

PUBLICATIONS ADVISORY PANEL

24 MAY 2004

Chair: * Councillor Marie-Louise Nolan

Councillors: * Branch * Osborn (1)
 * Harrison * Stephenson
 * Jean Lammiman

* Denotes Member present
 (1) Denotes category of Reserve Member

PART I - RECOMMENDATIONS**RECOMMENDATION 1 - Development of Website**

The Panel received a verbal report from the Communications and Publications Manager which updated the Panel on the development of the Council website.

An Officer informed the meeting that APLAWs had now been installed, although there were still some bugs to work through the system. The Communications Unit was responsible for managing corporate information on the website, with each department responsible for its own content. 150 staff had been trained to use the website and phase 2 of the training programme would be starting shortly.

A Member commented that he had experienced some difficulties finding committee information and downloading the Council constitution.

The Chair informed the meeting that several of the links and information relating to Health and Social Care were out of date and requested that these be brought up to date. She also requested that there be more graphics and pictures on the site. Members suggested that the site required increased user testing to ensure that all information was as accessible as possible.

In response to questions from Members, officers informed the meeting that the IT department only provided very limited statistics on the use of the website. Members noted that comprehensive statistics were essential for the future development of the website. Members proposed that the budget for the website should be controlled by the Communications Unit to produce a business orientated website, as opposed to a technology orientated website.

Resolved to RECOMMEND: (To Cabinet)

That Cabinet look at the resourcing of the website, with a view to giving the Communications Unit control of the website budget.

PART II - MINUTES129. **Appointment of Chair:**

RESOLVED: To note the appointment at the meeting of the Cabinet held on 20 May 2004 of Councillor Marie-Louise Nolan as Chair of the Panel for the Municipal Year 2004/2005.

130. **Attendance by Reserve Members:**

RESOLVED: To note the attendance at this meeting of the following duly appointed Reserve Member:-

Ordinary Member

Reserve Member

Councillor Knowles

Councillor Osborn

131. **Appointment of a Vice Chair:**

RESOLVED: To appoint Councillor Jean Lammiman as Vice-Chair of the Panel for the Municipal Year 2004/2005.

132. **Declarations of Interest:**

RESOLVED: To note that there were no declarations of interests made by Members in relation to the business transacted at this meeting.

133. **Arrangement of Agenda:**

RESOLVED: That (1) all items be considered with the press and public present;

(2) the contents of the Spring edition of the Harrow People and Central Harrow and Wealdstone News be additionally reviewed by the Panel.

134. **Minutes:**

RESOLVED: That the minutes of the Special meeting held on 16 March 2004, having been circulated, be taken as read and signed as a correct record.

135. **Public Questions:**

RESOLVED: To note that no public questions were received at this meeting under the provisions of Advisory Panel and Consultative Forum Procedure Rule 15 (Part 4E of the Constitution).

136. **Petitions:**

RESOLVED: To note that no petitions were received at this meeting under the provisions of the Advisory Panel and Consultative Forum Procedure Rule 13 (Part 4E of the Constitution).

137. **Deputations:**

RESOLVED: To note that no deputations were received at this meeting under the provisions of Advisory Panel and Consultative Forum Procedure Rule 14 (Part 4E of the Constitution).

138. **Spring Edition of the Harrow People and the Central Harrow and Wealdstone Newsletter:**

The Panel considered the Spring edition of the Harrow People, which contained information on the recent Royal Visit.

Members commented that it was good to provide residents with a souvenir of the Royal Visit, especially as it was distributed quickly after the event and had a wide circulation.

A Member commented that the advertisement on the back cover could lead to the magazine being thrown out by residents who thought it was junk mail. Members agreed that, if possible, the back cover should carry a Harrow Council advertisement.

Members commented that the 50th Anniversary logo had appeared on the front cover, but the Harrow in Europe anniversary logo had not appeared as requested.

During discussion of the Central Harrow and Wealdstone Newsletter, the Chair commended the information included on the 'Safer Neighbourhoods' scheme. However, the article listed the recruitment number for Police and Community Support Officers (PCSOs) but had not included the hotline number for residents, as had been requested.

RESOLVED: That the above be noted.

139. **References from Council and Other Committees/Panels:**

The Panel received a reference from the Overview and Scrutiny Committee held on 2 March 2004, asking the Panel to consider publicising the steps being taken by the Council to encourage job applications from disabled people.

Officers informed the meeting that the Council publicised its policy on disabled applicants on both the website and the vacancy bulletin. The Council also displayed the 'Positive About Disabled People' double tick symbol on job adverts and the vacancy bulletin.

In response to a comment from a Member, Officers explained that information on the Council's policy on disabled applicants was included in all application packs sent out. Members suggested that more use could be made of the website in attracting disabled applicants.

RESOLVED: That information pertaining to the recruitment of disabled applicants be made available on the Council's website.

140. **The Use of the Harrow Crest:**
The Panel received a verbal report from the Communications and Publications Manager which updated the meeting on the use of the Harrow Crest.
- Officers explained that the Crest was still used for civic occasions, and tabled the guidelines for the use of the Crest. In response to comments from Members, Officers confirmed that that the Crest would be used on the invitations to the 50th Anniversary Garden Party.
- They commented that a number of people were still confused over the use of the Crest and suggested that the Harrow People be used to clarify the position for the public. Following discussion, Members stated that they felt that the Council Summons should have the Council Crest rather than the Council logo on it.
- The Panel requested that the new logo should be placed prominently on all Council publications.
- RESOLVED:** That a small feature be published in the Harrow People clarifying the position for the public.
141. **Council Noticeboards:**
The Panel received a verbal report from the Communications and Publications Manager which updated Members on the Council notice boards.
- Members noted their disappointment that they had not received a written report on this item. The contract with Adshel was due for renegotiation during the following year and Members noted that they had several issues with it. Members stated that the notice boards would play an important roll in the roll out of area working and they wanted to see some alternatives to the current contract.
- The Chair commented that the leaflet providing information on the advertising boards was out of date. It was not clear who was responsible for the boards and a consistent charging policy tailored for community use was required.
- A Member commented that the location of the boards needed to be reviewed as their locations were inconsistent and unevenly spread.
- RESOLVED:** That a full report on the Council noticeboards be made to the next ordinary meeting.
142. **Development of Web Site:**
(See Recommendation 1).
143. **Printing Schedules for Harrow People, Newsletters and Homing In:**
An Officer tabled the printing schedule for future editions of the Harrow People. Members suggested that they look at the scheduling of Publications Advisory Panel meetings at the next meeting.
- RESOLVED:** That a Special meeting of the Publications Advisory Panel be held on 17 June 2004 to discuss the next edition of the Harrow People.
144. **Any Other Business - News and Features for the Next Edition of Harrow People:**
An Officer tabled a document outlining the planned news and features for the next edition of the Harrow People.
- A Member suggested there could be some mention of the departure of the Borough Commander, Chief Inspector Alex Fish, in the next issue of the magazine. The Chair also requested there should be some coverage of the Healthy Hearts for Harrow campaign, which fitted in well with information relating to the vitality profile.
- RESOLVED:** That the above be noted.
- (Note: The meeting having commenced at 7.30 pm, closed at 8.51 pm)
- (Signed) COUNCILLOR MARIE-LOUISE NOLAN
Chair