

MINUTES OF THE MARKETING & COMMUNICATIONS COMMITTEE  
HELD IN THE COUNCIL CHAMBER, KINGS HOUSE, THETFORD,  
ON WEDNESDAY 8<sup>th</sup> JULY 2015 STARTING AT 4.00 P.M.

Present:

Councillors:

R F W Brame  
M Robinson

Mrs B J Canham  
S N H Wright (Chairman)

Officers in attendance:

Tina Cunnell                      PPP&C

Minutes

223/15                      DECLARATIONS OF ANY DISCLOSABLE PECUNIARY INTERESTS  
None.

224/15                      MINUTES  
Resolved the minutes of the committee's meeting held on the 10<sup>th</sup> June 2015, received by Council on the 30<sup>th</sup> June 2015, be confirmed as a true record and signed/initialled by the Chairman.

225/15                      APOLOGIES FOR ABSENCE  
Apologies were received from Councillor M Robinson.

226/15                      ACTION POINTS  
The Chairman reviewed the last meetings action points:

- Banners are being dealt with under agenda number 231/15
- Events Calendar had been updated for Councillors
- All Councillors have been informed of the change of time for Marketing and Communication meetings – all the meetings to start at 2.00 p.m.

227/15                      BUDGET REVIEW  
The PPP&C Officer produced a one page spread sheet showing income and expenditure. This will also allow the committee to see how much is left in the budget. The committee looked at the input in the "About Thetford" for the next month and the additional advertising for the festival and were content with the proposed cost.

228/15                      DEVELOPMENT OF A FOUR YEAR FINANCIAL STRATEGY  
The PPP&C Officer reported that all committees are tasked with developing a rolling four year strategy to take the Council through to the next term to be presented to Full Council on 29<sup>th</sup> September 2015. The M&C financial strategy will be produced based on spreadsheet, with the need to account for extra income from sponsorship and grants. The committee can put funds in reserves for national mourning /celebrations such as royal deaths and coronations, Somme anniversary and WW1 anniversary as well as any adhoc events such as this year's tour of Britain. The PPP&C Officer will produce a draft for next meeting.

229/15

### NEW TOWN COUNCIL WEBSITE

The PPP&C Officer reported that the new website was up and running and officers are working with the designers on:

- Redeveloping archiving as it was felt that the list format is not user friendly – there is a meeting next week to look at a new format.
- Developing a sponsorship page.
- Developing the Mayors fundraising page.

The PPP&C Officer reported there had been excellent feedback from users saying the new website is clear and easy to navigate.

230/15

### EVENTS AND EVENTS CALENDAR

- Thetford's Great Festival – The schedule of events are now finalised and the programme should be ready to be publicised. PPP&C Officer will produce list of guests to invite to preview evening.
- The Heritage Open Day programme ready and just needs proof reading.
- A discussion followed regarding M&C taking over events from the Amenities committee and it was decided that the chairs of the two committees would meet with the officer to decide how to delegate this task.
- PPP&C Officer briefed the new events of VJ day parade 15<sup>th</sup> August 2015 and Tour of Britain cycling 12<sup>th</sup> September 2015. A new list is being sent to all councillors.
- The information flyers are awaiting a quotation from "About Thetford" to put general information flyer in the October magazine as centre pages.
- There followed a discussion on how Thetford Town Council can assist regarding Tourism. The Chairman reported that he felt Thetford Tourist Heritage Partnership should be a working committee which had Town Council representation on it and that they should feed back into M&C. The PPP&C Officer was asked to invite all councillors to next TTHP meeting.

231/15

### TOUR OF BRITAIN

The PPP&C Officer had met with Stefan Clifford of Breckland Council to discuss this event. He confirmed that Thetford is to host a free event 13/14<sup>th</sup> August 2015 with a sculptor helping people to make art out of old bike parts. He is speaking to all businesses along the route and recommends that an event such as a BBQ and mini cycle tour/race around the tour circuit or Watt bikes be put at Nuns Bridges as this is a premium viewing spot. The PPP&C Officer is to contact various groups to see if they could run the events as there is no council staff available due to them working on the Heritage Open Day events. She will also establish what barriers works team have to use on this day.

232/15

### TOURISM

The Chairman opened the discussion on how Thetford Town Council can assist with promoting tourism in Thetford. He felt that Thetford Tourist Heritage Partnership should be a working committee which had Town Council representation on it and that this participation should be fed back into M&C committee. The PPP&C Officer was asked to invite all councillors to next TTHP meeting.

233/15

BUS INTERCHANGE

To PPP&C Officer reported on the management of advertising boards at the bus interchange. They currently show bus timetables but they will be available for advertising. The PPP&C Officer will find out more detail for the next meeting.

234/15

LITTLE OUSE PROJECT

The Chairman reported that he had hosted the inaugural meeting to reopen navigation of the Little Ouse. The meeting notes will be circulated to Councillors for information purposes. There will be another meeting on 2<sup>nd</sup> September 2015 after the Environment Agency have issued a report.

235/15

SOCIAL MEDIA/PRESS/PUBLICITY

The press release regarding the horses on Barnham Cross Common and the Market Place dispute that was sent to the media was not the press release that appeared in the newspaper. It was agreed that the full press release would be put on the website and on the social media.

236/15

ITEMS OF URGENT BUSINESS

None.

237/15

PRESS RELEASES

None.

Chairman.

<b>ACTION POINT</b>	<b>BY WHOM</b>	<b>BY WHEN</b>
To produce a draft of the Four year Strategy spreadsheet.	PPP&C Officer	August meeting.
To contact various groups in Thetford to see if they would run events for the Tour of Britain event.	PPP&C Officer	ASAP
To establish what barriers the work team have for events	PPP&C Officer	ASAP
To issue the full press release on the website and social media.	PPP&C Officer	ASAP
To invite Councillors to the next TTHP meeting.	PPP&C Officer	ASAP
To obtain detail on the advertising boards at the Bus Interchange.	PPP&C Officer	ASAP