

MINUTES OF THE MARKETING & COMMUNICATIONS COMMITTEE  
HELD IN THE COUNCIL CHAMBER, KINGS HOUSE, THETFORD,  
ON WEDNESDAY 10<sup>th</sup> JUNE 2015 STARTING AT 4.00 P.M.

Present:

Councillors:

R F W Brame  
M Robinson

Mrs B J Canham  
S N H Wright

Officers in attendance:

Tina Cunnell            PPP&C  
Chris Crimmen        Committee Secretary

Minutes

100/15        ELECTION OF COMMITTEE CHAIRMAN AND VICE CHAIRMAN FOR THE  
MAYORAL YEAR 2015/16

Chair

RESOLVED that Councillor S N H Wright be elected Chairman of the Marketing & Communications Committee for the Mayoral year 2015/16.

Vice Chair

RESOLVED that Councillor R F W Brame be elected Vice Chair of the Marketing & Communications Committee for the Mayoral year 2015/16.

101/15        DECLARATIONS OF ANY DISCLOSABLE PECUNIARY INTERESTS

Councillor M Robinson declared an interest in agenda number 106/15. The website designer Freeze manages his website.

102/15        MINUTES

Resolved the minutes of the committee's meeting held on the 15<sup>th</sup> April 2015, received by Council on the 28<sup>th</sup> April 2015, be confirmed as a true record and signed/initialled by the Chairman.

103/15        APOLOGIES FOR ABSENCE

None

104/14        ACTION POINTS

The Chairman reviewed the last meetings action points:

- A letter had been sent to all Town Centre businesses regarding the bollards but as this matter is unresolved it was agreed to leave this on the action points.
- The advertising banners at the Carnegie is an ongoing project.
- An additional item for the Heritage Open Day is being discussed under item 107/15.
- The Council is issuing a weekly press release publicised on all Thetford Town Council media outlets.

105/15

### BUDGET REVIEW

For the benefit of new members of the Committee the PPP&C Officer explained the financial statement for the Budget and explained this will be monitored monthly. The Committee reviewed the monthly spend. There were no queries raised.

The PPP&C Officer reported that she had been asked to consider an advert to replace the one run in the Brecks Explorer for the past few years. She explained however there was no magazine that was now being produced. She had been in touch with the "Visit Norfolk" website that annually has 2 million users and over 18 million page views. They offer website banners on the 'What's On' page which constantly revolves and can be purchased monthly at a cost of £142 p.m. They stated they were not aware of the Councils two week Thetford's Great Festival. The Chairman asked councillors to consider the website as an option to the Brecks advert and as the Council have a busy period in August and September we should advertise at the beginning of August 2015. This item will be added to next month's agenda.

The PPP&C Officer reported she was pleased to announce that Breckland Council have confirmed they have approved to pay £850 for the Heritage Open Day brochure for the event in the King's House on the 12<sup>th</sup> September 2015. At the last meeting she was asked to arrange a second event on that day. The Ancient House Museum has agreed to arrange for heritage activities to take place in the Guildhall together with two performances of "The Convict Henry Cable" at a cost for £400. There followed a discussion and as the £850 cost of the brochure was no longer due to come out the budget re-use of this money was considered.

**RESOLVED: To cover the cost of £400 for the Ancient House event from the events budget.**

The PPP&C Officer had produced the flyer that had previously proposed and the committee had agreed the content. There followed a discussion on how to distribute this flyer. It was proposed that the leaflet should be distributed in the "About Thetford". In addition every effort should be made to get these leaflets in surgeries, the library and other outlets in the town. A vote was taken. For: 2 votes. Against 1 vote. 1 abstention.

**RESOLVED: It was proposed that the leaflet should be distributed in the "About Thetford". In addition every effort should be made to get these leaflets in surgeries, the library and other outlets in the town.**

The PPP&C Officer asked councillors to consider a Thetford's Great Festival advert in "Fun Days Out in Norfolk" magazine at a cost of £275 for a quarter page advert. It was agreed that this will be a worthwhile advert to advertise the festival.

**RESOLVED: To place an advert in "Fun Days Out in Norfolk" at a cost of £275 for a quarter page advert.**

At this point the Chairman apologised that he had to leave the meeting. Before he left it was agreed that whilst Wednesday was a good day for this meeting it was too late in the day. It was agreed that all future Marketing & Communications meetings would start at 2 p.m. The Chairman left the meeting and passed the Chair to Councillor R Brame.

106/15

### NEW TOWN COUNCIL WEBSITE

The PPP&C Officer reported that the website was due to go live on Monday 15<sup>th</sup> June 2015. She was very pleased with the work done by Freeze who will give long term support to the Council to ensure the website keeps up a consistent standard.

107/15

EVENTS AND EVENTS CALENDAR

The Chairman asked the PPP&C Officer to let all members of the committee have the updated Events Calendar.

The PPP&C Officer reported all the planning for Thetford's Great Festival is now coming to a conclusion. The complete programme will be advertised in this months "About Thetford" and well as being publicised on all Thetford Town Council media outlets.

The PPP&C Officer reported that Heart have all the information of the Town Councils involvement and this will be published in the Heritage Open Day brochure. In addition the Councils events will be highlighted on all Thetford Town Council media outlets.

The PPP&C Officer reported that the Cycling Tour of Britain will be passing through Thetford on 12<sup>th</sup> September 2015, the same day as the Heritage Open day.

Although the exact route was not known it was understood that the race will pass over Nun's Bridges on the way into Town and again on the way out. The Chairman thought that this offers a great opportunity to publicise Thetford. It was agreed to have an agenda item on the July meeting to discuss ideas to highlight Thetford. The use of banners along the route, some Burrell Steam engines and Jones Van parked either side of Nun's Bridges were initial ideas that can be fully discussed at next month's meeting. The Vice Chairman asked if this can be added to the June Full Council meeting for a full discussion and to find out if any additional funding can be allocated to this one off event.

108/15

SOCIAL MEDIA/PRESS/PUBLICITY

The PPP&C Officer confirmed that the Council are now reporting events on the website, Facebook, Twitter, Thetford & Brandon.

109/15

TRANSPARENCY CODE

The PPP&C Officer updated on requirements completed so far. The next task includes declaring pecuniary interests on the website.

110/15

ITEMS OF URGENT BUSINESS

a) LETTER FROM RESIDENT REGARDING MINUTE AND AGENDAS

An e mail was read out from a resident regarding issues publicising agendas on the notice board and minutes on websites. The PPP&C Officer outlined what had happened and explained that the person who updates the Council website had apologised for putting the agenda under the wrong committee heading. The Vice Chairman stated that all our statutory duties will be followed and it was agreed that the PPP&C Officer should send a reply to the resident explaining what had happened.

111/15

PRESS RELEASES

None.

Chairman.

<b>ACTION POINT</b>	<b>BY WHOM</b>	<b>BY WHEN</b>
Letter to all interested parties and businesses regarding notification of the installation of the King Street/Wells Street bollards	PPP&C Officer and the Chairman	As soon as the installation is scheduled
Acquire quotations for banners that could be used in the space above the windows for businesses to advertise	Events Manager	ASAP.
Let all Councillors have an up to date Events Calendar.	PPP&C Officer	ASAP
Change the time of the start of the M&C meeting to 2.00 p.m., let all councillors know and alter Appendix B on the noticeboard and website	.Committee Secretary	ASAP
Add an item to Full Council agenda to discuss the Tour of Britain cycle race.	Town Clerk	30 <sup>th</sup> June 2015
Reply to an e mail from a resident.	PPP&C Officer	ASAP