 5 year Plan
<b>November</b>	Dissemination of Plan to residents, Partners and media

## 8 DATE, TIME AND VENUE OF NEXT MEETING

Tuesday, 8th December 2015, 18.30 at the Civic Hall

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*In accordance with the Public Bodies (Admission to Meetings) Act 1960, members of the public and press are welcome to attend the meeting. Members of the public will only be permitted to speak at the beginning of the meeting during Public Question Time.*