

PUBLICATIONS ADVISORY PANEL

8 NOVEMBER 2005

Chair: * Councillor Marie-Louise Nolan

Councillors: * Branch * Jean Lammiman
* Harrison * Lent (1)
* Knowles

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

PART I - RECOMMENDATIONS - NIL**PART II - MINUTES**224. **Attendance by Reserve Members:**

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

<u>Ordinary Member</u>	<u>Reserve Member</u>
Councillor Bill Stephenson	Councillor Lent

225. **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.

226. **Arrangement of Agenda:**

RESOLVED: That all items be considered with the press and public present.

227. **Minutes:**

RESOLVED: That the minutes of the meeting held on 27 September 2005, be deferred until printed in the next Council Bound Minute Volume.

228. **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).

229. **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).

230. **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).

231. **Harrow People - Update:**

The Panel received a verbal report from the Group Manager, Communications, outlining the financial position of the Harrow People magazine. A financial statement was tabled, which detailed income and expenditure from September 2005. The Group Manager, Communications advised that income was gained through advertisements and from distribution of supplements within the magazine. Printing, distribution and staff costs accounted for the expenditure. Whilst expenditure remained relatively constant, income was heavily dependent on funding from advertisers and supplements, and had fluctuated between September and November 2005. The Panel was informed that there had been interest from several companies wishing to use Harrow People to distribute supplements, and it was noted that a job supplement would be circulated from January 2006, which was expected to generate £3-5,000 additional income per issue. It was emphasised that the financial statement did not show savings from other departments within the Council that no longer had to pay for external advertising.

In the discussion that followed, Members were informed that it was difficult to quantify savings in other departments, as there was no culture of accounting for marketing and communications across the Council. Although expenditure had exceeded income over the period September to November 2005, it was expected that increased circulation of supplements would raise income in 2006. An annual budget was available to supplement production costs. Members requested regular updates on the financial position of the Harrow People magazine.

RESOLVED: That the Panel receive regular updates on the financial position of the Harrow People magazine.

232. **Website Update:**

Members received a verbal report and presentation on the redevelopment of the Council's website. Following consultation with Members and Council staff, three priorities had been identified for the website redevelopment:

- Increased accessibility, particularly for people with disabilities and whose first language was not English;
- Improved links to Council services; and
- Increased internet activity.

The Panel viewed a draft version of the updated website. Members made comments and suggestions about potential improvements, which were noted by officers for consideration when developing the website. In particular, Members discussed provision of a search function that would allow residents to identify their ward and ward councillors, and improvements that could be made to access points for people with disabilities and people whose first language was not English.

Officers suggested that the redesigned website could include links to web pages for individual Councillors. The Chair advised that this issue had been raised before, and that Members of Council had differing opinions on the use of web pages, particularly with regard to release of personal information. It was suggested that a proforma be circulated to Members, requesting basic information for the web pages and allowing Members to select which personal information was made publicly available.

A representative from CAPITA was present to discuss their involvement in the redevelopment of the website. It was reported that a draft proposal for the website would be ready within two to three weeks. Accordingly, the Panel agreed that a Special Meeting be held in December 2005, to enable Members to approve the proposal. A Member of the Panel requested that the consultation on the website be extended to include external agencies within Harrow who may wish to engage with the Council via the website.

RESOLVED: That (1) officers consider the comments of Members when redeveloping the Council's website;

(2) a Special Meeting of the Panel be held on Tuesday 20 December 2005 at 8.00pm to enable the Members to approve the final draft of the Council's website.

233. **Any Other Business:**

Council publications released without the approval of the Communications Unit

Members emphasised that all Council publications should be checked by the Communications Unit before they were released and that a reminder should be circulated to all staff.

Organisational chart

Members received an organisational chart showing the management structure within the Council's directorates, which was to be circulated to all Members of Council. It was suggested that Members should be asked how regularly and in what format they wished to receive updated information.

Communications unit promotional document

Members received a promotional leaflet that would be circulated within the Council to impress upon staff what work the communications unit undertook.

Items for future editions of the Harrow People magazine

A Member of the Panel suggested an item for a future edition of the Harrow People magazine, concerning work conducted by Young People's Services. She provided the Group Manager, Communications, with information for that article.

RESOLVED: That the above be noted.

(Note: The meeting having commenced at 8.00 pm, closed at 9.20 pm)

(Signed) COUNCILLOR MARIE-LOUISE NOLAN
Chair