

MINUTES OF THE MARKETING & COMMUNICATIONS COMMITTEE  
HELD IN THE COUNCIL CHAMBER, KING'S HOUSE, KING STREET,  
THETFORD ON MONDAY 14<sup>th</sup> APRIL 2014 STARTING AT 4.30 P.M.

Present:

Councillors:

Miss C A Fulford (Chairman)  
D Crawford  
B J Skull

Mrs B J Canham  
T J Jermy

Officers in attendance:

Emma Patrick Deputy Town Clerk  
Chris Crimmen Committee Secretary

Minutes

- 939/13 DECLARATIONS OF ANY DISCLOSABLE PECUNIARY INTERESTS  
None.
- 940/13 MINUTES  
Resolved the minutes of the committee's meeting held on the 10<sup>th</sup> February 2014, as received by Council on the 25<sup>th</sup> February 2014, be confirmed as a true record and signed/initialled by the Chairman.
- 941/13 APOLOGIES FOR ABSENCE  
None.
- 942/13 BUY LOCAL  
The Chairman suspended the meeting and welcomed Glynn Burrows from Buy Local. Buy Local is a Norfolk Social Enterprise whose members are all Norfolk businesses, that are privately owned, not a franchise and have their Head Office in Norfolk. Membership is £50 p.a. and to date they have 130 members.  
After his presentation the Chairman opened the meeting. There followed a discussion and Councillor T Jermy proposed and Councillor D Crawford seconded that the Council should support this Enterprise company, Buy Local Norfolk, and the Finance Committee should view the spreadsheet on the Buy Local website to consider the procurement of services from a Norfolk company.  
**RECOMMENDATION: The Council should support this Enterprise company, Buy Local Norfolk, and the Finance Committee when undergoing tendering should view the spreadsheet on the Buy Local website to consider the procurement of services from a Norfolk company.**
- 943/13 ACTION POINTS  
The Chairman reviewed last meetings action points:  
*1. To write a report on using Council Staff or external company to update the Town Council's on-line pages.*  
This report will be completed by 31<sup>st</sup> May 2014.

2. *To design an A4 leaflet directed at businesses in the Town to donate towards hanging baskets and the Christmas lights.*

This leaflet will be completed by 30<sup>th</sup> April 2014.

3. *Review the Town Guide and offer suggestions on the contents.*

This will be covered at agenda item 947/13.

4. *To write a specification for the design of the new website and obtain tenders to put before the Committee.*

This has been completed and will be discussed at agenda item 948/13.

944/13

#### BUDGET

The Chairman could not review the M&C Budget as no figures were available.

945/12

#### ADVERTISING/SOCIAL MEDIA

The Chairman showed councillors the first draft of an advert that she would like to go into the Brecks Explorer that directs visitors to the Brecks area to the Theford's Great website. Councillor Miss C Fulford proposed and Councillor B Skull seconded that the Council place an advert in the Brecks Explorer at a cost of £150 + V.A.T.

**RESOLVED: The Council place an advert in the Brecks Explorer at a cost of £150 + V.A.T.**

There followed a discussion on the Council's Facebook page and it was pointed out that there should be three new pages on Facebook:

- Guildhall and Carnegie
- St Peter's
- Charles Burrell Centre

Councillor T Jermy proposed and Councillor Mrs B Canham seconded that there should be two new pages alongside the Council's Facebook page:

- St Peter's
- Charles Burrell Centre (formally Charles Burrell High School)

**RECOMMENDATION: There should be two new pages alongside the Council's facilities on Facebook:**

- **St Peter's**
- **Charles Burrell Centre**

The Chairman reported on a brochure that the Council have advertised in before, "Heritage Open Days". This brochure issues 35,000 during the summer months and is very visible in all tourist information venues. The cost for two pages issued nationally cost £985 plus V.A.T. The Chairman proposed that one of the pages should advertise a special exhibition displaying the very important and unique Thetford town Council regalia. Councillor T Jermy proposed and Councillor B Skull seconded that the Council set a date for the exhibition to display the Council Regalia and advertise in the brochure "Heritage Open Days" at a cost of £985 plus V.A.T. to be paid for from the Marketing & Communications budget. This was unanimously agreed by all the Committee members.

**RESOLVED: The Council set a date for the exhibition to display the Council Regalia and advertise in the brochure "Heritage Open Days" at a cost of £985 plus V.A.T. to be paid for from the Marketing & Communications budget.**

946/13

### NEWSLETTER

The Chairman reported that the Council had not published a newsletter in "About Thetford" for some months. The Deputy Town Clerk suggested that each Committee could be given a particular month in which they are due to contribute to help ensure updates and good news stories are published (e.g. Allotments publish in a Spring month with updates from the year, how to apply for an allotment, cost, etc). In the circumstance it was decided to publish an eight page newsletter to go in the May edition of the About Thetford that will cover the following subjects:

- Hanging baskets and Christmas decorations public donations.
- Charles Burrell Centre.
- St Peter's, Guildhall and Carnegie.
- Thetford's Great Festival.
- Mayor Making.
- Buy Local.
- Allotments.
- Council news in brief.

Councillor D Crawford proposed and Councillor T Jermy seconded that the Council publish an eight page newsletter in the "About Thetford".

**RESOLVED: The Council publish an eight page newsletter in the May edition of "About Thetford".**

947/13

### TOWN GUIDE

The committee discussed the current Town Guide and it was felt that it was a good publication which presented Thetford with an excellent street map, but carried too many adverts on the opening pages before the introduction page was reached. It was decided that the Council should go out to tender for a new Town Guide which would include a street map. This would be published at no cost to the Council as production costs are covered by the advertising.

948/13

### TOWN COUNCIL WEBSITE

The Deputy Town Clerk tabled a document inviting companies to tender for the redevelopment of the Town council website. It covered 3 areas for the companies to concentrate on:

- Introduction: This area gives the reasons the website needs to be redeveloped.
- The outline brief: This area outlined all the areas the website should concentrate on.
- Process: This area explained the tendering process for interested companies to follow.

After a discussion on the details Councillor T Jermy proposed and Councillor B Skull seconded that the Committee recommend that the Council formally tender for the redevelopment of the Thetford Town Council website.

**RECOMMENDATION: The Committee recommend that the Council formally tender for the redevelopment of the Thetford Town Council website.**

949/13

ITEMS OF URGENT BUSINESS

a) EXISTING TOWN COUNCIL WEBSITE.

The current website controller, Dave Hogkinson, has ceased trading as a business but is happy to carry on updating the system until the Council's new website is operational. He is aware that when the website has been updated alterations can be made by Council staff and he will no longer be needed. He will carry on and charge £70 per month but no longer charge V.A.T.

Councillor B Skull proposed and Councillor D Crawford seconded that the Council accept the new terms offered by the current website controller to charge £70 per month to update the existing website until the new Town Council website is fully operational. This was unanimously agreed by the committee members.

**RECOMMENDATION: The Council accept the new terms offered by the current website controller to charge £70 per month to update the existing website until the new Town Council website is fully operational.**

950/13

PRESS RELEASES

The Committee will publish an eight page newsletter in the "About Thetford".

Chairman.

<b>ACTION POINT</b>	<b>BY WHOM</b>	<b>BY WHEN</b>
To write a report on using Council Staff or external company to update the Town Council's on-line pages.	Councillor T Jermy and the Deputy Town Clerk	31/05/2014
To design an A4 leaflet directed at businesses in the Town to donate towards hanging baskets and the Christmas lights.	Councillor Miss C Fulford and the Deputy Town Clerk	30/04/2014
To ensure that a M&C up to date budget is prepared prior to the meeting. The Chairman will request the budget when the agenda is agreed.	Finance Manager	Prior to each M&C meeting.
To arrange a special exhibition displaying the very important and unique Thetford town Council regalia and advertise this in the publication "Heritage Open Days".	Councillor Miss C Fulford	30 <sup>th</sup> April 2014.
Prepare and draft a tender for a new Town Guide (to include a street map) for Marketing and Communications Chairman to review.	Deputy Town Clerk.	30 <sup>th</sup> April 2014.

UNCONFIRMED