

## PUBLICATIONS ADVISORY PANEL

2 SEPTEMBER 2004

Chair: \* Councillor Marie-Louise Nolan

Councillors: \* Branch \* Osborn (1)  
 \* Foulds (1) \* Stephenson  
 \* Jean Lammiman

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

**PART I - RECOMMENDATIONS****RECOMMENDATION 1 - Council Notice Boards**

The Panel received a joint report of the Executive Director (Urban Living) and the Head of Communications outlining the current arrangements involving the community notice boards.

Officers explained that the Council had a contract with the advertising company Adshel, which included the supply and maintenance of notice boards. The contract was due to be re-negotiated and a review would start in November this year. The Panel was asked to comment on the current arrangements and the siting of the notice boards.

A Member commented that the community notice boards could be included in a general review of the communications strategy. It was noted that the current fee might prevent local groups from advertising. It was suggested that a review of the sitings be made and that the possibility of mobile posting be explored.

**Resolved to RECOMMEND: (To Cabinet)**

That a thorough review of the Council's policy on community notice boards be made including the siting, cost and the form of advertising with a focus on IT solutions for notice boards.

**REASON:** To revise the Council's policy on community notice boards.

**PART II - MINUTES**154. **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 Knowles	Councillor Osborn
Councillor Harrison	Councillor Foulds

155. **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.

156. **Arrangement of Agenda:**

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

157. **Minutes:**

**RESOLVED:** That, having been circulated, (1) the minutes of the meeting held on 24 May 2004 be taken as read and signed as a correct record; and

(2) the minutes of the Special meeting held on 17 June 2004 be taken as read and signed as a correct record, subject to the following amendment:

Minute 152, 23<sup>rd</sup> Paragraph, add the following suggestion to 'News to Come': "Policy on keeping animals in Council flats".

158. **Public Questions:**

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

159. **Petitions:**

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

160. **Deputations:**

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

161. **Summer Edition of Harrow People:**

A Member expressed satisfaction that the Panel's suggestions had been included in the final version of the summer edition of Harrow People.

The Chair commended the magazine's continuous improvements and suggested that Harrow People participate in a competition to win an award.

**RESOLVED:** That the comments be noted.

162. **Autumn Edition of Harrow People:**

The Panel had received a draft copy of the Autumn Edition of Harrow People by post prior to the meeting. Officers explained that Members would receive the pages that had not yet been designed at a later stage.

The Panel gave consideration to each page of the magazine. A number of drafting proposals and issues of clarification were discussed, as follows:

Front Cover: It was suggested that the picture on the cover be replaced with a photo showing young people taking part in the consultation on Harrow Town Centre.

**Page 6**

Harrow Town Centre consultation: It was requested that reference be made to the fact that the document was available in other languages.

**Page 12**

Harrow's libraries are the best says independent survey: It was requested that contact details for library services be included in the text.

**Page 14**

Terrific childminders: Officers reported that parents' permission was sought prior to the publication of photos of children in the magazine.

**Page 16**

Harrow Arts Festival 2004: The Panel asked for more pictures from the Harrow Arts Festival.

**Page 18**

Multi-Cultural Harrow: It was suggested that reference be made to religious communities as well as ethnic groups.

**Page 34**

"We're the safest place in London, but we are not complacent": It was suggested that the public be asked to submit their questions to the Borough Commander and that his answers feature in the next edition of the magazine.

**News to come**

It was noted that a Councillor profile was not included in this copy of the magazine but would feature in the next issue.

**RESOLVED:** That the draft copy of the magazine, as amended, be noted.

163. **Area Newsletters:**

The Panel commented on the most recent Area Newsletters, which had been distributed throughout the Borough.

It was suggested that the Leisure Card scheme be promoted through the Area Newsletters.

It was noted that the Communications Unit was considering future strategies for Harrow People and the Area Newsletters. A report in this regard would be submitted to the Cabinet and the Panel shortly.

**RESOLVED:** That the comments be noted.

164. **Council Notice Boards:**  
(See Recommendation 1).165. **Web Site Development:**

The Panel received a report of the Executive Director (Business Connections), which outlined the development of the Council's web site following the Panel's recommendation to the Cabinet at the meeting on 24 May 2004.

Officers explained that although the Communications Unit managed the editorial development of the web site, this was part of a wider programme to meet e-Government strategies. There were several e-targets that the Council would shortly have to meet because as many services as possible were to be provided electronically by next year. A separate budget for the Communications Unit to develop the web site would therefore not be appropriate.

It was explained that the Communications Unit was responsible for the content and design of the web site. A Web Steering Group had been formed to set the priorities for the development of the web site and the Communications Unit would have representatives on the Group so that they would be able to influence the Council's IT strategy directly.

Members felt that the Communications Unit should control the web site budget as the development of the web site should be more focused on editorial competence than on technological aspects. It was suggested that the Web Steering Group report to the Publications Advisory Panel.

Members agreed that the Panel should dedicate more time to the web site as Internet use increased.

**RESOLVED:** That (1) a web site update be a regular item on the agenda;

(2) a report be made to every third meeting of the Panel from the Web Steering Group and;

(3) the report be noted.

166. **The Use of the Council Logo:**

The Panel received a verbal report which updated the Panel on the use of the Council logo and the crest.

Officers explained that the introduction of the Council logo was a gradual process and that the logo was in place on vehicles and signs. It was reported that the crest was used by the Mayor, on civic invitations and on souvenir items. Officers explained that there was no policy for individual Councillors on how to use the logo and the crest on their business cards or letterheads.

The Panel was reminded that it had already asked that the use of the crest on the Council Summons be retained and that the policy on the use of the Council logo be implemented by all departments.

**RESOLVED:** That the verbal report be noted.

167. **Date of the Next Meeting:**

It was noted that the next meeting of the Panel was due to be held on Wednesday 10 November 2004.

The Chair advised that a Special meeting could be held prior to this meeting pending the report on the strategies for Harrow People and the Area Newsletters.

**RESOLVED:** That the above be noted.

(Note: The meeting having commenced at 7.35 pm, closed at 9.35 pm)

(Signed) COUNCILLOR MARIE-LOUISE NOLAN  
Chair