

MINUTES OF THE MARKETING & COMMUNICATIONS COMMITTEE
HELD IN THE COUNCIL CHAMBER, KING'S HOUSE, KING STREET,
THETFORD ON THURSDAY 15th JANUARY 2015 STARTING AT 4.00 P.M.

Present:

Councillors:

Miss C A Fulford (Chairman)
D M Crawford

Mrs B J Canham

Officers in attendance:

Tina Cunnell PPP&C
Chris Crimmen Committee Secretary

Minutes

- 976/14 DECLARATIONS OF ANY DISCLOSABLE PECUNIARY INTERESTS
None.
- 977/14 MINUTES
Resolved the minutes of the committee's meeting held on the
10th December 2014, to be received by Council on the 27th January 2015, be
confirmed as a true record and signed/initialled by the Chairman.
- 978/14 APOLOGIES FOR ABSENCE
Apologies were received from Councillors Mrs S J Armes, T J Jermy and
B J Skull.
- 979/14 ACTION POINTS
The Chairman to review the last meetings action points:
- The PPP&C Officer to update the comparison table and to include
amendments and non-councillors on committees and compare NALC model
standing orders to our standing orders for the February meeting.
 - The Chairman had asked for Councillors to review existing website – no
replies were received.
 - PPP&C Officer was tasked with getting cost of flyer – see agenda item
981/14.
- 980/14 BUDGET
The Chairman reviewed the Budget which was currently £8,614 against a budget of
£7,125. She pointed out that the M&C Committees budget was cut last year by
£5,000 and that there will be some issues with items that had been charged to the
M&C Budget that should be charged elsewhere.
- The Chairman will investigate these items but it was clear that the Committee needs
to make saving for the remainder of the year. She will go back to Finance
Committee to report her findings.

- 981/14 FLYER FOR SIGNPOSTING
The PPP&C Officer reported she had received 3 quotations for the flyer with the best costing £169 for 12,000 flyers A5 size in colour. This would inform residents of phone contacts across Thetford Town Council/Breckland Council/NCC. This will reduce the amount of phone calls officers receive. There would be a cost for art work between £30 - £50. The Chairman and PPP&C Officer would work on the layout and content. Councillor D Crawford proposed and Councillor Mrs B Canham seconded that a flyer for signposting the services of Thetford Town Council/Breckland Council/NCC be printed at a cost of £169 plus £50 art work.
RECOMMENDATION: A flyer for signposting the services of Thetford Town Council/Breckland Council/NCC be printed at a cost of £169 plus £50 art work.
- 982/14 REQUEST FROM GUILDHALL & MARKETS COMMITTEE
The Chairman reported the Venues Manager had asked the committee to consider advertising options for exterior of the Carnegie. He had given some options for the exterior of the building. After a discussion it was agreed to have a complete review of this advertising and this will be discussed fully at the February meeting.
- 983/14 NEW TOWN COUNCIL WEBSITE
The Chairman reported that the new website was progressing and it was important for Councillors to review the proposed website. There is a drop box for all the information being collated. The content that is urgent and important is Newsletters, Annual report, Councillor biographies, the whole range of booking forms for Cemetery, Allotments, Guildhall, Carnegie, St Peter's and Charles Burrell Centre.
- 984/14 MINUTES/AGENDAS
The PPP&C Officer report she had at last received the up to date NALC guideline and had produced their Model Standing Orders which covered meetings. The Chairman pointed out that these guidelines were an excellent resource for all Councillors and Officers to follow. They form a guide for training new, and existing Councillors. It was agreed that the PPP&C Officer would upgrade her comparison guide and with these Model standing orders will form the basis of a discussion to complete the Committees recommendations at the February meeting.
- 985/14 NON-COUNCILLOR INVOLVEMENT IN MEETINGS
After a discussion on non-councillor involvement at Committee meetings it was agreed that the PPP&C Officer present the governance comparasons.so the Committee can check the structure of existing committees is correct. A working group should look at how this works with the Allotments and Health & Safety Committees.
- 986/14 ANNUAL REPORT
The Chairman reported she was very disappointed with the appearance of the Annual report. She stated that the main photo used was over 10 years old and there should be many more photographs used to shown all sorts of events in the Town. There was no mention of the Thetford Festival which is the major event hosted by the Council.

987/14

HGV LETTERS

The letters had all been delivered and the exercise was useful meeting the local businesses and listening to their views regarding the Town and the Council.

988/14

SOCIAL MEDIA/PRESS/PUBLICITY

The Chairman reported that the Committee should list all the major events on a month by month basis so they can be planned for in the correct order. This year of events in a flow chart would enable the Committee to budget better.

989/14

ITEMS OF URGENT BUSINESS

At the discretion of the Town Clerk to table urgent business for discussion or information only. Any item is to be on an urgent operational matter.

990/14

PRESS RELEASES

Send a message in "About Thetford" asking the public to look at our existing website so the Council can build our own focus group and an on-line forum.

Chairman

ACTION POINT	BY WHOM	BY WHEN
The PPP&C Officer should give the necessary information to Freeze who will work up a plan for a marketing brochure wrap, inserts and photographs for the committee to consider that will mirror the documents on the website.	All Councillors and Officers.	28/02/2015
PPP&C Officer would complete governance comparison table on the way forward for future meetings.	PPP&C Officer	Next meeting
The Chairman asked Councillors if they would look at the existing website and review all areas. Freeze would prepare areas and titles for review so Councillors	All Councillors,	A.S.A.P.
A notice should be put on social media asking for feedback on current website and volunteers for a focus group to look at new website.	PPP&C Officer	A.S.A.P
Produce a calendar of annual events to facilitate marketing and budgeting of these events.	PPP&C Office	Next meeting.